

# EMERGING TRENDS IN STRATEGIC MANAGEMENT

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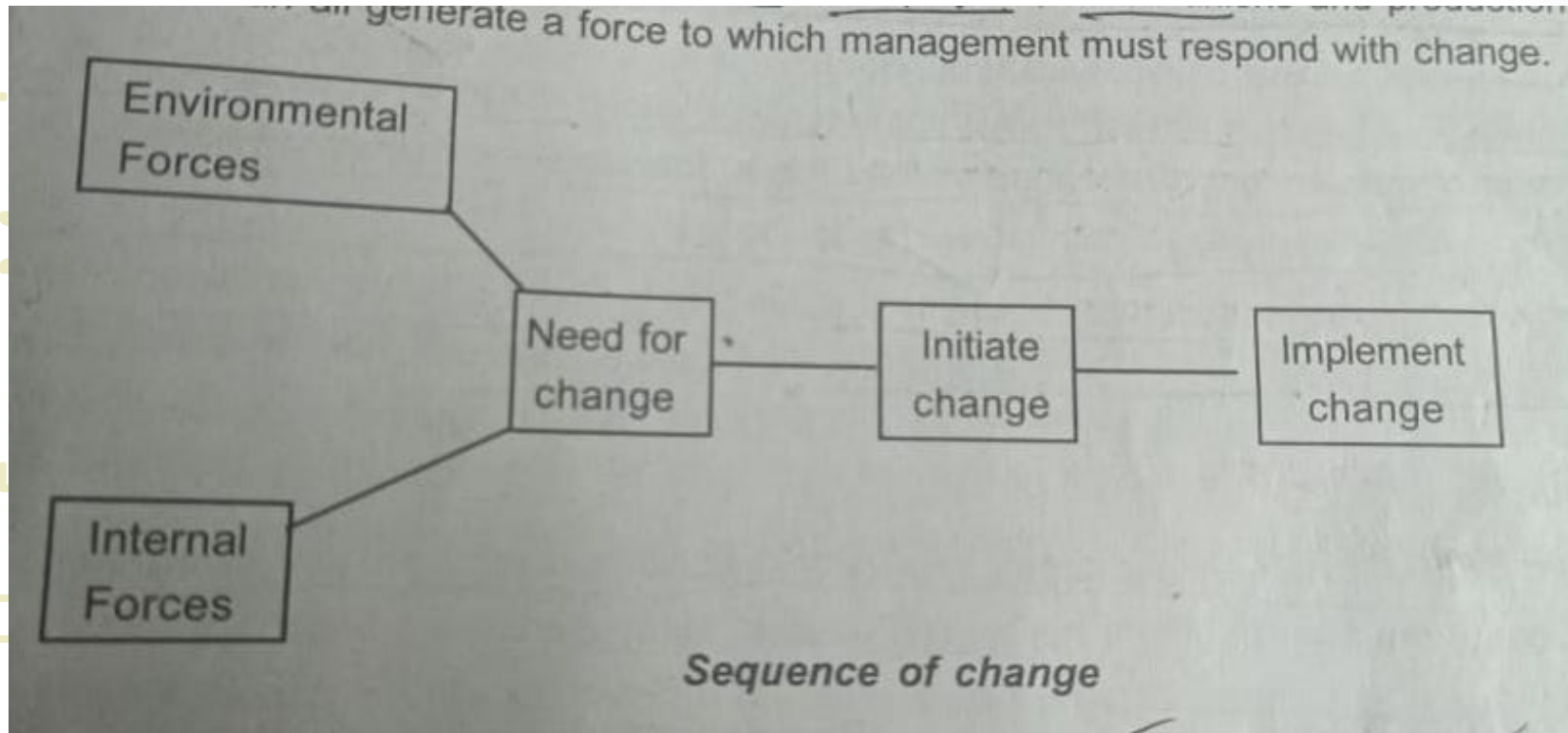
# EMERGING TRENDS IN STRATEGIC MANAGEMENT

- Strategic Change Management
- Strategic Time Management
- Strategy and Social Audit
- Environmental Audit
- Advertising Strategy
- Supply Chain Management
- Organisation Culture and the Strategy
- Knowledge Management
- Corporate Social Responsibility (CSR)
- Total Quality Management (TQM)

# STRATEGIC CHANGE MANAGEMENT

- Changes takes place not only in the external environment but also in the internal environment.
- Societal changes
- Cultural changes
- Political changes
- Economical changes
- Religious changes
- Technological changes

# FORCES FOR CHANGE



# DIMENSIONS OF CHANGE

## Technological

- **Keep pace with the needs of domestic demand, the effect on employment and the needs of capital.**
- **For India, Labour intensive could be better than capital intensive**

## Social

- **Social evolutions and progress**

## Economic

- **Improvement of economic status of common man**
- **Better standard of living of the people, better health, and education for all**

## Political

- **Scope for participation of people in all political matters**

# STRATEGIC TIME MANAGEMENT

- Steps
  - Record actual time use
  - Systematic time management
- Management of time
  - Priorities of jobs should be established
  - Consider whether or not they need to be tackled in a particular sequence
  - Attention should be given to the need to avoid wasting other people's time as well as one's own time
  - Effective executives do one thing at a time show people can perform with excellence three major tasks simultaneously.

