

Innovative Strategy Formulation in Management in Global Market

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Abstract: *A reflection into the paper Changing Contemporary economy, competitive structure, technological innovations, and global economic environment - anticipation of such determines the competitive edge of a modern management in the Contemporary working scenario. Remaining competitive with the industry peers needs an extensive, innovative but yet effective strategy that gives a equilibrium for the management to adapt in the context from expansions to elevations. Management has always been subjected to enormous competitive strain and commonly perceived by a solution called Strategy Formulation. Innovative Strategy formulation in India under global market context can be witnessed through The Make in India – a new National Program which seeks to foster management of the biggest democracy in the world, in sense a biggest management! The concept of Make In India involves to solve the emerging management problems through rigid free business relations and regulations through various law promotions significantly transparency and speed as India the Biggest Management is known for its capacity for innovation poised for phenomenal growth and youth focused. Key Words: Strategy Formulation, Contemporary Economy, Competitive Structure, Technological Innovations, Global Economic Environment, Equilibrium.*

I. Introduction

Entrepreneurial conglomerate is one of the upcoming processes in global transformation in the corporate world involving the concept of merging to outsourcing and downsizing, the domain has also given a due importance to one of the most existing and dynamic concept of strategy formulation which has turned into more telescopic due to the change in global perspective, the fading of international barriers has given rise to formulation of effective, efficient and innovative strategy that provides a panoramic view of dynamic business horizon. As a part to counter the industrial peers the corporate led to an influential change and requirement of a strategy not for only today but also for tomorrow. The basic determination and the framework of the policy is through the experiences led by the manager as well as adoption of proper course of action, objectives, purposes, goals and anticipation of the environment of the business which involves the evaluation of general economic and non economic environment, fixing the qualitative and the quantitative views of the organization in which it wants to operate. Due to the recent development of the concepts of transparency, innovation, trends has led to an attitudinal shift in the mindset of rather developing a rigid chronological ordered strategy to a rational and a easy followed strategy. Utilization of information about relationships, trends and patterns in the organizations through intensive scrutiny of internal and external environment helps in development of a competitive strategy to counter. The concept of execution and implementation raises the concept of contradiction to policy formulation as a well formulated policy if not executed well may not be reward fetching. The translation of the chosen strategy is something that becomes a difficult task in the modern competitive corporate. The thought of stability of a strategy is based upon the dimensions such as analysis, forecasting, broader scanning of national as well as immediate environment to fetch better future positions from the present state.

Innovative Strategy formulation in India under global market context can be witnessed through The Make in India – a new National Program which seeks to foster management of the biggest democracy in the world, in sense a biggest management! The concept of Make In India involves to solve the emerging management problems through rigid free business relations and regulations through various law promotions significantly transparency and speed as India the Biggest Management is known for its capacity for innovation poised for phenomenal growth and youth focused.

Problem Statement

Indeed strategy formulation are the pillars in this competitive corporate world, but yet strategy formulation is just a prediction on the information, but it also involves a correct assessment of crucial elements of both internal and external environment, the organization must be agile and fragile to its environment. Well formulated strategies on a essential note cannot stabilize as the concept of structure in the organization the process followed the kind of strategy adopted. The concept of implementation and execution is one of the most important concepts in strategy formulation, the level of effectiveness depends upon diverse set of financial and

non financial performance. Framework is perhaps is a outcome of formulation, implementation, control and evaluation.

Objective

The objective of this study is to know the approach of the subject under following conditions:

1. **To study the relevance of strategy formulation under the current trends** - Developing dynamic business horizon has led to an influential change in the framework of the strategy formulation. The focus of the study checks on the requirements of the earlier strategies formulation techniques to the current one.
2. **To study the impact of various dimensions effecting the strategy formulation** - As a part to counter industrial peers the corporate takes into consideration various dimensions, the study focus around dimensions such as environment scanning, evaluating the industrial environment, qualitative and quantitative view, leadership, objectives, utilization, potentials, strategy design, execution, implementation of the policy.
3. **Elucidate and provide the measures for innovative strategy development** - Study provides the focal view on providing criteria for better performance strategy designs that help in making a strategic plan as necessarily required by the situation.
4. **Study of concept of implementation and execution in the process of strategy formulation** - The study investigates whether strategically formulated strategies made by the best selections may not fetch exactly required results due to the ineffective implementation and execution of the strategy formulated. Limitation and execution are the core task of any strategy, from the traditional strategies to the current innovative strategies link between them lies on the framework advocated by the principles of implementation and execution, measures have been provided under the study for a better implementation and execution of the strategy formulated.

II. Research Methodology

The research approach and knowledge have been made through secondary data presentations. Unstructured interviews have been conducted to check the reliability and concepts of the secondary data presentation.

III. Dimensions Of Innovative Strategy Formulation

Strategy formulation involves scrutiny of a appropriate course of action for the purpose of attainment of goals and objective of achieving the estimated future condition. Strategy formulation on the whole sense do not runs through a set chronological order, rather a rational and a flexible form of setting, a well formulated policy acts as a pillar of competitive advantage, it also involves equipping the organization with the required resources, setting up better power relationships as to bring in the expected future. The pattern of objectives, policies, goals and purposes helps in formulation of a policy.

➤ **The process of strategy formulation.**

A well formulated strategy follows a broader plan and series of event that together plays as a sequential process, disturbs are formulated in a sequential order as they build upon one another. The rest of the strategy formulation must be taken in the following sequential order.

