



Developing a Framework for Organizational Mission and Strategic Goals

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Abstract: *The research discussed the role of static planning and management in the business organisation and the value of developing the business mechanism in a business company Identify and quantify methods of strategic management that are helpful for the promotion of business management and the growth of the business. The use of strategic management in a business company leads to some advantages and disadvantages in order to the development of the business mechanism. There are five essential strategies of a business manager in the industry Primary quantitative methods are allowed to be highlighted in this portion. The research discussed the role of static planning and management in the business organisation and the value of developing the business mechanism in a business company. From the study, the positive impact as well as the issue related to static management in a business organisation is also can be understood. Survey analysis has allowed for the determination off the results. 3 demographic and 10 variable related questions have highlighted. SPSS software has used to analyse collected data statistically. Strategic business management helps to elevate business planning and production which leads to better profitability of a business. The contingency theory for the development of a business management industry is also been highlighted.*

Keywords: *Strategic management, Developmental aspects, sustainability, company growth, measuring the business programmes.*

1. INTRODUCTION :

The mechanism in static management refers to the development of a business company sustainably in the business and the market field. The purpose of static management in business management is to optimize the regular control of a business management industry (Fuertes et al. 2020). The development of the mechanism in the business industry helps to achieve the goal of the business and the development of the business factors. The main focus of static management is to focus on the business goal and to achieve the required goal of the business company. Static management helps the business organization to know about static planning and the fundamentals for creating an organization.

For developing the mechanism in a business company, there is some important role of strategic management and planning. Besides the advantages, there are also some issues with static planning and management in the business company. The most common problem in the case of static management is the communication issue. The ineffective communication problem is one of the most known problems which hamper the business company for mechanical development and growth.

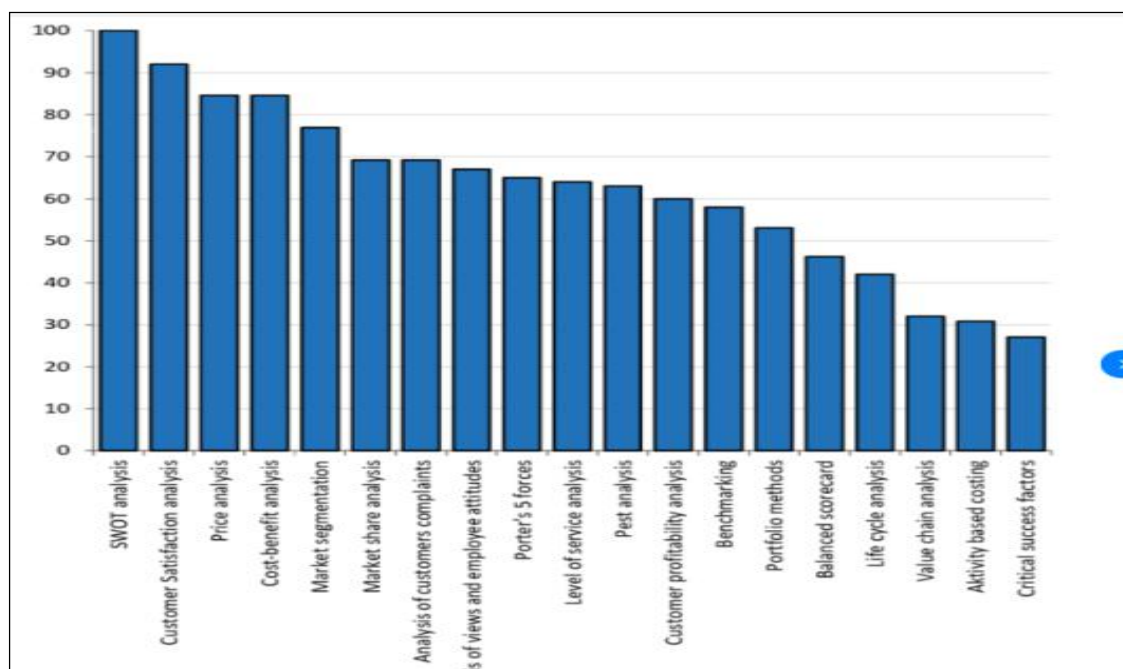


Figure 1.1: The use of strategic management in business companies
 (Source: Fuertes et al. 2020)

The above graph shows the use of strategic management in various business sectors. Strategic management is used mostly in the SWOT analysis in any business organization.

The *aim* of the learning is to the role of static business management in order to develop the mechanism for achieving the goal and the strategy of a business company.

