

Assessment of Strategic Tools Performance Designed by the Industry in Uncertainty Conditions (Case Study: Iranian Industries in Terms of Economic Sanctions)

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Abstract

Due to the importance of the comprehensive and strategic planning and the necessity for flexibility in tools in terms of uncertainty, the aim of this study was to evaluate the effectiveness of strategic tools in different branches of Iranian industries in terms of the uncertainty of the current sanctions. Five main variables of type and number of strategic tools, features and nature of strategic tools, strategic planning time, flexibility, and competitiveness of strategic tool are reviewed and evaluated as major strategic variables in Iranian industries to measure the strategic performance of these industries in terms of current sanctions. Data collection tool is a questionnaire with 31 questions in four sections to assess effectiveness of strategic tools used in various industries and senior industry executives and experts are asked to answer questions regarding the characteristics of strategic tools such as number and type, nature, flexibility and competitive strength which in total efficiency of these tools are evaluated. To analyze and hypothesis testing, Pearson's correlation coefficient and linear regression have been used. Results showed that both tests, in terms of current sanctions, the type and number of tools, flexibility of the strategic tools in industries have had a direct correlation with performance of their strategic tools in terms of current sanctions. Competitive power of strategic tools is inversely related to the strategic performance of industries in terms of current sanctions, and finally the duration of strategic planning and nature of industries strategic tools in sanction conditions had no significant relationship with the performance of their strategic planning and caused strategic incompetence in these industries.

Keywords: Strategic Tools, Performance, Uncertainty, Prescriptive Approach, Descriptive Approach, Economic Sanctions.

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