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DEVELOPMENT OF THE STRATEGIC MANAGEMENT

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Abstract: *This article deals with the issue of strategic management, a definition of strategic management is developed from commonalities of past definitions and a selected overview of approaches to operationalizing strategic management is presented.*

Key words: *Strategic Management, Planning, Strategic Planning, Organization, Strategic Management Process.*

Introduction

Strategic Management as a term and concept is not new. It has been used for the first time in 1970, and it means that the strategists staff more or less thought of strategic programs and then try to sell them to decision makers. In 1990, a strategic planning and management of view is very different. Goodstein, Nolan, and Pfeiffer strategic planning definition takes us away from the idea that strategic planning is the work of the staff and focus us more on a process that requires organization and senior leaders to determine strategic direction. The concept of strategic management builds on this definition, strategic planning, recognizing that despite the "planning" is the introduction of strategic management, it is not enough if it is followed by the publication and implementation of the plan and evaluate the plan in action. Strategic management is a systems approach to identify and make the necessary changes and measure the performance of the organization as it moves toward its vision, Strategic Management been introduced as a key factor to enable competitive advantages. So, the purpose of this section is continuing to analyze the role of director of strategic competitive advantages enabled. In order to clarify the meaning of strategic management.

Definition of Strategic Management: The strategic management can be defined as the art and science of the formulation, implementing and evaluating multifunction decisions that will enable the organization to achieve its goals. As this definition suggests, it focuses on the strategic management of the integration of management information, marketing, finance and science / accounting, production / operations, research and development systems, and the achievement of organizational success. It is used term strategic management in the present text tandem with the term strategic planning. And often it uses the latter term in the business world, while often used in the past in academia. Sometimes the term is used to indicate Strategic Management Strategy for the formulation, implementation and evaluation, strategic planning, referring only to the formulation of strategy. Some definitions are included by many of the writer, Johansen well (1986) Strategic management is defined as an administrative process to develop and maintain a strong link between the objectives of the organization and environmental opportunities and factors, Alvesson, Wilmot focused (1996) strategic management and competitive position of organizations with respect to opportunities the obvious limitations posed by (change) work contexts. From the standpoint of management, the concept of the successful strategic management terms of mobilizing factors in ways to promote the leadership of the coordination of the organization the environment and / or weaken the position of competitors, and also the turban, McLean and Wetherbe, defined the



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strategic management is a method of mapping organization's future operations strategy. For so long it was associated with long-term planning. Today, strategic management, are complementary activities include three long-term planning, and the management response, innovation and Faulkner and Campbell, definition of strategic management is about plan how to achieve objectives of the company, the adjust the orientation of the ways to benefit from the changing circumstances. The analysis of these definitions to identify common factors relating to strategic management, which turned out to be the meaning of strategic management have changed with the passage of time. For example, strategic management activities from being changed just planning activity over the long term for being proactive or reactive activity, which is trying to strike a balance between properties of competitive environment. Consequently, the strategic management the task has become more complex over the last decade.

In order to identify trends and changes necessary to meet the competitors of the competitive environment. In the future, to predict the competitive environment is important to understand the changes in time, also supports this argument when he says, understanding of the rate of change in the environment, and it is as important as understanding what is happening changes, and look at an important time for competition, to be too late or too early with a competitive strategy that may affect your advantage. Is given time means to predict that the trends which may change over time, making it a vital factor prediction regarding the dynamics of this strategy as a result of the use of strategic management as an instrument to affect the competition results, should continue to predict the future competitive environment. Identify the competitive environment an important strategic management since it makes it possible to determine an appropriate competitive environment factors, and they allow us to cope with environmental uncertainty. This is due to the fact that competitive environment is an important factor with respect to the strategic management.

In order to face competition strategic managers develop competitive strategies that could improve or maintain a competitive advantage. But the associated competitive strategies of a competitive environment. After being exposed to the environment, It's time to identify how to compete in that environment. Competing theories, and thus affect the selection and assessment of integration and competitiveness factors in competitive strategy. Given that competitive strategies is one of the relevant factors for strategic management.

Competitive factors that determine adequate factors and selection of competencies and capabilities that suit a particular competitive environment competitive. Identifying important competitive factors in formulating strategies. It also helps the managers focus on assets that can promote business benefits, the estimate when it is necessary for changing factors that do not add benefits.

