

عنوان مقاله:

Machine industry business competitive strategies

محل انتشار:

کنفرانس بین المللی مدیریت چالشها و راهکارها (سال: 1392)

تعداد صفحات اصل مقاله: 18

نویسندگان:

Elahe sheikhi - *master of public administration*

Ali sheikhi - *phd student in management*

Mohammadreza Dalvi - *assistant professor and member of science mission of Islamic Azad University Dehaghan branch*

خلاصه مقاله:

The aim of present research is recognition connecting between Richard D'Aveny 7S and business strategies for creating competitive advantage. In this research with using seven S model and questionnaire of 40 question, we investigated Iran Khodro Industrial group's managers ideas at seven theory frame work. With using of accidently sampling at every level chose 135 manager. The permanent of questionnaire is $\alpha=0.81$ according to sample, that testing with using of lizrel soft ware. The result shows, there are positive and direct connection between Richard D'Aveny 7S and business strategies. At this investigated model the value of gracing indicator is (AGFI – 0.91, .GFI=0.91) and shows this model is suitable

کلمات کلیدی:

strategic management. D'Aveny 7S, Mc Kinzy business strategies

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