

Global Strategic Management Lecture 1 – Introduction to Strategic Management

CHECK COURSEWORK SURGERIES!!

Objectives and outcomes

- Provide a module overview
- Explain assessment components: exam, coursework
- Explore and define 'Strategy' and 'Strategic Management'
- Module Structure

What is strategic management?

- *Direction, resources, alignment, context.*

Recommended reading

- No one book covers everything in the module... Check chapters in your edition of the textbook, use the reading provided in lectures and suggested reading at the end of lectures.

Four recommended books

- Dess, G. G., Lumpkin, G. T. and Eisner, A.B. (2012). Strategic Management: Creating Competitive Advantages (6th or 5th edition). McGraw-Hill.
- Johnson, G., Scholes, K. and Whittington, R. (2011). Exploring Corporate Strategy (9th or 8th edition). FT Prentice Hall.
- De Wit, B. and Meyer, R. (2005). Strategy Synthesis: Resolving Strategy Paradoxes to Create Competitive Advantage, Text and Readings (2nd edition). Thomson.
- Volberda, H.K., Morgan, R.E., Reinmoeller, P., Hitt, M.A., Ireland, and Hoskisson, R.E. (2011). Strategic Management: Competitiveness and Globalization, Concepts and Cases (1st edition). Cengage.

Reading effectively

- Textbooks are key to explore the module further
- Journal articles are also important, sometimes you do not have to read the whole article, for example skip methodology section, etc. Start with the abstract, then conclusion and then decide whether to read or not
 - After every lecture we will recommend journal papers to read...
 - Key points? Time? Contribution?
 - Should I read every recommended article? Work on readings and textbook outwards, do not read everything but do independent reading – look at the lecture material and then explore deeper and further around each topic
 - Advice Sheets and Student Workshops
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Approach to teaching

- Examples and case studies
- In-class questions
- Critical approach! Everything has a weakness, nothing is perfect – recognising that there is not one best way to do strategy
- Multiple perspectives! There is no one best way in strategic management – wider and deeper reading

Global Strategic Management Lecture Notes

Sali Li, Noman Shaheer



Global Strategic Management Lecture Notes:

Global Strategic Management Gerardo R. Ungson, Yim-Yu Wong, 2014-12-18 International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy To succeed in this challenging environment firms need a well developed capability for sound strategic decisions This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success It is designed to help readers achieve three essential objectives First it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results The book is packed with frameworks cases anchoring exercises techniques and tools to help readers emerge with a completed business plan after the last chapter Second it focuses on strategy and how firms build competitive presence and advantages in a global context A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context Third it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad In addition to core issues each chapter presents frameworks analytical tools action oriented items and a real world case all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context

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Orientation Ownership Concentration and Parochialism And many more definitions and explanations Global Strategic Management Philippe Lasserre,Felipe Monteiro,2022-11-03 Seamlessly blending academic rigour and practicality this textbook provides an introduction to global business strategy Assuming a born global perspective Global Strategic Management is supported by ample pedagogical features including numerous case studies and examples featuring both established multinationals and unknown SMEs from across the globe The book takes an applied approach to global business strategy emphasising functional parts of international business managing marketing operations HR and finance The text has been widely updated to incorporate the impacts of the Covid 19 pandemic such as work from anywhere and deglobalization New to this fifth edition is increased material on sustainability and corporate social responsibility including discussion of climate change NGOs and sustainable development goals Subjects such as the impact of technology cryptocurrency and global strategy in the digital space are discussed in more detail while the conflict in Ukraine is also considered **Global Strategic Management, Second Edition** Philippe Lasserre,2007-12-15 This second edition embraces traditional strategic management teaching but extends it to a world scale It offers insight into the impact of globalization on business organizations and into how managers could and should react **Global Strategic Management** Jędrzej George Frynas,Kamel Mellahi,2015 Emphasising the essential techniques of business best practices this title offers thorough analysis and discussions on concepts such as environmental analysis strategy development and strategy implementation **Global Marketing Management System (Second Edition)** Basil J Janavaras,Suresh George,2017-04-25 This is the second edition of the Global Marketing Management System GMMS The GMMS approach GMMS book GMMSO4 software provides a rigorous theoretical base and a comprehensive systematic and integrative planning process designed to guide students and managers alike through the decision making process of a company seeking global market opportunities The book aims to provide a structure platform tools and a systematic step by step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation It introduces the GMMS process as a demonstration of a successful application of using web based tools in teaching international business The book also facilitates the ability of students to enhance their understanding of decision making in international management and bridge the gap between theory and practice International Strategic Management Franklin R. Root,Kanoknart Visudtibhan,2023-12-31 Contains articles on aspects of strategic management in the multinational enterprise Contributions fall into four areas multinational and transnational enterprise the top management perspective the normative decision making emphasis and regency of publication no earlier than 1985 Strategic Management: Competitiveness and Globalisation Dallas Hanson,Michael A. Hitt,R. Duane Ireland,Robert E. Hoskisson,2016-09-29 With an emphasis on global advantage the text offers a comprehensive examination of regional and international issues to provide a complete accurate and up to date explanation of the strategic management process New coverage on environmental concerns and emerging technologies as