The objectives of the research are as follows:

RO1: To analyse the role of strategic management in the development of a business mechanism.

RO2: To examine the methods for implementing static management in a business company.

RO3: The discuss the advantages and disadvantages of strategic management for the development of mechanisms in an organization.

RO4: To recommend the solution for reducing the issues including static management in business industry.

This research aims to answer the follow research questions:

RQ1: What is the role of strategic management in the development of business mechanisms?

RQ2: What are the methods for implementing static management in a business company?

RQ3: What are the advantages and disadvantages of static management for the development of mechanisms in an organization?

RQ4: How does a business company can reduce the issues including static management in a business industry?

The research discussed the role of static planning and management in the business organisation and the value of developing the business mechanism in a business company. From the study, the positive impact as well as the issue related to static management in a business organisation is also can be understood. Therefore, the study is significant for understanding the value and the role of static management in a business organization.

2. LITERATURE REVIEW :

Role of strategic management in developing the mechanism

Strategic management is played a significant role in order to the expansion of the business mechanism. The methods of strategic management are helpful for the promotion of business management and the growth of the business (Allison, 2019). A proper strategy is helpful for a business company as strategic management increases the effectiveness and the essentiality of a business plan (Cabral, 2019). Only with a proper business plan, a company can be able to reach its goal of business goal.

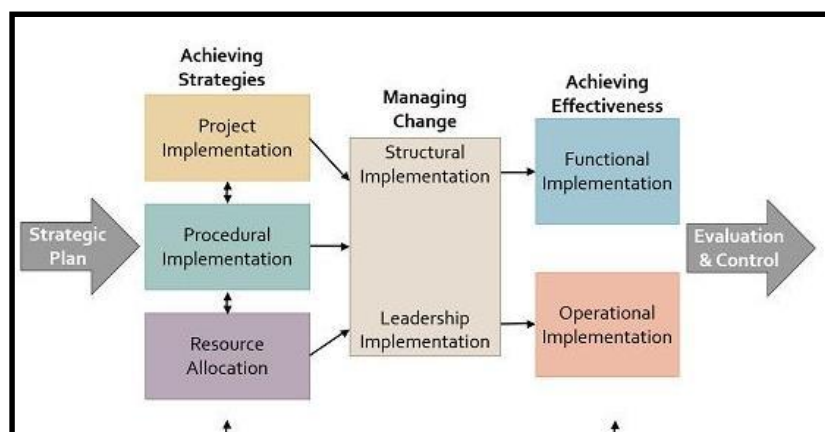


Figure 2.1: The strategic implementation in a business organization
 (Source: Chofreh et al. 2021)

Strategic business management leads to the better production of a business company which leads to a better profit for the business. There are five essential strategies of a business manager in the industry (Chofreh et al. 2021). The five strategies are setting objectives, crafting and tactics, vision and mission, and implementation and execution (Drobyazko et al. 2019). Hence, the proper strategy is the most powerful factor for a business industry for the growth and development of the company.

3. The advantages and the disadvantage of strategic management :

The use of strategic management in a business company leads to some advantages and disadvantages in order to the development of the business mechanism. As per the recommendation of Kabeyi (2019), by using strategic management in the business industry, the board's responsibility is reduced. For providing the proper framework for a business management and the decision-making of a business, a actual and correct strategic management helps a business company (Barbosa et al. 2020). Enabling the measurements of a business program the strategic management program works in a better note. Hence, use of the strategic management is effective and helpful for a business organisation.

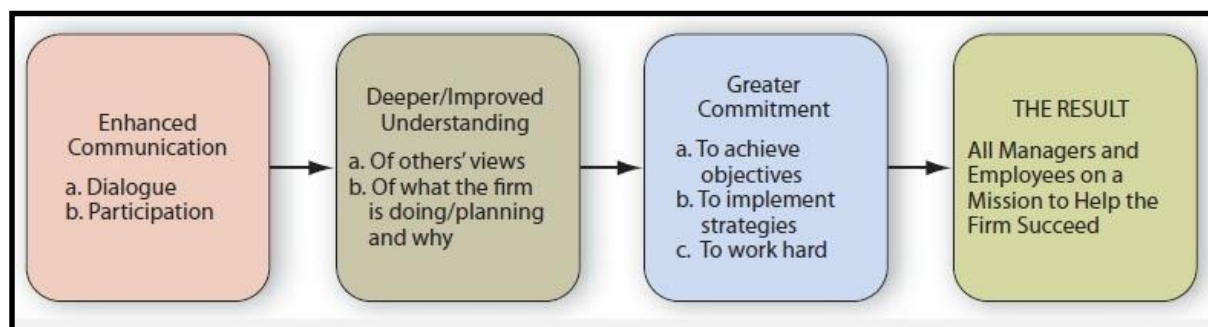


Figure 3.1: The benefit of strategic management
 (Source: Barbosa et al. 2020)

