



Evaluation of effective factors on improvement of the organization's strategic planning (careful studying: Aghajari Oil and Gas Production Company)

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ABSTRACT

The main goal of the present paper is to study the relation between strategic planning and recognition of the effective factors on improvement of it in Aghajari Oil and Gas Production Company. Recognition of strengths, ahead threats, opportunities and weaknesses of the organization as effective factors on strategic planning have been evaluated. Statistical community have been comprised of 250 of managers and staff of Aghajari Oil and Gas Production Company and according to the coocran formula about determination of the mass of limited statistical community, the number of statistical samples were estimated 148 people and the collection of their opinions was started during the years 2014 to 2015. Necessary information had been also gathered by a questionnaire and analyzed by multivariable regression of the SPSS application. Results show that there is a relation between recognition of strengths, ahead threat, opportunities and weaknesses in Aghajari Oil and Gas Production Company.

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INTRODUCTION

To achieve the final goals in organizations in order to having a competition with other organizations strategy should be used. Strategy can have a commercial reason for the organization. The present world, in which there are the main changes in different fields, confronts a stressful situation and incertitude people and there is a great competition. In order to the success of organizational systems in competition field they should have a kind of planning that be useful in future and all situations as to cognition of factors and situational changes, also determine the effect of them on the organization and the way of its contact with them in a long time. In fact this kind of planning is like to strategic one studying outside and inside of the organization, recognizes the opportunities, situational threats, internal strengths and weaknesses. Moreover, considering the commission of the organization, long term goals be set for it (Aghazade, 2002). Improvement, evaluation and monitoring the effectiveness of process of the planning and always the key duties of the managers of organizations (Moutinho & Phillips, 1999). Organizations can increase effectiveness of their system of planning using the planning and management instruments that makes the details of their plans clear. This clearness facilitates vertical integration and setting guidance from up and down, redesigning the horizontal processes and alignment between part and improvement of the low to high performance (Colletti, 1998). According to studies of the valid Fortune magazine, more than 90 percent of the major companies of the world do not achieve their strategic goals (Krogh &

Orgland, 1998). Also in Iran, several organizations have used planning methods and instruments but mostly have not been able to gain competitive advantageous factors (Ghafariyan and Ali Ahmadi, 2002). Strategic planning is one of the most fundamental duties of the managers of organizations that due to the size and speed of today's economic and social developments and increasing the competition, its importance is increasing day by day and all the organizations for their survival have to do this important case sooner or later (Emadi, 2007).

Aghajari Oil and Gas Production Company is one of the major companies that strategic planning plays an important role in it. The main concern of Aghajari Oil and Gas Production Company is development and implementation and improvement of strategies that ensure their success and survival in changing and complex environment. Strategic planning that contains recognition of weaknesses, strengths, opportunities and ahead threats allows the managers of Aghajari Oil and Gas Production Company to develop and implement the strategy on different aspects of the company and manage their strategic performance. This study intends to investigate the factors affecting the improvement of the strategic planning in Aghajari Oil and Gas Production Company.

1. Theory and development of the hypotheses

1.1. Strategic

The word strategy from the Greek word is composed of (stratos) means military and (eGo) means leader. With this interpretation essentially strategic planning is also developed on this basis and covers all government and nonprofit agencies. Strategy as a unit of business like