well as examples and cases from Australia New Zealand and Asia Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy The text takes a resource based approach which requires the examining of a firm s unique bundling of its internal resources This text is appropriate for upper level undergrad usually third year post grad in Masters courses Modern Global Economic System: Evolutional Development vs. Revolutionary Leap Elena G. Popkova, Bruno S. Sergi, 2021-03-16 This proceedings book reflects the alternative way of development of the modern global economic system It sets evolutionary development in opposition to revolutionary leap The search for the best way to develop the world economy in the present and future is carried out The social environment and the human centered development of the modern global economic system have been explored The features of training of personnel for the modern global economic system through the development of vocational education and training have been studied Sustainable development energy and food security have been identified as significant milestones of the progress of the modern global economic system Innovations and digital technologies have been suggested as the drivers of growth and development of the modern global economic system Consideration has been given to the institutional framework and legal groundwork for the development of the modern global economic system The fundamentals have been identified and recommendations have been put forward for improving governmental regulation financial and capital investment support for integration in the modern global economic system The book includes the best works based on the results of the 22nd International Research to Practice Conference Current Issues of the Global Economy which was held on June 19 2020 at the Peoples Friendship University of Russia PFUR Moscow Russia and the 14th National Research to Practice Conference A New Paradigm of Social and Economic Development in the Age of Intelligent Machines which was held on May 14 16 2020 Nizhny Novgorod Russia VIII International Research to Practice Conference Multipolar Globalization and Russia which was held on May 21 23 2020 Rostov on Don Russia III All Russian Research to Practice Conference Power Business and Education The Ascent to Man which was held on May 21 22 2020 Krasnoyarsk Russia International Research to Practice Conference Current Issues and Ways of Industrial Development Engineering and Technologies which was held from September 28 2020 till October 1 2020 Komsomolsk on Amur and the 15th National Research to Practice Conference New Models of Behavior of Market Players in the Conditions of Digital Economy which was held on October 29 30 2020 at Ufa State Oil Technical University Institute of Economics and Service Ufa Russia The target audience of the book consists of scholars studying the features of development of the global economic system at the present stage and the prospects for its future progress **Handbook of Sustainability in Management Education** Jorge A. Arevalo, Shelley F. Mitchell, 2017-06-30 This Handbook strives to enhance knowledge and application within sustainability in management education SiME across different academic programs geographic regions and personal professional contexts Cross disciplinary and boundary spanning this book focuses on specific themes and is therefore split into four distinct sections one

on theory and practice one on transformational interventions in business programs one on the role of external agents and the last on innovative approaches in SiME **Strategic Management** Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce, 2024-02-21 Students enjoy the concise and approachable style of Strategic Management Concepts and Cases 5th Edition Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools this course engages students with an easy to understand learning experience to strategic management concepts that will help them succeed in today's workplace The newest edition of Strategic Management sparks ideas fuels creative thinking and discussion while engaging students via contemporary examples outstanding author produced cases unique Strategy Tool Applications and much more Transnational Corporations and Business Strategy Donald J. Lecraw, Allen J. Morrison, 1993

Global Strategy Sali Li, Noman Shaheer, 2025-01-09 Global Strategy A Market Creation Approach is a groundbreaking textbook that redefines the field of global strategy shifting the focus from scaling established businesses to creating innovative businesses responding to international market needs Authors Sali Li and Noman Shaheer equip future multinational leaders with the tools and insights needed to succeed in the rapidly evolving world of global business

Proceedings of the 10th World Congress on Engineering Asset Management (WCEAM 2015) Kari T. Koskinen, Helena Kortelainen, Jussi Aaltonen, Teuvo Uusitalo, Kari Komonen, Joseph Mathew, Jouko Laitinen, 2016-03-25 This book comprises refereed papers from the 10th World Congress on Engineering Asset Management WCEAM 2015 held in Tampere Finland in September 2015 These proceedings include a compilation of state of the art papers covering a comprehensive range of subjects equally relevant to business managers and engineering professionals alike With a focus on various aspects of engineering asset management ranging from strategic level issues to detail level machine health issues these papers address both industry and public sector concerns and issues as well as advanced academic research Proceedings of the WCEAM 2015 is an excellent reference and resource for asset management practitioners researchers and academics as well as

undergraduate and postgraduate students at tertiary institutions or in the industry *Global Oligopoly* Chris Carr, 2020-02-18 The era of globalisation brought waves of consolidation in business ownership alongside Leviathan like state actors Digital disruption too can leave market power in a relatively small number of hands In organisational and economic terms global oligopoly is now a fundamental idea for business and society which this book explores and analyses This book focuses on global oligopolies starting with an analysis of global concentration and profits in all sectors before moving on to illuminate the geographical spread and global strategic orientation choices and performance outcomes of global oligopoly Contemporary cooperation modes such as cross border M As and strategic alliances niche and Emerging Market champion strategies are also analysed in detail to move the reader towards understanding likely future directions for the field Presenting empirical data on strategies and performance outcomes the book covers a range of industries to provide practical research based guidance for more effective global business strategies and policy perspectives **The Multiple**

