AN ANALYSIS OF THE RELATIONSHIP BETWEEN STRATEGIC MANAGEMENT AND FIRM PERFORMANCE: A CASE OF TELECOMMUNICATION FIRMS IN SAUDI ARABIA

A Project Submitted To Dean of Research and Postgraduate Studies Office in Partial Fulfillment of the Requirement for the Degree Master of Science (Management) Universiti Utara Malaysia

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Malaysia
Kelebihan dari mempelajari analisis hubungan antara proses perancangan strategik dan prestasi syarikat tidak boleh terlalumenekankan, terutama di Industrials pengelompokan atau persekutuan syarikat mana terutama digunakan sebagai diukur untuk seleksi proses perancangan strategik'. Mencapai keberkesanan organisasi adalah sebuah perjuangan eksklusif dan berterusan untuk setiap organisasi atau syarikat di Saudi Arabia, sementara pelbagai usaha yang melibatkan sejumlah besar wang dilaburkan ke arah untuk memuhi amatlamat penting. Namun, belum adapenelitian tentang analisis hubungan antara proses perancangan strategik dan prestasi syarikat di Arab Saudi, yang dipandang sebagai arah bagi organisasi untuk memenuhi target mereka ditetapkan untuk kegiatan tahunan. Oleh kerana itu, kajian ini disajikan untuk analisis hubungan antara proses perancangan dan prestasi syarikat syarikat telekomunikasi di Arab Saudi untuk pemilihan kaedah yang tepat itu yang akan menguntungkan bagi syarikat.

Global stratified random sampling proporsional diadopsi manakumesioner antara eksekutif dari syarikat syarikat yang dipilih. Jumlah 120 eksekutif dipilih daripada 20 syarikat terpilih sebagai sampel kajian ini. Dengan demikian, kajian ini telah membantu untuk menentukan faktorfaktor yang memerlukan perhatian penting dalam proses perancangan dan pendekatan dipamerkan di pasar.
ABSTRACT (ENGLISH)

The advantages of studying the analysis of relationship between the strategic planning processes and firm performance cannot be overemphasized, especially in the clustering industrials or firms environments where it is mainly used as a measured for strategic planning processes’ selection. Achieving organizational effectiveness is an exclusive and continuing struggle for every organizations or firms in Saudi Arabia, while many efforts that involve a huge amount of money are invested towards to meet this crucial aim. However, there has not been a research about the analysis of the relationship between the strategic planning processes and firm’s performance in Saudi Arabia, which is seen as a way for organizations to meet their set target for the yearly activities. Therefore, this study is presented to analysis the relationship between planning process and firm performance of telecommunication firms in Saudi Arab for proper method’s selection which will be benefited for the firms. The use of proportionate stratified random sampling was adopted where questionnaires were distributed among executives of the selected firms. The total of 120 executives was chosen from 20 selected firms as sample of this study. Thus, this study has helps to define the factors that required a crucial attention in the planning process and exhibited approach needed to have effective and profitable organizational performance in Saudi Arabia market.
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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Strategic planning is an ongoing process and carries an intense customer/community, shareholder, and employee focus. The strategic planning process provides direction to all elements of the company and drives decisions and actions. Employees at all levels can articulate and share the company’s vision and its overall strategic direction. They can also articulate their roles in the implementation and execution of the strategic plan (Steinbatcher, et al. 2009). A formal process is always performed by line executives and managers of a company at least once per year which used to lead to test of decisions against the strategic plan (Beinhocker, 2003).

Meanwhile, there has been an investigation the relationship between planning processes and performance, coming up with mixed results (Mintzberg, 1994). It has been suggested that the prime organizational issue in the future should be managing of information, with some organization trying to utilize these for organizational use (Lancaster, 1997). There is no process that requires more coordination and informational input than the planning processes of an organization. Strategic processes
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