



OUR HERITAGE

ISSN: 0474-903- Vol-67, Special Issue-9

“GRCF Dubai International Conference On Sustainability And Innovation In Higher Education, Engineering Technology, Science, Management And Humanities” Organised by
Global Research Conference Forum, Pune, India
November 23rd and 24th, 2019



Development Of New Alpha-Swot Analysis Framework With Consideration Of Swot And Value Chain For Sustainable Strategic Organizational Reform

Mathew Antony
Research Scholar
Himalayan University,
Faculty of Business Administration, Itanagar, AP
E-mail: mathewanthony3@gmail.com

Dr.PrakashDivakaran
Research Supervisor
Department of Business Administration
Himalayan University,
Itanagar, AP
E-mail: prakashtek@gmail.com

Dr.Prakash Hemraj Karmadkar
Research Supervisor
Department of Business Administration
Himalayan University,
Itanagar, AP
E-mail: drkarmadkar@gmail.com

Abstract:-

Within strategic management as well as planning, SWOT analysis entails the selection as well as Portrayal associated with information regarding internal as well as external factors that have, or even might have, a direct effect upon company. SWOT is really a framework which allows managers in order to synthesize experience from a good internal analysis associated with the company's talents as well as weaknesses along with individuals through a good analysis associated with external opportunities as well as threats. SWOT is actually a widely recognized tool because of its simplicity and value associated with focusing upon the key issues that affect the organization. The aim of the paper would be to update the SWOT analysis elements would be to determine the talents as well as weaknesses which are appropriate within meeting opportunities as well as threats within a particular scenario. Also, new proposed methodology called “Alpha-SWOT” is recommended in this paper.

1. Introduction

From the majority of, SWOT is actually considered becoming merely a mention of the further analysis since it offers a lot of limitations as well as can't be utilized on its own within the scenario analysis. The prior guidelines recognized with this article fulfill the majority of SWOT



OUR HERITAGE

ISSN: 0474-903- Vol-67, Special Issue-9

“GRCF Dubai International Conference On Sustainability And Innovation In Higher Education, Engineering Technology, Science, Management And Humanities” Organised by
Global Research Conference Forum, Pune, India
November 23rd and 24th, 2019



limitations other than 1: “Prioritization associated with factors”. A professional SWOT will go the step further as well as remove this particular important drawback.

Inside an easy SWOT, talents as well as weaknesses or even opportunities as well as threats tend to be add up to every other, therefore a small weakness may balance the major power. Without having Prioritization, a few factors may be provided an excessive amount of or even not enough focus as well as the majority of appropriate factors may merely end up being overlooked.

Along with SWOT analysis, VCA is really a process the place where an organization recognizes its main as well as support activities which include value in order to its last item as well as then evaluate these activities to lessen costs or even improve difference. The value chain signifies the internal activities a company engages within whenever changing inputs in to results. Value chain analysis is really a strategy tool accustomed to evaluating internal organization activities. Its goal would be to identify, that activities tend to be the best in order to the organization as well as those might be enhanced to supply aggressive advantage.

Within other phrases, through looking at internal activities, the analysis discloses the place where a firm’s aggressive advantages or even disadvantages tend to be. The organization that competes via difference advantage will attempt to do its activities much better than rivals might perform. In the event that this competes via price advantage, it’ll attempt to carry out internal activities from lower costs compared to rivals might perform. Whenever a company is actually effective at generating goods from lower costs compared to the marketplace price in order to supply exceptional products, this makes profits.

2. Traditional Strategy Management

The term ‘strategic management’ can be used in order to signify the Branch associated with management that’s worried about the development associated with strategic vision, setting away objectives, creating as well as applying methods as well as presenting corrective measures with regard to the deviations (if any) to achieve the organization’s strategic intention. Its two-fold objectives:

- To obtain an aggressive advantage by having an aim associated with outperforming the rivals to attain prominence more than the marketplace.
- To act as helpful information in order to the organization to assist within making it through the changes within the company atmosphere.

Just about all management can be involved along with these, obviously. However, project management provides the unique focus formed through the goals, resources as well as the routine of every project.

Although it might appear straightforward, successful project management is actually complex. Project managers provide projects of sizes in order to conclusion, promptly as well as inside spending budget. There tend to be numerous factors the project may derail; Nevertheless, experienced project managers can organize the numerous elements included as well as maintain the project upon program through start to complete. Figure 1 below exhibits SPM.

