

Spoznanja na področju izbire strategij v podjetju

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Povzetek

Raziskovalno vprašanje (RV): V raziskavi bomo preučili kakšen je pomen strateških dejavnikov, ki izhajajo iz ravni politike podjetja in strateškega managementa, v procesu izbire strategij v podjetju.

Namen: Namen raziskave je proučiti izbrane strateške dejavnike in ugotoviti pomen teh dejavnikov v procesu izbire strategij v podjetju.

Metoda: Izvedli bomo kvalitativno raziskavo in sicer študijo predvsem tuje strokovne literature. Poudarek bo na analizi raziskav tujih avtorjev.

Rezultati: S pomočjo študije literature in raziskav iz obravnavanega področja bomo odgovorili na postavljeno raziskovalno vprašanje. Ugotoviti želimo, kateri so tisti dejavniki, ki so pomembni v procesu izbire strategij podjetja.

Organizacija: Raziskava bo uporabna tako za nadaljnje raziskovanje, kakor za prakso. Raziskav, ki bi se nanašale na področje izbire strategij in pomen strateških dejavnikov, ki so pri izbiri pomembni, praktično ni mogoče zaslediti. Tako bo pričujoča raziskava pomembno orodje za pomoč pri izbiri strategij podjetja.

Družba: Raziskava se nanaša tudi na dejavnike, kot so kultura, etika, vrednote in okolje podjetja, ki se nanašajo na družbo, socialno odgovornost in okolje. Omenjene dejavnike bomo proučili in raziskali njihov pomen v procesu izbire strategij.

Originalnost: Originalnost raziskave se kaže v širokem spektru dejavnikov, ki se nanašajo na področje planiranja strategij. Raziskave, ki bi obravnavala tako širok spekter dejavnikov pri izbiri strategij, nismo zasledili.

Omejitve/nadaljnje raziskovanje: Omejili se bomo na strateške dejavnike, ki izhajajo iz ravni politike podjetja in strateškega managementa ter na raziskave, ki so na obravnavanem področju že bile narejene. Predlog za nadaljnje raziskovanje je kvantitativna raziskava, ki bi obravnavala izbrane strateške dejavnike in skušala pojasniti njihov vpliv na izbiro strategij v podjetju.

Ključne besede: strateški dejavniki, planiranje strategij, strateški management, izbira strategij, management, politika podjetja.

Findings in the field of strategy formulation process

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Abstract

Research Question (RQ): This survey explores the importance of strategic factors arising from a level of the company policy as well as the level of the strategic management.

Purpose: The purpose of this research is to examine selected strategic factors and to determine importance of selected factors in strategy formulation process.

Method: We will make qualitative research, namely the study of a scientific literature. The emphasis will be on research by foreign authors.

Results: Foreign and Slovenian scientific writings will help us to answer on research question. We would like to find out which strategic factors are important in strategy formulation process.

Organization: Research will be useful both, for future researches as well as practice (for top managers). In the field of strategy formulation process it is impossible to found research that is related on importance of strategic factors in strategy formulation process. The present research will be important tool in strategy formulation process.

Society: The research refers to culture, ethics, values and company environment. Selected factors refers to the society, social responsibility and environment. We will explore the importance of the selected factors in strategy formulation process.

Originality: Originality of the research is reflected in wide spectrum of strategic factors in the field of strategy planning. We did not find any research that considers such a wide spectrum of strategic factors.

Limitations / further research: We will restrict ourselves on strategic factors that derives from a level of the company policy and strategic management and on researches that has already been made. A suggestion for further research is quantitative research that will examine selected strategic factors and try to explain their influence on strategy formulation process.

Keywords: strategic factors, strategy planning, strategic management, strategy formulation process, management, company policy.