Changing response management-related activities to keep up with competitors' actions on the competitive landscape. The need to manage change clear during the nineties, not only because of changes in the competitive environment, but also due to changes in information technology. This is also a challenge in the example The Flames (2003), he questioned the unity of economists information and the consult Anderson 350 top managers from around the world on the subject of corporate change. Even though the half of their business has changed radically in the past five years, They predict radical changes by 2010. Only 3 per cent had their own techniques to withstand the demands made by, for example, moving quickly, knowledge-based small business. Quoted by nearly 40 per cent of lying skills human resources management and communication relationships and building they lack in their organizations. And it claimed that only 4 percent that they were very good ready to make changes in the next decade. The results of this study that the trade union managers are not willing to make changes in the competitive environment. Therefore, the capacity to prepare the organization to responding to changes in the future, a great challenge, Thera strategic managers in the future.

Strategic Management Process



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Environmental scanning refers to the process of collection, audit and providing information for strategic purposes. It also helps in the analysis of internal and external factors affecting the organization. After the implementation of the environmental analysis process, it should be evaluated on an ongoing basis and seek to improve management.

Strategy Formulation is the process of determining the best course of action to accomplish organizational goals and achieve the organizational purpose therefore. After a survey of the environment, managers formulation for companies and businessmen and career strategies.

Strategy implementation of a strategic action strategy as intended or put the organization chosen strategy into practice. This includes implementation of the organization structure design strategy, allocate resources, and the development of decision-making process, and human resources management.

Strategic appraisal is the last steps of the strategic management process. Rating key strategic activities are: Assess the external and internal factors that are root of the current strategies, and performance measurement, and take remedial / corrective action. Rating make sure that the organizational strategy, as well as that of implementation that meets organizational goals.

Concepts of Strategic Management

Strategic management process and methodology used to determine the objectives of the organization, developing policies and plans to achieve these goals, and allocate necessary to implement the policies and plans of resources. In other words, Management strategy, and can be considered as a combination of strategy formulation, implementation and evaluation (David, 2005; Haim e. n., 2005; Mohammed g H. and. Alim, 2005). Based on the chart we saw the management theory discussed earlier, it can be noted that the strategic management theories stems primarily from the point of view of a systems approach, contingency approach and information technology. In light of this background, after David (2005), Mohamed Kh. H. (2005), and the joint strategic management theories noticed viable is profit maximization theory is based on the competition, and the theory, and human resources along with the existing theory, agency theory based on resources and survive on the basis of the theory and the theory of emergency. Theory of profit and expand based on competition, which is based on the idea that the main objective of business organization is to maximize profits over the long term and develop sustainable competitive advantage competitiveness of foreign competitors in the market. On the other hand, the resources theory stems from the principle that the competitive advantage of the company lies in the source of internal resources, rather than put it in the external environment. Rather than simply assess and environmental the opportunities and threats in the field of business management, competitive advantage depends on the capabilities and resources of this kind, which the company owns Barney (1995) unique. The company expects the perspective of certain types of resource companies owned and controlled by the potential resources, and promised to create a competitive advantage and superior performance of the company at the end of (Ainuddin et al., 2007). However, the current theory of the survival of the idea that the organization needed to adapt to competitive environment in order to survive centers. This is according to the theory of human resources, which stresses the importance the human factor in the human resources development strategy is different. In addition, the importance of the theory and the agency confirms the underlying the relationship between shareholders and owners, agents or managers in ensure the success of organizations. Finally, the contingency theory draws the idea that there is no one way or better way to manage organizations. Organizations should then based on the evolution of the situation and suffering management strategy. In short, during the process of strategy the formulation, implementation and evaluation, and the main theories of strategic management applied in the organization tools to help them manage the administrative decision and move towards a strategic decision. The best way to portray these theories of strategic management. Therefore, in this research, along with the viewpoint of



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systems and approaches to emergency situations and key theories and other strategic management mentioned above, based on the resources or view company's competitive advantage theory, in particular, will be the main basis of the theory of applying the mainstay of the variables and relationships This was followed for consideration. This is due to that our research will focus especially on the interior features for the organization in to achieve a competitive advantage. Although there is some minimum elements external dimension under consideration, and these elements rooted primarily in the organization; (Charles & Gareth, 2011, David J. 2009, David F. 2011, Raquel 2006).

Conclusion

Strategic management of the company plays an important role in achieving prosperity and competitiveness. The strategy reflects the fundamental ideas on which way the objectives of the company will be achieved. Definition of a good strategy is not easy. Formulation of the strategy and related objectives is a difficult process as well as the process of implementation of the strategic objectives into the business plan. Companies without strategic management can't be competitive in long – term and without appropriate strategy is strategic development unsuccessful.

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