

## Telepathically Trading Management

Nasser Fegh-hi Farahmand (Corresponding author)

Department of Industrial Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran

PO box 6155, Tabriz, Iran

Tel: +98-411-3300727 E-mail: farahmand@iaut.ac.ir

### Abstract

Most likely, organizations quantify success in many ways. It is not difficult to envision what organizations want out of organizational trading, but how will organization get there? This paper reviews the strategy implementation, strategic control, trading metrics, trading channels and performance measurement literature to develop a conceptual model and research propositions. This paper describes the corporate-wide approach to telepathically trading management at organizations. telepathically trading management, referring to the internal systematic approach of the organization's management and leadership to strive for trading performance excellence, and Telepathically Trading Policy (TTP) referring to all those measures through which one creates and strengthens confidence and trust in outsiders, especially customers, towards the organization's abilities and products. Naturally, TBP is a part of telepathically trading management. Current performance measurement guidelines are too generic for trading managers and too reliant on financial measures.

Well before organizational strategy sessions, organizations have opportunities to lay the telepathically trading management for implementation of organizational resultant strategies.

**Keywords:** telepathy, telepathically trading management, telepathically trading policy

### 1. Introduction

Are The key to organizational success is having a trading plan in place. Whether organization about to launch a start-up or was in trading for years, organizational business' direction guided by organizational business plan. Recent research into trading strategy implementation is damning in its findings. The reality is that traditional trading implementation approaches have failed. Organizational trading implementation is a critical link between formulation of trading strategies and the achievement of superior organizational performance.

This paper focuses on the trading strategy implementation strategies implemented in organizations. It is argued that globalization has resulted in rapid diffusion of high performance practices transforming trading strategy implementation especially those organizations functioning in the international arena. By the same token, the use of different types of strategies in high performance organizations has become the commanding aspect of gaining competitive advantage for global companies.

Broadly, the utilization of various trading strategy implementation strategies depends on the evaluation of content based and process based approaches during the formation process of strategic action. These approaches come up with planning and learning schools. Planning trading strategy implementation which is leading the content based approach can be identified as the determination of clear cut behavioural actions in advance that results in successful organizational outcomes in the global marketplace. Whereas, trading strategy implementation suggests the utilization of trial and error method for capturing the highly valued advantages that emerge along with the strategies implemented. Also before planning, organizations should solicit input from organizational employees for telepathically trading management. To get them involved in the planning process. To telepathically trading management issues organizations feel are important.

### 2. Telepathically trading policy

During organizational strategic planning sessions, organizations have additional opportunities to encourage

successful implementation of organizations resultant strategies of telepathically trading management. Strategic trading science and trading policies development is gaining increasing importance, both because of the realization of the central role of science and technology, which requires long-term investment, in economic and social development, and the need to manage scarce resources for optimal results over the long time span. Telepathically Trading Policy (TTP) foresight is a process, which assesses the potential of trading policies from the technical standpoint, and from their broad social, economic and environmental implications. It has been used as a tool for strategic management and planning and is gaining widespread acceptance. Organizations can encourage implementation by developing objectives measurable by telepathy current reporting system.

Organizations will be busy enough implementing organizational plan; organizations do not want to pioneer a new reporting system at the same time. For example, all organizations report sales volume; but few report market share. For good reason, it is difficult to get agreement on the total market size used in calculating market share. In addition, even if organizations could agree on total market size, data on market size is never available right now. This lack of timely information means organizations cannot use a market share objective to manage organizational trading day-to-day. For these reasons, market share is most often viewed as an approximate, rather than an exact measurement. It makes for a poor objective.

Despite the experience of many organizations, it is possible to turn strategies and plans into individual actions, necessary to produce a great trading performance. However, it is not easy. Many companies repeatedly fail to motivate their people to work with enthusiasm, all together, towards the corporate aims. Most companies and organizations know their tradings, and the strategies required for success.

However many corporations - especially large ones - struggle to translate the theory into action plans that will enable the strategy to be successfully implemented and sustained. Here are some leading edge methods for effective strategic corporate implementation. These advanced principles of strategy realization provided by the Leadership organization, and this contribution gratefully acknowledged.

