



How to Resolve the Strategy Implementation Problem

By Nader Arvand

LAP Lambert Academic Publishing Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 220x150x11 mm. This item is printed on demand - Print on Demand Neuware - To execute the strategy implementation more effectively, this study proposes an integrated model combining the resource-based view of McKinsey 7S and the industrial organization point of view. The model was tested through collecting primary data from employees of a disguised transformer manufacturer (TRANSCO). The findings prove that neither the resource-based nor the industrial organization is effective independently towards solving the strategy implementation problem, although the study suggests that the resource-based view is more reasonable than the industrial organization viewpoint. Indeed, the model of this study, which combines both viewpoints by employing the strategy formulation and the balanced scorecard, offers a more comprehensive solution and contributes to resolving the most difficult stage of strategic management strategy implementation. 176 pp. Englisch.



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