THE STUDY ON STRATEGIC PLANNING PROCESS AND PERFORMANCE OF UNIVERSITI MALAYSIA PERLIS

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MEI 2015
DECLARATION

I declare that the thesis work described in this research paper is my own work (unless otherwise acknowledged in the text) and that there is no previous work which has been previously submitted for any academic Master’s program. All sources quoted have been acknowledged by reference.

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ABSTRACT

This research aims to identify strategic planning process characteristics in Universiti Malaysia Perlis (UniMAP) and to examine its relationship with firm performance. Existing literature, both theoretical and empirical, is examined to identify the state of knowledge regarding strategic planning process. This study was done via a survey of Universiti Malaysia Perlis (UniMAP) staff who involve in strategic planning process. The results of the survey provided information on the relationship of strategic planning process applied in UniMAP and how it reflects towards the firm performance. Key findings provided empirical evidence about the involvement of top and line management in planning, and the impact of strategic planning process towards UniMAP performance. Furthermore, the study found a strong positive relationship between strategic planning and firm performance. This research gives new empirical evidence about the value of strategic planning to corporate performance in the context of UniMAP.

Keywords: Strategic planning, Firm Performance, Malaysia.
ABSTRAK

Kajian ini bertujuan untuk mengenal pasti setiap proses perancangan strategik di Universiti Malaysia Perlis (UniMAP) dan untuk mengenal pasti hubungkaitnya dengan prestasi firma. Melalui kajian yang sedia ada, kedua-dua teori dan empirik, diperiksa untuk mengenal pasti tahap pengetahuan mengenai proses perancangan strategik. Kajian ini dilakukan melalui satu kajian ke atas Universiti Malaysia Perlis (UniMAP) di mana staf yang terlibat dalam proses perancangan strategik diambil kira. Keputusan kaji selidik ini memberikan maklumat mengenai hubungan proses perancangan strategik digunakan di UniMAP dan bagaimana ia mencerminkan hubungkaitnya ke arah prestasi firma yang memuaskan. Penemuan utama mengemukakan bukti empirikal tentang penglibatan pengurusan atasan dan baris staf pengurusan dan professional dalam perancangan, dan kesan proses perancangan strategik ke arah prestasi UniMAP. Tambahan pula, kajian ini mendapati hubungan positif yang kuat antara perancangan strategik dan prestasi firma. Kajian ini memberi bukti baru empirikal tentang nilai perancangan strategik dengan prestasi korporat dalam konteks UniMAP.

Keywords: Perancangan Strategik, Prestasi Firma, Malaysia.
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Based on (Thune and House, 1999; Ansoff, 2000; Herold, 2001) in 1999, there’s many researches began to make a research to determine the performance and the needs of having strategic planning and more than 40 research on strategic planning and performance have been done at that time. Unfortunately, these types of research are a bit getting slow down.

Therefore, it being proves that a strategic planning and firm performance have a relationship with the significant on the strategic planning and management research. In that case, this type of research should not be left out by scholars. This study used to identify and evaluates the strategic planning process and its impact on firm performance. In this case, researcher have choose to make a research based on one university located in the northern area of Malaysia that in Universiti Malaysia Perlis (UniMAP).

The strategic planning can best defined as a systematically process that have been investigate in addition to formulate the strategies, implementing it and also controlling the strategy with the formal written document for the sake of organization exceptions (Higgins and Vineze, 1993; Mintzberg, 1994; Pearce and Robinson, 1994). It also being defined as a process of envisions of the future to develop a suitable standard procedures and rules of operation in addition to influence all the managers and staff towards the organization future vision and goals that have been set at the first place. There is also an area where strategic planning of the professional often did their work in their own words without the understanding of the staff and even stakeholders. In the real world today, strategic planning processes are neither complicated nor scientific. Trough out the modern area now a days, starting form
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REFERENCES