1. **Assessment of values, operations, philosophies, cultures, objectives** – Every corporate running in this world are set on the basis of certain values and systems, they would like to align with. For effective efficient strategy the organizations values must not be contrary to the strategy formulated and must go along with each other. There must be a proper assessment of the personal values of the organization and the interrelationship of the organizations philosophy of operations, cultures, stakeholders must be properly scrutinized and must be taken into proper consideration of the strategy. Attention must be paid to the key component of the strategy statement is the objective setting, as strategies are the medium to configure the objectives set by the organizations. Fixation of the objectives are one of the important dimensions of strategy formulation. In a wider sense objectives are the mediums of strategy formulations.
2. **Mission, vision concepts-** Core ideology of the organization expresses the purposes in which the organization is set to determine the thought process it will work with. It consists of the values and purposes of the organizations, it helps in establishing the boundaries of the activities and raises the areas of control and accountability.

➤ **Environment analysis**

Scanning of the environment is one of the crucial elements and dimensions that adds up to a innovative strategy formulation, as the corporate world is on the competitive verge, rapid changes in the environment helps in a better strategy formulation, the analysis of the environment helps in understanding and identifying industrial peers actions and moves. The analysis of the environment involves assessment of both internal and external environment in the organization.

1. **Internal assessment of the environment** – Includes employee interaction, manages interaction, management interaction, moves and actions with the shareholders, internal power structures, potential of the organization, availability of the resources are a part of the internal environment, such assessments help in providing the strengths and weakness of the organizations, in a similar manner provides as a base for a well trust worthy, predicted strategy.
2. **External assessment of the environment-** Includes interrelated concepts which can be analyzed through the following
 - **Industry environment** – Refers to competitive position of the organization among its rivals. The evaluation of the globalization is taken into the consideration as after this assessment the position of the country is determined under the global context.
 - **Macro Environment** – Exploring such environment includes technological, legal, government, social, global factors that effect the environment of the organization.
 - **National environment-** Brings out the policies and the framework of the nation, under which an organization is operating helps in achieving a competitive edge in global markets for taking into consideration the Make In INDIA.
 - **Make In INDIA** policy revives the concept of issuing the license. As a part of the current environment study the policy of Make In INDIA can be brought forward has welcomed the policy of Make In INDIA and has formulated the strategies. Narendra Modi's government Make In INDIA policy has turned out to be a major strategy that seeks to foster innovation along with skilled development, the strategy clears the concepts of research, analysis and expansions which are the important dimensions of policy formulation, it marks INDIA as a rigid free business station and provides a de-licensing and de-regulation policy.

➤ **Laying Strategy Design**

Strategy design can be laid on the following basis:-

- Identification of major activities of the business.
- Measuring the progress of the organization under particular indication. For taking into consideration target deadlines, profit margins attained, return of the investment.
- Choosing the major thrusts over which the efforts will be focused upon. Taking into consideration laying strategy for diversification or liquidation.
- Analysis of strength, weakness, opportunities and threats and earlier performance analysis for better strategy designs. Following are the strategies design that can be taken as the boundaries to facilitate innovative strategy formulation under global concept.

Translation of the policy formulated

- **Putting it all together: Implementation and Execution**

Translation of the strategy chosen in the organization into action is one of the most important concepts, implementation of a strategy is based upon the scorecard of the organization, every organization faces the problem of implementation and execution. In the modern business history various corporations have attempted to unlock the concept of implementation and execution, various exceptional strategies may not work out over a simple strategy because of proper implementation. The factors affecting the implementation of the policy can be through the internal power structure, power, culture, quality, efficiency. Stability of the strategy along with the various dimensions is something that is required in the contemporary business organizations.

- **Various steps for strategies implementations**

1. Developing organizations potentials.
2. Providing best of resources for proper implementation of strategies.
3. Linking reward structure with accomplishment of result.
4. Developing better strategic leaderships.

IV. Recommendations For Innovative Strategy Formulation

Commitment : The commitment is required across the organization, once a strategy is formulated the frontline supervisors to the top level managers, policy must be executed with high level commitment.

Organizational Structure : One of the most important tool for a company is to develop and encourage a organizational structure that supports the strategy, it must be so well defined which must suit the priority of the strategy at the same time the strategy must fit the organizational structure needs.

Understanding of priorities : Setting of clear priorities helps in proper execution of the strategy, lack of priority setting under strategy formulation does not provides a set way for the execution of the strategy. There must be clear setting of priorities.

Measuring Progress and Linking reward along with performance : There must be proper standard set for as proper policies can be further formulated and they should be link formulated between the performance and the reward for the employees for better implementation of the strategies.

➤ **Archetype of strategy formulation**

Many multinational companies developed matrix form of arrangement with the believe that they could retain economies of scale and flexibility of their product line.

A separate grand strategy can be defined for global operations by investing in expansions or externally by bringing up different business divisions, internally a strategy of developing a product can be taken up.

V. Conclusion

Management has always been subjected to enormous competitive strain and commonly perceived by a solution called Strategy Formulation. The factors of entrepreneurial conglomerate, innovation has led ultimate steps in the concepts of strategy formulation involving various challenges of the dimensions such as organizations operating policy, culture, values, members, core purposes, vision , mission, major lines of business. The transformation of the policy into actual working thought that is the implementation and execution is termed out to be one of the biggest challenges. Usually the strategy formulation can be reward fetching through commitment, willingness to change, internal power structure and understanding the priorities. The Make in INDIA the new national program can be taken as one of the innovative strategies to bring in investments in INDIA. Strategy formulation provides a base for corporate in this cut throat competitive world and to fill in the degree of gap that persists between the reality and the objectives of the organizations.

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