### **3. Telepathically trading management understanding**

While planning; organizations can encourage successful implementation of organizational strategies through developing telepathically trading management. By having one or more objectives dealing with human resource issues working conditions; career development, benefit telepathically trading management programs. More of organizational employees care about human resources than about sales volume and profit.

The problems of trading participation have often been dealt with in the rich body of literature under the name public understanding of trading science.

To promote board involvement in telepathically trading management strategy, many have suggested that management needs to provide its directors with appropriate information and should develop appropriate educational and orientation programs to build and maintain their directors' skills and knowledge.

The focus of this study is on telepathically trading management specific processes meant to reduce information asymmetry, information management and director development and how they impact board involvement in strategy. When examining information management issues, focus is on two information characteristics the type of information and the access directors have to numerous sources of information.

In regards to director development issues, two board programs examined that aim to supporting director development of telepathically trading management orientation and education programs. By examining these issues, aim is contribute to the literature on governance by providing much needed empirical evidence on board functioning, particularly on information-related issues.

Furthermore, with most surveys reporting that directors still do not have appropriate information and knowledge to help them fulfil their emerging roles and responsibilities, aim is to provide guidance to organizations as they evaluate the informational and telepathically trading management needs of their directors. When examining these board processes, hypothesize is that because they reduce information asymmetry, more efficient information management and director development telepathically trading

management programs would improve the board's involvement in strategy. These hypotheses can test through a survey of organization.

Findings generally confirmed that efforts towards improving information management systems and board development programs resulted in increased strategy involvement.

Rapid trading advances have rampaged the way organizations respond to their changing circumstances. Consequently, organizational Telepathically Trading Management practices which enable high performance in light of these sophisticated trading are becoming an essential part of an increasingly competitive global landscape.

Open source information systems that encourage organizational growth, learning and innovation of Telepathically Trading Management, along with human resource practices that model employee selection, managerial promotion mechanisms and performance evaluation processes pioneer the transformation of traditional processes into high performance practices.

Furthermore, team based organizational structures of Telepathically Trading Management bring expert knowledge from diverse fields together and the maximization of employee creativity results in new technologies and economic growth which are associated with some of the prominent characteristics of high performance Telepathically Trading Management for organizations.

The concept of telepathically trading management is broad and heterogeneous and needs some specification. The telepathically trading management model, describe the main variations in the latter two approaches and introduced by their main variables as:

- The general mission of telepathically trading management activities;
- The main research objects;
- The supposed main roles to be played by the trading community.

The features of these models of telepathically trading management understanding are summarised in Table 1.

Table 1: Models of telepathically trading management understanding

	trading model	telepathically trading management model
Mission of telepathically trading management	Favourable conditions for trading scientific development	Telepathically trading reflection on favourable decision making
Research object	Productive strategies for trading science	Constructions of telepathically trading management understandings
Role of trading	Resource for trading competitive	Subject of telepathically trading management empowerment

In addition, organizations will have to consider available resources that mean organizations need to estimate the resources required to implement each telepathically trading management strategy. Organizations must be careful about over-committing those resources particularly people. There is a fine line between challenge, which encourages implementation; and over-commitment, which discourages implementation.

The starting point in the marketing model is the assumption of the trading person's ignorance on the matters of trading science and trading technology. Since the trading ignorance is generally interpreted as a lack or deficit of relevant information, central mission of telepathically trading management activities under the enlightenment model is to raise the educational level of the trading. This may also be coupled with other marketing values such as providing trading person's tools for cultural trading understanding or tools for

acting as full members of the modern scientific-technological society.

The trading model shares with the marketing model the assumption of trading person's ignorance and thus belongs to the category of deficit models. In the trading model, however, the mission of telepathically trading management activities is economically instrumental.

They are taken as means for creating favourable conditions for trading scientific development, and for increasing national prosperity. There are two assumptions underlying this idea:

- a) Telepathically trading person's acceptance of telepathically trading management is thought to be an important lubricator for modern trading, and to be promoted by raising the overall level of trading awareness of telepathically trading management.
- b) Telepathically trading persons with better knowledge of telepathically trading management are thought to be a valuable resource in the modern labour markets. Since the trading informing attempts to improve acceptance of telepathically trading management, research under the trading model is mainly focused on strategies for effective trading science communication.

