

Application of Analytic Hierarchy Process Model to Weight and Prioritize Challenges and Barriers to Strategic Approach

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Abstract : Strategic thinking enables managers to find out what factors are effective in achieving the desired goals and how these factors create value for the customer. Strategic thinking can be interpreted as a form of mental and inner strength in the manager, who by utilizing it, while considering the conditions of the environment and unstable global environment changes, takes decisions, and plans actions, and designs the strategy of his organization in today's changing and unsustainable business environment. Strategic thinking is very important in today's business world, because without this thinking, the organization's efforts to achieve developed strategies will not be effective. In this study, through a detailed study of the challenges and barriers to strategic thinking that is carried out by various scholars and experts theoretically and experimentally, 7 major factors were identified. Then, based on these main factors of challenges and related elements, a tool in the form of a questionnaire was developed in order to determine their importance and priority from the perspective of strategic management experts. Using statistical tests the reliability and validity of this instrument, including its structural validity, has been examined and approved using factor analysis. These factors are weighted and prioritized using AHP techniques and the opinions of scholars and experts. Prioritization of barriers to strategic thinking include: lack of participatory management, lack of a systematic approach, difficulty in aligning the organization members, lack of incentive organizational culture, behavioural and internal barriers of managers, lack of key managers and lack of access to timely and accurate information.

Keywords : strategic thinking, challenges and barriers to strategic thinking, EN bank, AHP method

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