There are some disadvantages of strategic business management in the case of developing the business mechanism in the business organisation. One of the disadvantages of strategic business management is that this is a complex process (Khanagha et al. 2022). As the process is complex, there need for professional and efficient employees in the business sector for doing the process (Iglesias & Ind, 2020). The process of strategic business management is a time-consuming procedure thus the business management has to give more time and become more patient towards this process. According to Frondizi et al. (2019), the business process is difficult in the implementation of the process in the business organisation (Mazzucato et al. 2020). Hence, the function of the process of strategic business organization has some issues in the case of the business and the management industry.

4. Contingency theory of strategic management :

The contingency theory defines the effectiveness of the leaders in a business company which is related to the setting of a specific situation of the business management. As per the suggestion of Antonova et al. (2020), for the business and the management industry, this theory helps to increase the effectiveness of business planning and strategies for better production and better business marketing. Therefore, this theory leads to an increase in the proficiency of the



employee of the business industry and for the growth and development of the business industry in the case of the business mechanism.

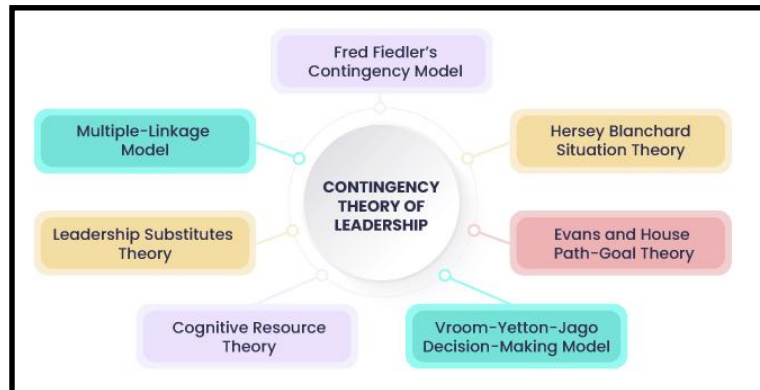


Figure 4: Contingency theory
 (Source: (Mazzucato et al. 2020))

5. Methodology :

The study has followed the primary quantitative method for understanding static management for the business organization. The positive implant of the primary quantitative method is that in this method the researchers can get accurate data and information from the field which is less expensive than the other methods (Carayannis & Morawska-Jancelewicz, 2022). Hence, the use of the primary quantitative method helps to gather the data related to the impact of static management for the evolution of the mechanism in a business organization.

The survey has been performing in this research by counting 65 participants which help to assemble data relative to the topic. As stated by Lubinski & Wadhvani (2020), the survey is helpful to perform research in a short period of time. The data gathered from the survey responses has been analyzed with the help of SPSS software. Regression, ANOVA, and correlation tests have been performed with the help of SPSS analysis. Hence, the primary quantitative method is helpful for this research.

6. Findings :

1. State your gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	26	40.0	40.0	40.0
Valid 2	39	60.0	60.0	100.0
Total	65	100.0	100.0	

Table 6.1: Identification of Gender
 (Source: SPSS)

Table 6.1 rectifies the gender of the participants in the survey. Demographic analysis of the research topic is has helped as it is easier with the support of this analysis. It is noticed that 26 females and 39 males participated in this research.

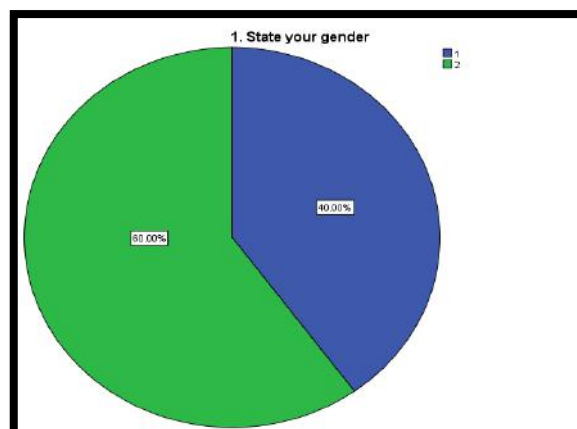


Figure 6.1: Identification of gender(Source: SPSS)



It is noticed in figure 6.1 that 40% of female and 60% of male participants take place in this research.