In general terms, both the trading and the telepathically trading management community are interpreted as resources for the creation of competitive advantage under the trading model.

Telepathically trading management model based on a questioning of both the assumption of telepathically trading ignorance. The main strivings expressed in the marketing and business models.

Instead of taking business persons ignorance as granted, the telepathically trading management model is interested in studying the various construction processes and functions of scientific and trading technological knowledge in trading person's understandings as well as in the telepathically trading management community. Central questions are:

- a) How are the telepathically trading understandings of trading science and trading technology constructed in local conditions?
- b) What is the role of telepathically trading scientific knowledge in respect to other types of knowledge?

While developing organizational telepathically trading management strategies, organizations should include a built-in monitoring system. Have a key manager volunteer responsibility for implementing each organizational strategy. That telepathically trading manager's name, along with a due date for completion, then becomes a part of the strategy statement. Including a name and a due date aids in monitoring the strategy's implementation and in assuring that a key manager each strategy of telepathically trading.

#### **4. Telepathically trading management approach**

Following development of organizational strategies, organizations have additional opportunities to encourage implementation. First, organizations can communicate the plan to the folks who will help with its implementation. The aim of telepathically trading management approach at organizations is to strive for the organization's strategic and operational goals. High performance telepathically trading management contemplate on various types of strategies so as to capture highly valued competitive advantages in the global marketplace. From a behavioural perspective, organizations telepathically trading management formulate and use strategies over a wide range of alternatives which appear between pure deliberate and pure emerging ones.

In this vein, planned, entrepreneurial, ideological, umbrella, process, unconnected, consensus and imposed strategies can be utilized by different types of firms that strive for effective strategic choices related to their environmental conditions.

Additionally, content and process of telepathically trading management based strategies constitutively generate those strategic actions leading to successful outcomes. In fact, the pioneering element of high performance of telepathically trading management comes from the degree of compatibility between the two.

More specifically, the relationship between telepathically trading management strategy and strategy making exhibits that the process content dichotomy is an artefact of convenience and that the two are integral

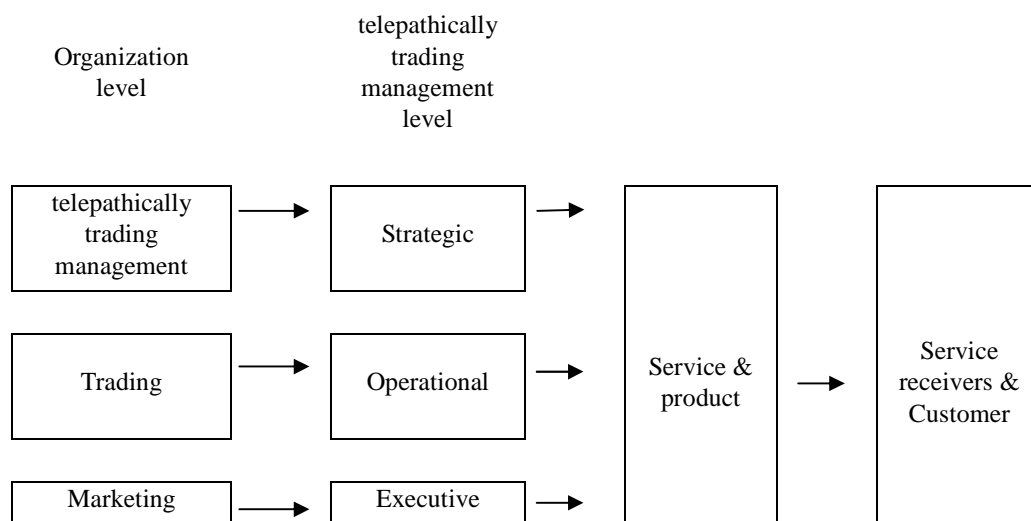
components of any organizational environment adaptation process, that is, of strategic management.

Thus, genuine realization of the telepathically trading management practices takes place in real trading activities both in the organization's trading strategic leadership as well as in the operational realization of the organization's trading services and trading targets. In this approach, all relevant interested trading persons are also associated in accordance with their appropriate roles.