Dimensions of Institutional Complexity in International Business Research Alain Verbeke, Rob van Tulder, Elizabeth L. Rose, Yingqi Wei, 2021-03-04 This volume provides a fresh overview of many novel international business research challenges as they pertain to salient institutional dimensions with a locational component with a focus on the new normal **Strategy**

David Faulkner, 2002 This is the most comprehensive collection to date on all aspects of strategy The articles selected here discuss key themes including different conceptions of strategy such as the classical rational models of Porter the empirical emergent emphasis of Mintzberg and the competence based models of Grant and others the relationship between strategy and other subjects including economics and organizational studies scenario planning networks strategic groups and knowledge and other key new developments the implications of globalization and international management key strategic decisions including diversification and mergers and acquisitions With a new introduction by the editor and an extensive index this collection is an invaluable reference tool and teaching aid **Bringing Technology and Innovation into the Boardroom**

European Institute for Technology and Innovation Management, 2003-12-19 Europe is waking up to the challenge of technology and innovation We see EU commitment to spend 3% of GDP on R D but who is thinking about how to spend Who is thinking about technology management Does the corporate board have the means to manage this spend Should some percentage of the R D be spent on improving technology and innovation management This is where this book makes a contribution It brings together the latest practice research findings and thinking presented in a way that addresses top management requirements The goal is to secure the economic future of the firm in the context of a sustainable industry and society Using the ideas and methods in this book the board can assess and improve its own ability to deal with the challenge of technology and innovation **Software Project Management in a Changing World**

Günther Ruhe, Claes Wohlin, 2014-09-04 By bringing together various current directions Software Project Management in a Changing World focuses on how people and organizations can make their processes more change adaptive The selected chapters closely correspond to the project management knowledge areas introduced by the Project Management Body of Knowledge including its extension for managing software projects The contributions are grouped into four parts preceded by a general introduction Part I Fundamentals provides in depth insights into fundamental topics including resource allocation cost estimation and risk management Part II Supporting Areas presents recent experiences and results related to the management of quality systems knowledge product portfolios and global and virtual software teams Part III New Paradigms details new and evolving software development practices including agile distributed and open and inner source development Finally Part IV Emerging Techniques introduces search based techniques social media software process simulation and the efficient use of empirical data and their effects on software management practices This book will attract readers from both academia and practice with its excellent balance between new findings and experience of their usage in new contexts Whenever appropriate the presentation is based on evidence from empirical evaluation of the proposed approaches For

researchers and graduate students it presents some of the latest methods and techniques to accommodate new challenges facing the discipline For professionals it serves as a source of inspiration for refining their project management skills in new areas

Innovative Trends in International Business and Sustainable Management Elena I. Lazareva, Anton D. Murzin, Baiba A. Rivza, Victoria N. Ostrovskaya, 2022-09-26 This book describes the current innovative tendencies characteristic of multifaceted scientific research and practical developments in the field of international business development and sustainable management This book shows how companies are forced to change development strategies and business models which actualizes new priorities for scientific research in the field of international business and sustainable management Therefore completely new subject areas of research are being formed management guidelines are being transformed new business development tools are being developed the very system of academic research is changing This book *Innovative Trends in International Business and Sustainable Management* is devoted to the discussion of these and other issues related to all major areas of international business development and sustainable management This book systematically describes multidimensional trends challenges and opportunities for the development of international business and sustainable management in the context of a global pandemic In this sense it is unique and relevant for both scientific researchers and modern business practitioners This book uniquely highlights new priorities of scientific and practical research in the field of international business and sustainable management that require a systematic knowledge of the ongoing transformations of trends challenges and opportunities for the development Aimed at scholars and practitioners the book provides illustrations of international best practice for conducting business beyond borders The main goals of the book are firstly to provide opinions on current innovative approaches and technologies for solving modern problems of international business as well as on the formation of a multi level system of sustainable management of the socioeconomic systems development secondly to integrate research from academia as well as practitioners in order to form priorities approaches and models of company management in the context of globalization strategies for the development of management systems in the context of the new reality thirdly to find the most relevant new areas of research the results of which can be useful to companies for making management decisions and concludes to analyze new tools for the development of international business their capabilities and areas of application

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