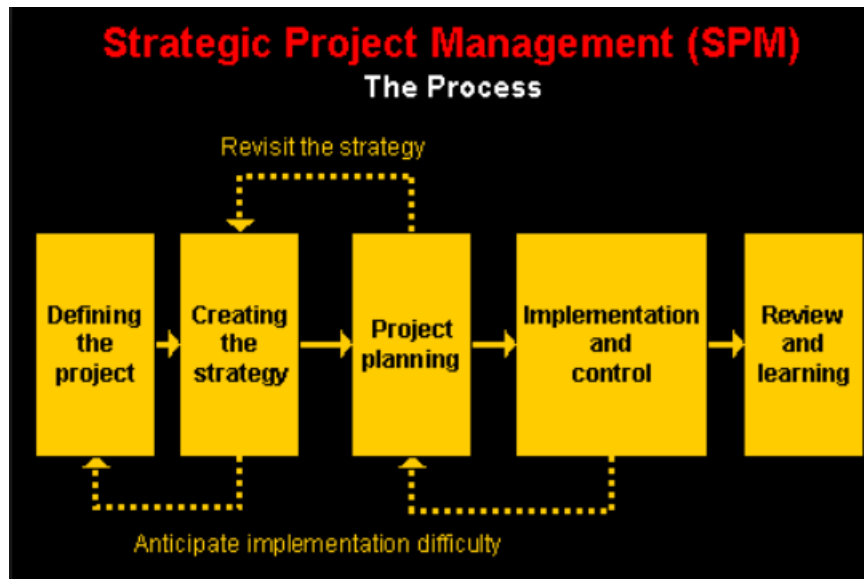


Figure 1: Strategic Project Management

Right here, changes make reference to changes within the internal atmosphere, i.e. inside the organization, launched through the managers for example the running a business policy, methods and so on. As well as changes within the external atmosphere as with changes within the federal government rules that may affect a company, rivals proceed, alter within the customer’s preferences as well as choices and so on. The traditional strategy control is actually proven within Figure 2 below.

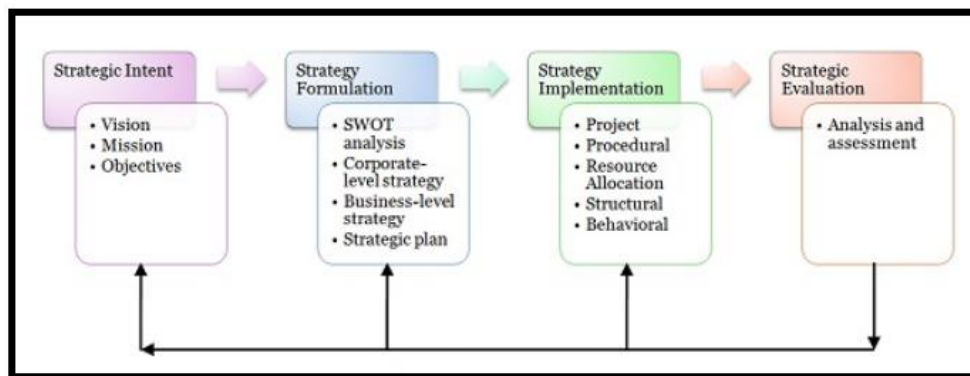


Figure 2: Strategy control representation

3. Proposed Methodology

The subsequent project management stages, or even life cycle, since it is actually sometimes known intersect along with 10 knowledge areas. The knowledge areas consist of integration, range, period, price, quality, human resources, conversation, danger procurement, and stakeholder



OUR HERITAGE

ISSN: 0474-903- Vol-67, Special Issue-9

“GRCF Dubai International Conference On Sustainability And Innovation In Higher Education, Engineering Technology, Science, Management And Humanities” Organised by
Global Research Conference Forum, Pune, India
November 23rd and 24th, 2019



management. The stages as well as connected knowledge areas offer an organized approach with regard to project managers as well as their teams in order to work via projects.

In order to perform the proposed research methodology, we considered the following stages:

From the highest level, as well as prior to leaping right into a project, project managers might help organizations set anticipation as well as accomplish on-time, on-budget, as well as goal-based project shipping through following steps. By aligning all these areas, organizations may improve the probability of creating a sustainable aggressive advantage.

1. Initiating phase

- Integration management
- Stakeholder management

2. Planning phase

- Integration management
- Scope management
- Time management
- Costs management
- Quality management
- Human Resource Management
- Communications management
- Risk management

3. Executing

- Integration management
- Quality management
- Human resource management
- Communications management
- Procurement management
- Stakeholder management

4. Monitoring and controlling

5. Closing

The proposed research methodology flow is shown in Figure 3 below:



OUR HERITAGE

ISSN: 0474-903- Vol-67, Special Issue-9

“GRCF Dubai International Conference On Sustainability And Innovation In Higher Education, Engineering Technology, Science, Management And Humanities” Organised by Global Research Conference Forum, Pune, India November 23rd and 24th, 2019