The goal of telepathically trading management, i.e. telepathically trading excellence, and reach through innovative trading management and trading leadership practices.

In order to realize telepathically trading management objectives in all parts of the organization and at all levels of trading and trading management, an organization-wide management structure, a leadership infrastructure framework defined. The framework model as figure 1 originally created at organizations:

Figure 1: telepathically trading management approach



The opinions of supervisory-level managers regarding the objectives organizations were comfortable. According to marketing strategy achieves competitive advantage through being the first into new markets with new products. It is innovative and adapts to new technology well. In contrast, the trading achieves competitive advantage strategy by being more efficient. This means it does not have to be first into new markets with new products. Trading strategies tend to have less product innovation than market strategist who aims to compete through innovative product or service features. The third of the generic strategies is the telepathically trading management strategy. This strategy combines elements of the marketing and trading strategy.

Based on the above premises, the implementation of content and process based strategies in high performance organizations can be considered to have a strong relation with the characteristics of firms' task environment and the broader institutional field.

This model covers all marketing and trading organization functions in a natural and flexible manner and covers the following three levels of the organization:

- 1) telepathically trading management level, where the general marketing and trading principles the common insight, goals, shared tools, and practices concerning trading are created, including how these principles are to be applied in practice on the basis of the organization's trading requirements.
- 2) Business level, where the businesspersons the other top business leaders make marketing and trading decisions, and measures undertaken concerning the entire particular trading and especially the future competitiveness of the trading and management of the whole business system addressed. The trading

system is composed of the interrelated operational trading processes. Very often in organizations, there are different trading areas that may be at different development stages. All these need different strategic telepathically trading management approaches but they may operate within one corporate culture.

3) Marketing level, where marketing decisions and measures concerning daily management made and undertaken, products and services realized in real time for customer needs.

As a result, the marketing and trading strategy types have very contrasting human resource, organizational structure and most importantly for this paper, performance control guidelines the analyzer may be aggressive in some markets and defensive in others. It could see as an opportunistic strategy. This is because it attempts to seize the best opportunities. It does this even if this results in internal tensions or inconsistencies.

Study of the future trading likely to be important for trading organizations has recently been undertaken. The Delphi method used to survey the opinions of more than 70 scientists and businessperson on the likely future importance of various businesses to the economic and trading development. Participators in the trading policy-making have become an important trend in many organizations and the need to the policy-making process identified as a trading priority. Modern trading has often been the topic of the first participatory experiments with scientists and trading person.

High performance organizations can be characterized by their unique institutional peculiarities. Telepathically trading management empowerment, along with a democratic management style plays a central role in the sustainability of high performing practices.

Some of the crucial attributes of these organizations include well balanced performance results, interesting goals that are clearly defined, committed and focused leadership, employees who are devoted to production and continuous learning, resources based on capabilities paving the way for competitive advantage and open communication-information management of telepathically trading management.

From this standpoint, top management teams ability to formulate effective telepathically trading management strategies and recognize novel work processes bring forth simple and flexible organizational structures.

The leadership features which encourage to think beyond the ordinary beliefs and to learn while adapting to rapid environmental changes are the key sources of high performance in the workplace. Although it is a generally hold idea that the possibilities for trading participation should be increased, it is not an easy task. They are asking whether participatory decision-making really is a necessity, a realistic option or even a desirable trend.

Finally, you organizations watch for opportunities to fine tune organizational planning process. This will help with implementation of organizational telepathically trading management strategies. Organizations might at the third quarterly review of organizational strategic plan, take a little extra time to discuss the planning process.

Therefore, any telepathically trading management plan to provide directors with more information must be complemented with appropriate educational programs. Although this study enhances our knowledge of the challenges and consequences associated with decisions regarding information management and board development programs, the results obtained must be interpreted in the context of its limitations.

## **5. Conclusions**

This study certainly has managerial implications and should provide guidance to telepathically trading management organizations currently examining the functioning of their boards. Determining an appropriate information strategy that satisfies and balances the interests and needs of both management and directors is a challenging task.

While directors may require more information, CEOs often fear that too much information can lead to undue interference.