# SOCIAL AUDIT

A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization. Social auditing creates an impact upon governance. It values the voice of stakeholders, including marginalized/poor groups whose voices are rarely heard. Social auditing is taken up for the purpose of enhancing local governance, particularly for strengthening accountability and transparency in local bodies.

# SOCIAL AUDIT: OBJECTIVES

- Assessing the physical and financial gaps between needs and resources available for local development.
- Creating awareness among beneficiaries and providers of local social and productive services.
- Increasing efficacy and effectiveness of local development programmes.
- Scrutiny of various policy decisions, keeping in view stakeholder interests and priorities, particularly of rural poor.
- Estimation of the opportunity cost for stakeholders of not getting timely access to public services



# SOCIAL AUDIT: ADVANTAGE

- Trains the community on participatory local planning.
- Encourages local democracy.
- Encourages community participation.
- Benefits disadvantaged groups.
- Promotes collective decision making and sharing responsibilities.
- Develops human resources and social capital

# ENVIRONMENTAL AUDIT

Environmental audit is defined as basic management tool which comprises a systematic, documented, periodic and objective evaluation of how well organization, management systems and equipment's are performing.

# ENVIRONMENTAL AUDIT: OBJECTIVES

- Environment audit needs for an industry are internal as well as external value
- External needs serve to achieve compliance standards and establish a report with regulatory bodies for implementation of environment management policies.
- Internal need serves the industry as well as self-evaluation tool for the process and technology.
- It helps in pollution control, improves production safety and health conservations of nocturnal resources by the way of ensuring waste prevention and reduction, assessing compliance with regulatory requirement, placing environmental information to the public

# ENVIRONMENTAL AUDIT: ADVANTAGE

- EA report provides the necessary information on how well the management systems are performing to keep place with sustainable level of development.
- It provides performance evaluation of industrial working facilities and its possible effect in the surrounding.
- It refers to compliance with local, regional and national laws and regulation
- Potential areas for reduction in raw material consumption leads to cost saving
- Provide an up to- date environmental data to the inspecting authority.

# ADVERTISING STRATEGY

- Formulation of advertising strategy requires the clear identification of target consumers and a definition of the product attributes they desire.
- Then media are chosen to carry messages factors relevant to the choice of a particular medium include
  - Its overall coverage of markets
  - Capacity to penetrate specific market segment
  - Cost in relation to the enquiry and orders to generate
  - Frequency of appearance
  - Atmosphere
  - Timing

# ADVERTISING STRATEGY

- Key elements of an advertising strategy include the
  - Selection of advertising media
  - Product positioning
  - Choice of market segments
  - Whether to confront or avoid competitors during the advertising campaigns
  - Deciding whether to use an advertising agency and its so for which purpose and to what extent and choice of the criteria to be adapted determine whether a campaign has been a success

# SUPPLY CHAIN MANAGEMENT

- Supply chain management may be defined as the design and operation of the physical managerial information and financial systems needed to transfer goods and services from vendor to customers in an efficient and effective manner.
- Focus on the need to look comprehensively at the flow of value delivery to a customer. Value is delivered through the defined business activity of the organisation in the form of goods and services.
- Value flow is the most obvious and visible part of the supply chain moving largely from the vendor to the customer it may be raw material, working progress, finished goods, spares etc.

# ORGANISATIONAL CULTURE AND STRATEGY

- No external body requires that the company mission be defined, and the process of defining it is time consuming and tedious.
- The mission statement is a message designed to be inclusive of the expectations of all shareholders for the company's performance over the long run.
- The executives and board who prepare the mission statement attempt to provide a unifying purpose for the company that will provide a basis for strategic objective setting and decision making. In general terms, mission statement addresses the following questions
  - Why is this firm in business?
  - What are our economic goals?



# KNOWLEDGE MANAGEMENT

According to Peter F Drucker in the new realities knowledge is the information that changes something or somebody either by becoming grounds for actions or by making an individual capable of different or more effective action.

Knowledge management is a management technique to effectively manage knowledge in the organisation.

It is comprises of construction of knowledge organized the knowledge and management system a set of tools.

It also refers to the strategies and structures for maximizing the return on intellectual and information resources.

# CORPORATE SOCIAL RESPONSIBILITY

- Corporate social responsibility initiative helps the companies to gain positive social media visibility better customer engagement and also built a positive workplace environment.
- CSR is a way to create brand equity of the organisation as it adds value to the organisation which directly improve its financial performance.

# TOTAL QUALITY MANAGEMENT

- Total Quality Management is a philosophy committed to customer satisfaction and continuous improvement
- **Objectives**
  - Better less variable quality of products and services
  - Quicker, less variable response in processes to customer needs
  - Greater flexibility in adjusting to change in customer needs
  - Lower cost through quality improvement and elimination of non value adding work.

# TOTAL QUALITY MANAGEMENT

- **Essential ingredients of TQM**

- Intense focus on customer satisfaction
- Internal as well as external customers
- Accurate measurement of critical variables
- Continuous improvement of product or services
- Network relationship based on trust and teamwork

- **According to Berry and Parasuraman five dimensions of service quality**

- Reliability
- assurance
- tangibility
- empathy
- responsiveness