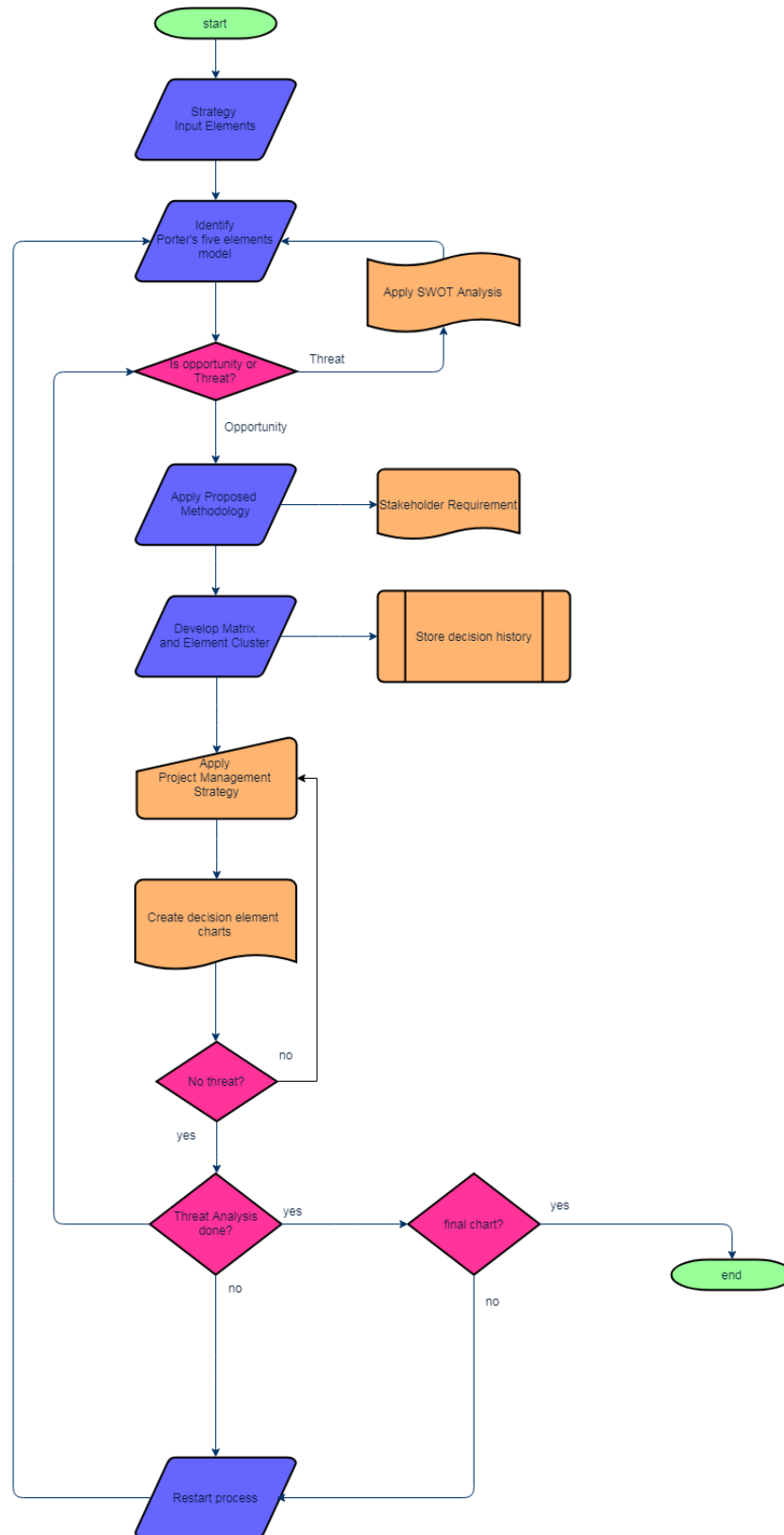


Figure 3: Proposed Research Methodology “Alpha-SWOT” Execution Flow

Apart from this proposed work considered stakeholders like a finish component. Stakeholders could be anyone or even team which has a vested risk within the success of the project, program, or even portfolio. It may be individual associates, functional groups, sponsors, suppliers, and certainly clients. The 40 stakeholder representation with distributed responsibilities has been tested and shown in Figure 4 below.