This framework model utilizes the most exemplary international ideals and is based on what has been learnt

over decades e.g. with trading partners. In order to conceive how organization can make better use of high performance practices, top management teams should start by examining the institutional characteristics of the environment intact with the major sources of behavioural patterns.

The study relies heavily on perceptual measures. However, getting access to the strategic and confidential information boards receive is telepathically trading management challenging; given the complex and sensitive nature of these issues, qualitative analyses can be particularly appropriate. Case studies would allow for a more thorough examination of board information and would make it possible to further our understanding of these issues.

From an environmental perspective, the distinction between deliberate and emerging telepathically trades management strategies come alive through the external interferences. Specifically, in the time of environmental pressures dictating patterns of organizational telepathically trading management action, pure emerging strategies derived from process perspective of strategy formulation, is implemented.

On the contrary, the absence of environmental disturbances gives way to intended and realized strategic actions which are associated with pure deliberate strategies founded on content perspective of strategy formulation.

The realization of organizational goals that are designed telepathically trading management in advance and emergence of organizational goals that unintentionally occur on its own accord may both dominate strategy formation during the distinctive phases embedded in an industry.

This study demonstrated that efforts to reduce information asymmetry through better telepathically trading management and directors' development programs can translate into greater involvement in telepathically trading management strategy. The results from the analyses provided support for most hypotheses and valuable insights into these issues.

First, results about board telepathically trading management development activities suggest that investing in director development does affect board telepathically trading management strategy involvement.

Although the actual quality of director development programs has been questioned, study findings have shown that education programs can have a positive impact on telepathically trading management strategy involvement. These results probably reflect our strict characterization of educational programs: The construct used to characterize those programs includes best practices items such as the formal evaluation of director skills and the widespread participation of directors.

However, results regarding orientation programs were not significant. More information about the quality and depth of telepathically trading management programs may clearly be necessary to assess whether they can really contribute to superior board performance.

Second, results about telepathically trading management generally indicate that efforts to provide directors with more information can have a positive effect on board telepathically trading management strategy involvement. They demonstrate that telepathically trading management has the potential to counter passive boards by further engaging directors in telepathically trading management strategy.

Increase types of information did not seem to enhance telepathically trading management strategy involvement. The non significant results found about the external information construct were somewhat surprising. Information about the industry such as its trends, its regulatory and technological environment and key competitors, constitutes strategic information on which are typically built strategic plans.

As such, telepathically trading management should be valuable for directors to truly evaluate the quality of the proposed strategies. These results may suggest that this type of information is more aligned with telepathically trading management strategy formulation and is considered to be management's domain.

telepathically trading management may be considered too general and too disconnected for directors to find useful. The performance telepathically trading management construct is mostly comprised of historical data, some of which subject to external auditing: Reports on financial performance, reports on operating performance, and information about the company's competitive positioning.

These results partly illustrate the potential limits and consequences that have been denounced by several authors. Greater involvement in telepathically trading management strategy requires information that allows for better insight into the organizations' competitive position in the future.

Results about telepathically trading management greater access to a wider variety of informational sources indicate that efforts to establish communication channels with managers, employees or consultants can be beneficial. These results certainly validate requirements from some regulators to disclose how issues regarding directorial access to management and independent advisors are being addressed.

Study findings have globally shown the significant impact the type of information has on board behaviour and how management, through their information strategy, can shape their boards.

And, as such, this study's findings contribute to the literature on governance by providing relevant empirical evidence based on primary data on this complex topic.

Few studies have examined the actual impact of these information decisions on board behaviours. Another important contribution of this study is its detailed characterization of board information, drawing on insights derived from strategic process research.

Thus, appropriate strategy determination bringing about successful operation of trading in high performance organizations is directly influenced by the contextual factors which cause deliberate and emerging telepathically trading management strategies to come into existence.

Effective implementing organization dedicated trading integrated telepathically trading management does not call for any extra measures or investments. Experiences have proved that it is always worthwhile to improve the existing trading management based on a systematic methodology. For telepathically trading management the organization must be always ready but never finished.

