

عنوان مقاله:

MANAGEMENT STRATEGY – GLOBAL LEADERSHIP THROUGH GROWTH WITH RESPONSIBILITY

محل انتشار:

نهمین کنفرانس بین المللی مدیران کیفیت و چهاردهمین کنفرانس بین المللی سازمان کیفیت آسیا و اقیانوسیه (سال: 1387)

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خلاصه مقاله:

Reliance Industries Limited (RIL) is a Fortune 500 company with a global character. Patalganga (PG) being the first RIL Petrochemical location (Mother Plant) of the Organization, a number of Management Strategies were developed at PG and passed on to other RIL locations. The table below describes the challenges faced by the Management in each changed Business scenario, management strategy to face these challenges and the changed Role of Quality for each of these Management Strategies. The paper explains the Systems Approach & anagement strategies adopted at .RIL to grow with responsibility to achieve and retain Global leadership in the areas it operates

کلمات کلیدی:

Management Strategy 2. Global Leadership .1

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/50842>

