SNAGS AND NECESSITY OF STRATEGIC MANAGEMENT IN ORGANIZATION

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Abstract
This article is considering strategic management and its necessity and snags of utilization in organizations. The topics of this article consists of: strategy definition and strategic management, using of strategic management, strategic management advantages, strategic management process, position analysis, strategy codification, strategy implementation, strategy assessment, snags and problems of strategic plans design, survey of strategic plans snags.

Keywords: strategic management, strategy, strategic planning.

1. Introduction
Do you ask yourself that why some of big and successful companies have decreased to a usual position by losing big share of their market in a short time and why several of small companies have reached to an excellent position? Do you think that why some of Institutes easily withstand political, economical, social vibrations and versus some of organizations have failed? To opinion many of management science specialists, we should find answer these questions in such definitions, namely ((strategy)) and ((strategic management)). In this article we have try to consider strategic management and its necessity and snags of its utilization.

2. Definition of strategy and strategic management:
Already then, different and inconsistent definition of strategy and strategic management are given. One of the management specialists said that these phrases are like ((art)), when we see them, their identification is easy but their explanation seems very hard. Nevertheless we have tried to give definition from all concepts.

1-2- strategy:
Fundamental pattern is from planed purposes, utilization and devotion sources and an interaction organization with markets, rivals and other environmental elements. In according with the definition, a strategy should characterize three things:
- What purposes should come off
- Which industries, markets and products should have concentration
- How should give resources for utilization of environmental opportunities and encounter with environmental threats to achieve a comparative advantage.

2-2- strategic management:
Embolic decisions and activities with strategy development consist of their implementation and control. Therefore, strategic management include activities related to
survey, assessment and strategies choices, plans adoption of internal and external organizational to implementation these strategies and finally done activities control(Fredrick,1999).

3. Use necessity of strategic management:
With precise looking to strategic management concept, can understand its use necessity. With attention to environmental changes and complicate the organizational decisions, utilization of comprehensive plan is necessary. This plan is strategic plan. Strategic management by dynamic, provident, socialist and felicitous mind, is key of many problems. Strategic manage mental bases are on managers understanding from rival companies, markets, prices, primary materials offertory, governments, stockholders and costumers in all of the world and these elements are determinates of successful commercial in today world. So, one of the most important instruments that the organization can utilize in future, will be ((strategic management)) .

4. Strategic management advantages:
Strategic management, make possible for organization to act a creative and innovator manner and don’t act inactively. This way of management causes that organization has be innovator and its activities impose (not just react against the actions) and therefore control the future. With regard to history, main benefit of strategic management, this was that help organization by using more regular, sensible and logical manner, to choose the strategic options(Lauh &Idris,2005). There is no doubt that this is one of the main benefits in strategic management but researches show that this process can have a more important role in strategic management. Managers and employees will commit themselves to support of organization by involving in this process. Another most important strategic management benefits, its that causes commitment in managers and employees. One of the big benefits in strategic management is providing the opportunity to option submission in employees. Option submission is an act that by using that, employees be encourage to participate in decision making processes, and therefore their influencing will increase.

5. Strategic management process.
We can divide strategic management process to four steps:
- position codification
- strategy codification
- strategy implementation
- strategy assessment

That we will express these steps briefly.

1-5- position analysis:
Long term aims, organization mission (existential course), organization view (what we want to do).
International environment analysis and organization capabilities. External environment analysis.
2-5- strategy codification
First in strategy codification should be list available strategies collection and then by different models in strategic management discussions and position results analysis, we choose the dominant strategy. In this class, should participate meddle managers in organization (Avril, 2006).

3-5- strategy implementation
- To strategies implementation should use following instrument.
- Organizational structure in accordance with strategies.
- Skills, sources and abilities coordination in organization at administrative level.
- Generating organizational culture in accordance with new strategy in organization.
- Successful strategy implementation needs managers cooperation in all sections and units.

4-5- strategy assessment
To determinations of access restriction, implemented strategy should be control.
Strategy assessment includes three main activities:
- studying main bases of company strategies
- compare expected results with actual results
- doing reviser actions to confidence with performances and expected plans.
Strategy assessment process information should facilitate actions and should introduces persons or units need to amendment (Fardavar, 2011).

6. Barriers and problems of strategic plans design.
In this context, first problems consist of strategic management development barriers in organizations. There are different reasons that some of organizations don’t wish to produce and develop the strategic management procedures, which most important of these reasons are:
- lacking knowledge of high level management toward actual position organization
- self – deceive of high level managers about organization position
- attention to existing position
- common difficulties jumble in high level management and daily performance difficulties
- previous success in organization
- be wrong changes related to whatever has done in organization previously
- insufficiency in immediate tasks usage

7. Study barriers of strategic plans implementation
One of the researchers in respect of strategic management discussed common problems and errors in strategy implementation that called ((seven strategic moral errors)):
Moral errors, number 1 – strategy has not value to implementation.
The strategy has value to be implemented that possesses inspiring power and help employees that understand their tasks.
Moral error, number 2- employees are not clear about how strategy will be implement. In this case, there are many subjects that first should be denoted. These subjects consist of:
Preferences: what’s your preferences.
Time table: How strategy implementation should continue.
Influences: What’s strategy influence on your activities.
Participation: Who shall have participation and in what time.
Risks: identify the risks and decrease them.
Moral error, number 3- costumers and employees didn’t understand the strategies perfectly.
Strategy implementation plan should consists of a communication plan that specify should express about strategy to what persons and what time(Alvani,2009).
Moral errors number 4- persons responsibility is uncertain about the changes implementation.
Employees should guide realize to strategy implementation and their responsibilities should be give to them. Whatever persons number that directly have been participated in implementation process, be more, is better.
Mortal error, 5 – at implantation beginning director general and senior managers issue from the scene.
Usually, interest level of senior managers decrease after strategy codification and agreement. If the employees feel that senior manager are not commitment to strategy, also their interest will decrease.
Mortal errors, 6 – lacking recognition of barriers(Salehi,2005).
The plans never implement exactly. The organizations act in a dynamic and variable environment. So, unexpected incidents may be generate during implementation. These barriers should be realize and employees should be encourage to making creative solutions with dominance on these barriers.

Mortal errors, 7 – forget business.
Another risks consists of having attention of all senior managers by strategy implementation and codification and they forget that have to business.

Conclusion
Strategic Management activities related to the assessment, evaluation and selection of strategies adopted any measures within and outside the organization, this program is nothing but a strategic plan. Strategic management based on dynamic mentality, perspective and contingency holistic solutions to many problems in today's organizations. And the most important tools for success in the future, organizations can take advantage of it.

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