

## عنوان مقاله:

Current trends in strategic management

## محل انتشار:

یازدهمین کنفرانس بین المللی مدیریت استراتژیک (سال: 1396)

تعداد صفحات اصل مقاله: 6

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## خلاصه مقاله:

With the world has faced the economic crisis at the first decade of 0222s, becomes clear that the first decade of the twenty-first century has marked a fundamental breakpoint both in global economic history and in the development of the business enterprise. The main goal of this article is to show what has changed in the business environment, what the implications for strategic management are, and what concepts and tools can help managers guide their businesses through these times. In the article are presented the forces that are reshaping business environment, some of the concepts and approaches that are influencing current thinking about strategy, organizational forms, and management styles that may help managers to effectively manage a company during this era of rapid, unpredictable .change

## کلمات کلیدی:

economic crisis, strategic management, crisis management, adaptive methods, unpredictability

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