2. State your age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	26	40.0	40.0	40.0
3	26	40.0	40.0	80.0
4	13	20.0	20.0	100.0
Total	65	100.0	100.0	

Table 6.2: Age group
(Source: SPSS)

Table 6.2 has highlighted the demographic analysis of the age group of participants. 26 participants belong between the 16 to 40 years age group, and 26 participants belong to between 41 to 55 years age group and the lowest response rate is the age group above 55 was 16.

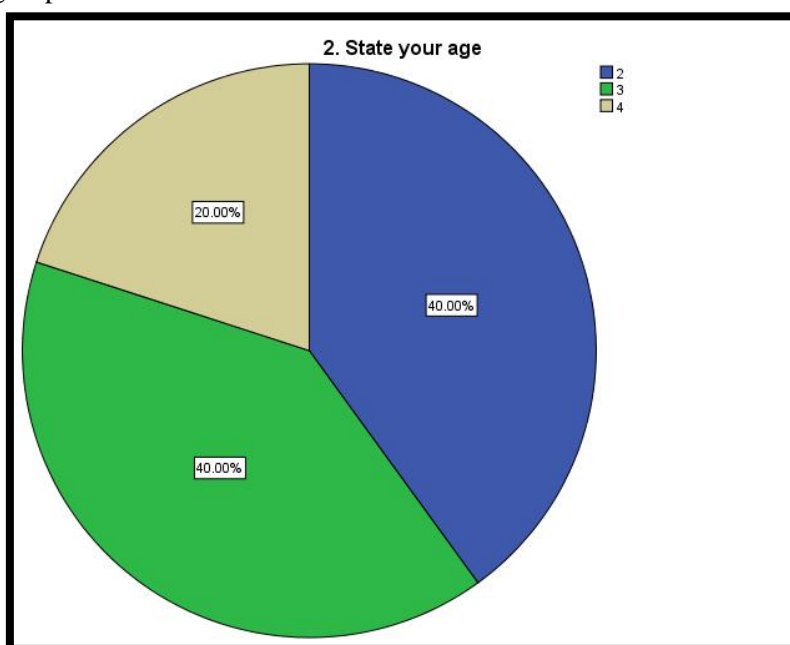


Figure 6.2: Age group
(Source: SPSS)

Figure 6.2 has analysed the response rate with the aid of demographic analysis. The maximum response rate is 40% and they belong between the 16 to 40 years of age group. The lowest response rate is from the age group above 55 with 20% of the participants.

3. State your income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	39	60.0	60.0	60.0
3	26	40.0	40.0	100.0
Total	65	100.0	100.0	

Table 6.3: Income range
(Source: SPSS)

Table 6.3 helps to rectify the participants according to their income range. 39 participants belong between Rs. 15000 to Rs. 40000 income ranges. Therefore, 26 participants belong between Rs. 40000 to Rs. 100000 income range.

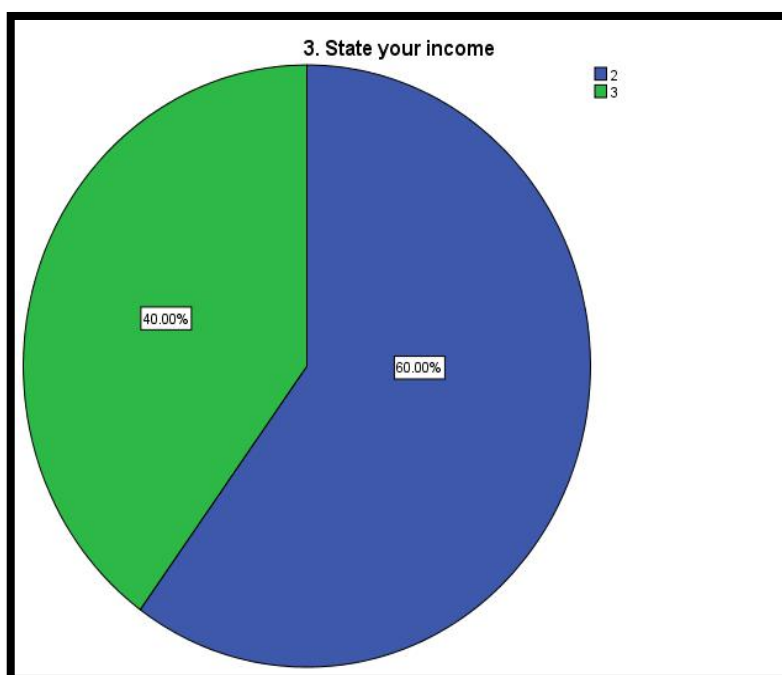


Figure 6.3: Income range
 (Source: SPSS)

Figure 6.3 has highlighted the income range according to the participants in the survey. The maximum response rate is 60% from the income range between 15000 to 40000 and the lowest response rate is 40% in the income range between 40000 to 100000.

