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## Strategy Context, Environment and Strategic Planning in Organizations

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The context of strategic planning | This book presents findings of a study on the context of strategic planning. In Ugandan organizations this process was common although not well articulated. The level of strategic planning and strategy context factors had varying strength of relationships. The broad contextual factors examined included financial capacity, internal environmental factors, external factors and the strategic planning process. Taken together, strategy context, internal and external environment factors moderately predicted the level of strategic planning. Over 40 factors that were in the original model were reduced to 13 factors through statistical analysis. This implied that while attention is given to many issues, only few are actually important. The results supported previous research on the behavior of contextual variables. Strategic planning is a multidimensional process influenced by many internal and external factors. This has subjected it to scholarly scrutiny with contradicting inferences but it remains a significant process for organizational survival. | Format: Paperback | Language/Sprache: english | 76 pp.



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