Furthermore, merely providing more information is not the solution. Telepathically trading management overload been reported as a genuine problem that can divert directors' attention from important issues. Moreover, it is not the board's responsibility to micro-manage the company, and making unreasonable requests for information can be time-consuming and create tensions with telepathically trading management. Hopefully, these results will encourage dialogue between telepathically trading management and directors to examine and evaluate their current telepathically trading management strategy. They need to examine whether the telepathically trading management they are providing is preventing directors to truly engage in strategy decisions. Furthermore, organizations prepared to provide telepathically trading management to their directors must also evaluate whether they have the ability to assimilate and comprehend this information.

## References

- Alak, B.M.A.A., (2006). The impact of marketing actions on relationship quality in the higher education sector in Jordan. *J. Marketing Higher Edu.*, 16: 1-23.
- Albrecht, K., (1991). Total quality service. *Executive Excellence*, 8: 18-19.
- Ambler, T., Kokkinaki, F. and Puntoni, S. (2002) 'Assessing market performance: The current state of metrics', Working Paper No. 01-903, London Business School Centre of Business, London.
- Ansoff, H. I. (1965). *Corporate Strategy: An analytic approach to business policy for growth and expansion*. New York: McGraw-Hill.
- Ansoff, H. I. (1991). Critique of Henry Mintzberg's 'The design school: Reconsidering the basic premises of strategic management'. *Strategic Management Journal*, 12(6), 449-461.
- Antony, J., F.J. Antony and S. Ghosh, (2004). Evaluating service quality in a UK. Hotel Chain: A case study. *Int. J. Contemporary Hospitality Manage.*, 16: 380-384.
- Berry, L.L., A. Parasuraman and V.A. Zeithaml, (1988). The service quality puzzle. *Bus. Horizons*, 31: 35-43.
- Berry, L.L., V. Zeithaml and A. Parasuraman (1985). Quality counts in service too. *Bus. Horizons*, 28:



44-52.

Bitner, M.J. and A.R. Hubbert, (1993). Encounter Satisfaction vs. Overall Satisfaction vs. Quality the Customers Voice. In: Service Quality New Directions in Theory and Practice, Rust, R.T. and R.L. Oliver (Eds.). Sage Publications, Newbury Park, CA., pp:71-93.

Bitner, M.J., (1995). Building service relationships its all about promises. *J. Acad. Market. Sci.*, 23: 246-251.

Brady, M.K. and J.J. Cronin, (2001). Some new thoughts on conceptualizing perceived service quality a hierarchical approach. *J. Market.*, 65: 34-49.

Carman, J.M., (1990). Consumer perceptions of service quality an assessment of the SERVQUAL dimensions. *J. Retail.*, 66: 33-55.

Chapman, R.G., (1979). Pricing policy and the college choice process. *Res. Higher Educ.*, 10: 37-57.

Chatterjee, S., L. Jamieson and F. Wiseman, (1991). Identifying most influential observation in factor analysis. *Market. Sci.*, 10: 145-160.

Choi, T.Y. and R. Chu, (2001). Determinants of hotel guests satisfaction and repeat patronage in the Hong Kong hotel industry. *Int. J. Hospitality Manage.*, 20: 277-297.

Coffey, R., M. Eisenberg, E. Gaucher and E. Kratachwill, (1991). The quality progress at the University of Michigan Medical Center. *J. Q. Participation*, 14: 22-31.

Collins, F., Holzmann, O. and Mendoza, R. (1997) 'Strategy, budgeting, and crisis in Latin America', *Accounting, Organisations and Society*, Vol. 22, No. 7, pp. 669-689.

Cronin, J.J. and S.A. Taylor, (1992). Measuring service quality: A reexamination and extension. *J. Market.*, 56: 55-68.

Cronin, J.J., M.K. Brady and G.T.M. Hult, (2000). Assessing the effects of quality, Value, and customer satisfaction on consumer behavioral intentions in service environments. *J. Retail.*, 76: 193-218.

Cyert, R., March, J. G. (1963). *A behavioral theory of the firm*. Englewood Cliffs, NJ: Prentice Hall.

Dabholkar, P.A., C.D. Shephers and D.I. Thrope, (2000). A comprehensive framework for service quality an investigation of critical conceptual and management issues through a longitudinal study. *J. Retail.*, 7: 139-173.

