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A STUDY ON STRATEGIC MANAGEMENT

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ABSTRACT

Strategic Management Journal as an academic publication specialized in the discipline of strategic management. It provides a description of its birth and evolution, mission and scope, and the editors responsible for its development over time. Moreover, the article analyses some key aspects of the journal such as its main statistical data, the role in the development of the discipline, its importance and impact in the context of the broader field of management, and its growing international profile as it became global publication. Finally, the article describes the history of the SMJ Best Paper Prize in recognition of the most outstanding papers published.

INTRODUCTION

Strategic management is a relatively youthful discipline that has steadily matured over the past fifty years. The field has become consolidated over this period, while simultaneously expanding the range of topics analyzed and research methodologies used. Different theories and approaches, addressing different research topics, have been developed to explain the reasons underlying firms' competitive advantage and success. In this paper, we posit the existence of two pendulums in constant motion that, on the one hand, reflect the tension that has historically existed between the focus internationalization, cooperation between firms, strategies and competition in the markets for products and factors, strategic leadership, and the relationship between a firm's strategy and its corporate social responsibility, to mention just a few.

REVIEW OF LITERATURE

literature review Nicholas Mavengere, Marko Mäkipää, Mikko Ruohonen University of Tampere, Finland mavengere, marko.makipaa.

The prevalent competitive business environment has forced companies to devise strategies to survive.

Strategic agility is one such business imperative companies require in the dynamic environment.

Strategic agility is comprised of strategic sensitivity, strategic response and collections Busi 600 Literature Review Andrew Fagan Liberty University Professor Erickson Abstract The literature research reviewed in this paper attempts to address the topic of strategy implementation.

The paper tries to establish an academic case for previously researched material on this subject by reflecting on the diverse views published in the literature different views expressed combine to formulate research to establish relevance as well as importance in this step of the Strategic Management

RESEARCH METHODOLOGY

Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

RESEARCH DESIGN

It is a conceptual structure with which the research would be analyzed. In this study descriptive research studies are one, which is concerned in describing the characteristics of a particular individual or a group. Sampling method used in the research is simple random sampling. In simple random sampling, the sample unit are chosen primarily on the basis of the randomly to the researcher. The number of sampling units selected from the population for investigation It helps to achieve the objectives of research. The sample size taken for this study is 100 workers.

- Primary data: The data is collected from the employee through questionnaires method.
- Secondary data: The secondary data is collected from the various source such as book, website journal, magazines etc..

CONCLUSION

Training and development is one of the essential part in every organisation. It is necessary for both trainer and trainee. It helps for the growth and development of a business and lead the organisation towards success. Training and development helps employees to know the latest trends and technology that introduced in the current market world and use them according to the company's objectives. It helps to face innovation and competition effectively. It helps the employees to develop their career and better position in an Organization. This study investigates the relationship between training and development and employee performance towards the organisation. It also helps to increase the contribution of employees toward organisation to gain more profit and to achieve organisational objectives. Hence training and development is considered to be one of the basic and crucial factor for every organisation to ensure effective worker performance.

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