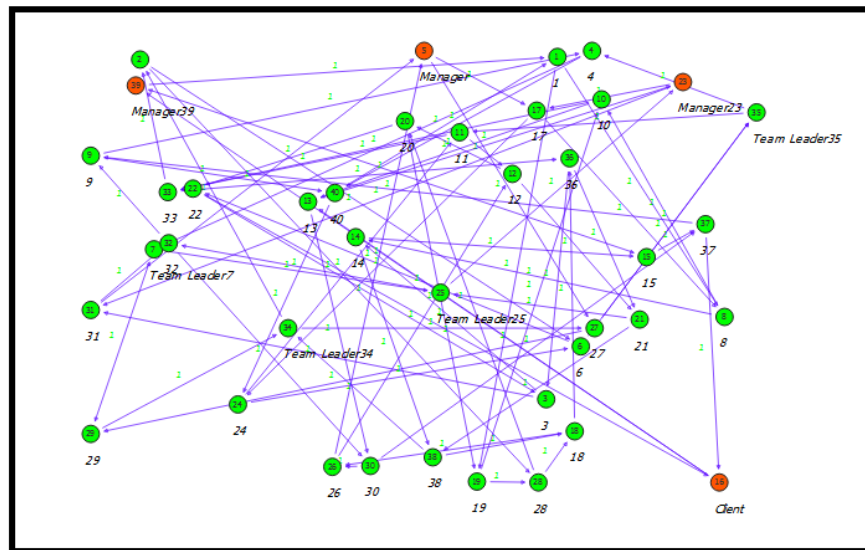


Figure 4: Alpha-SWOT Directed Strategic Representation

Anticipation of stakeholders should be very carefully recognized, conveyed, and managed. Lacking this could lead to misconceptions, turmoil, and project failure. As soon as the project is actually verified as well as prior to its performed, there tend to be steps that may become to set realistic stakeholder anticipation close to attaining recognized goals.

4. Conclusion

As mentioned in this particular paper, the organization strategy handles just about all the activities and also practices for contending in contradiction of the competition and the behaviors management deals with several strategic things. Also, the “Alpha-SWOT” model exposed of which strategy contains plans involving actions in which strategic managers adjust to train on a company’s resources along with special competencies to realize some sort of competing advantage above its competition within a market. Organization strategy is usually formulated in line with corporate strategy. The focus regarding strategy management has to be in item development, advancement, integration, marketplace development, variation and also the just like.

References:



OUR HERITAGE

ISSN: 0474-903- Vol-67, Special Issue-9

"GRCF Dubai International Conference On Sustainability And Innovation In Higher Education, Engineering Technology, Science, Management And Humanities" Organised by
Global Research Conference Forum, Pune, India
November 23rd and 24th, 2019



- [1] Bondarenko, Tatiana Grigorievna, et al. "Optimization of the company strategic management system in the context of economic instability." *European Research Studies* 20.2 (2017): 3.
- [2] Androniceanu, Armenia. "The three-dimensional approach of total quality management, an essential strategic option for business excellence." *Amfiteatru Economic* 19.44 (2017): 61.
- [3] Ogunsiji, Amos Sola, and William Kayode Ladanu. "A Theoretical Study of Performance Measures in the Strategic and Corporate Entrepreneurships of Firms." *International Journal of Physical Sciences and Engineering (IJPSE)* 1.1 (2017): 72-80.
- [4] Chan, Alan TL, Eric WT Ngai, and Karen KL Moon. "The effects of strategic and manufacturing flexibilities and supply chain agility on firm performance in the fashion industry." *European Journal of Operational Research* 259.2 (2017): 486-499.
- [5] Bergh, Donald D., et al. "Is there a credibility crisis in strategic management research? Evidence on the reproducibility of study findings." *Strategic Organization* 15.3 (2017): 423-436.
- [6] Gu, Ping, Ruyi Song, and Xuyun Chen. "Management Practice of Supply Chain Quality Management in Service-oriented Manufacturing Industry." *MATEC Web of Conferences*. Vol. 100. EDP Sciences, 2017.
- [7] Kundu, Subhash C., and Archana Mor. "Workforce diversity and organizational performance: a study of IT industry in India." *Employee Relations* 39.2 (2017): 160-183.
- [8] Strange, Roger, and Antonella Zucchella. "Industry 4.0, global value chains and international business." *Multinational Business Review* 25.3 (2017): 174-184.
- [9] Linnenluecke, Martina K. "Resilience in business and management research: A review of influential publications and a research agenda." *International Journal of Management Reviews* 19.1 (2017): 4-30.
- [10] Mavi, Reza Kiani, Mark Goh, and NavidZarbakhshnia. "Sustainable third-party reverse logistic provider selection with fuzzy SWARA and fuzzy MOORA in plastic industry." *The International Journal of Advanced Manufacturing Technology* 91.5-8 (2017): 2401-2418.
- [11] Saucedo-Martínez, Jania Astrid, et al. "Industry 4.0 framework for management and operations: a review." *Journal of Ambient Intelligence and Humanized Computing* (2017): 1-13.
- [12] Aithal, P. S. "Industry Analysis–The First Step in Business Management Scholarly Research." (2017).
- [13] Zhang, Yingfeng, et al. "A framework for Big Data driven product lifecycle management." *Journal of Cleaner Production* 159 (2017): 229-240.
- [14] Lambert, Douglas M., and Matias G. Enz. "Issues in supply chain management: Progress and potential." *Industrial Marketing Management* 62 (2017): 1-16.