Descriptive analysis

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
DV	65	3	1	4	208	3.20	1.175	1.381	-1.177	0.297
IV1	65	1.00	8.00	9.00	572.00	8.8000	0.40311	0.163	-1.536	0.297
IV4	65	2.00	8.00	10.00	598.00	9.2000	0.75416	0.569	-0.352	0.297
IV2	65	1	4	5	312	4.80	0.403	0.163	-1.536	.297
IV3	65	1	4	5	312	4.80	0.403	0.162	-1.536	.297
Valid N (listwise)	65									

Table 6.4: Descriptive analysis
 (Source: SPSS)

Table 6.4 has highlighted the descriptive data analysis with the support of the variable in this study. The standard deviation of the first variable is 0.40311; therefore, 0.403 4.80 are the standard deviation of the second and third variables respectively. The standard deviation of fourth variable is 0.75416.



Regression analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.343 ^a	0.118	0.104	1.113	1.667

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	12.000	3.039		3.948	0.000	5.926	18.074
	IV1	-1.000	0.345	-0.343	2.898	0.005	-1.689	-0.311

Table 6.5: Regression analysis

(Source: SPSS)

Table 6.5 is the combination of three distinct tables showing the accurate information of the regression between IV1 and DV. The Significant value of the factor is .005. Meanwhile Confidence Interval for B is 18.074 in upper bound.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.343 ^a	0.118	0.104	1.113	2.321

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.400	1	10.400	8.400	0.005 ^b
	Residual	78.000	63	1.238		
	Total	88.400	64			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	8.000	1.662		4.814	0.000	4.679	11.321
	IV3	-1.000	0.345	-0.343	2.898	0.005	-1.689	-0.311

Table 6.6: Regression analysis

(Source: SPSS)

Table 6.6 is the combination of three distinct tables showing the accurate information of the regression for IV3 and DV. The Significant value of the factor is 0.000. Meanwhile the Confidence Interval for B is 11.321 in upper bound.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.943 ^a	0.890	0.888	0.393	2.167

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.650	1	78.650	508.200	0.000 ^b
	Residual	9.750	63	0.155		
	Total	88.400	64			



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-10.000	0.588				
	IV2	2.750	0.122	0.943	-17.019	0.000	-11.174 -8.826
							2.506 2.994

Table 6.7: Regression analysis
(Source: SPSS)

Table 6.7 is the combination of three distinct tables showing the accurate information of the regression for IV2 and DV. The Significant value of the factor is .000. Meanwhile the Durbin-Watson value is 2.167.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.733 ^a	0.538	0.530	0.805	3.280

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.543	1	47.543	73.309	0.000 ^b
	Residual	40.857	63	0.649		
	Total	88.400	64			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	13.714	1.232				
	IV4	-1.143	0.133	-0.733	11.131	0.000	11.252 16.176
							-1.410 -0.876

Table 6.7: Regression analysis
(Source: SPSS)

Table 6.7 is the combination of three distinct tables showing the accurate information of the regression for IV4 and DV. The Significant value of the factor is .000. Meanwhile the Durbin-Watson value is 3.280.

7. Discussion :

The paper has discussed the role and impotence of strategic management in the order to growth and development of the business mechanism and business strategies on a large scale. As per the proposal of Antonova et al. (2020), through the analysis of the importance of strategic management, a business industry positively grows in the business and the market industry. Besides the advantages of strategic business management, there are also some negative impacts that hamper the business management process.

8. Conclusion and Recommendation :

From the study the positive impact of strategic management on the improvement of the business mechanism has been discussed. Also, the contingency theory for the development of a business management industry is also being painted. The methodology of the research is also discussed in the study.

Strategic business management helps to elevate business planning and production which leads to better profitability of a business. As per Hristov et al. (2019), Strategic business management is an important asset for the growth of the business industry. Thus, the use of Strategic business management in the business industry is important to improve the capacity of the employee and also to increase the business popularity.



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