Darden, W.R. and M.J. Dorsch, (1988). Useful component analysis graphical views of marketing data. *J. Acad. Market. Sci.*, 16: 60-73.

DiMaggio, P.J., Powell, W.W. (1991). The iron cage revisited: Institutional isomorphism and collective rationality. In W. W. Powell and P. J. DiMaggio (Ed.), *The New Institutionalism in Organizational Analysis*, (pp. 63-82) Chicago: University of Chicago Press.

Dobni, B., Dobni, D. and Luffman, G. (2001) 'Behavioural approaches to business strategy implementation', *Business Intelligence & Planning*, Vol. 19, No. 6, pp. 400-408.

Evans, P., Wolf, B. (2005). Collaboration rules. *Harvard Business Review*. 83(7), 96-104.

Feghhi Farahmand, Nasser (2001), *Executive Management Process*, Islamic Azad University, Tabriz Branch, Iran, pp 91-123.

Feghhi Farahmand, Nasser (2003), *Permanent Management of Organization*, First edition, Frouzesh Publication, Tabriz, Iran, pp 40-310.

Feghhi Farahmand, Nasser (2003), *Strategic Structure of Organization Management Process*, Forth edition, Islamic Azad University, Tabriz Branch, Iran, pp 19-225.

Feghhi Farahmand, Nasser (2005), *Strategic Management of Organization*, First edition, Frouzesh Publication, Tabriz, Iran, pp 91-269.

- Feghhi Farahmand, Nasser (2009), Organization Strategic Plan compilation, First edition, Frouzesh Publication, Tabriz, Iran, pp 64-154.
- Feghhi farahmand, Nasser (2011), Active and Dynamic Management of Organization, Second edition, Frouzesh Publication, Tabriz, Iran, pp 19-174.
- Feghhi Farahmand, Nasser (2011a), Technology Management of Organization, Second edition, Frouzesh Publication, Tabriz, Iran, pp 11-1672.
- Feigenbaum, A., (1994). Quality education and America's competitiveness. *Q. Prog.*, 27: 83-84.
- Fiegen, M. K. (1994) 'Matching business-level strategic controls to strategy: Impact on control system effectiveness', *Journal of Applied Business Research*, Vol. 10, No. 1, pp. 25-34.
- Fischer, B., Boynton, A. (2005). Virtuoso teams. *Harvard Business Review*. 83(7), 116-123.
- Fleming, J.H., Coffman, C., Harter, J.K. (2005). Manage your human sigma. *Harvard Business Review*. 83(7): 106-114.
- Florida, R., Goodnight, J. (2005). Managing for creativity. *Harvard Business Review*, 83(7), 124-131.
- Ford, J.B., M. Joseph and B. Joseph, (1999). Importance-performance analysis as a strategic tool for service marketers: The case of service quality perceptions of business students in New Zealand and the USA. *J. Service Market.*, 13: 171-186.
- Fournier, S. and D. Mick, (1999). Rediscovering satisfaction. *J. Marketing*, 63: 5-23.
- Green, S., N. Salkind and T. Alkey, (2000). Using SPSS for Windows Analyzing and Understanding Data. 2nd Edn., Prentice-Hall, Saddle River, USA.
- Grewal, D., A. Parasuraman and G. Voss, (1998). The role of price performance and expectations in determining satisfaction in the service exchange. *J. Market.*, 62: 46-61.
- Gronroos, C., (1983). Strategic Management and Marketing in the Service Sector. Marketing Science Institute, Boston.
- Hair, J.F., R.E. Anderson, R.L. Tatham and W.C. Black, (1995). *Multivariate Data Analysis with Readings*. 4th Edn., Prentice-Hall Inc., Upper Saddle River, New Jersey, USA., ISBN: 0-02-349020-9.
- Harvey, J., (1998). Service quality a tutorial. *J. Operations Manage.*, 16: 583-597.
- Hemmasi, M., L.A. Graf and M.R. Williams, (1997). Strategic planning in health care merging two methodologies. *Competitiveness Rev.*, 7: 38-51.
- hobadian, R.S., S.M. Speller and W.R. Jones, (1994). Service quality concepts and models. *Int. J. Q. Manage.*, 11: 43-66.
- <http://www.birnbaumassociates.com/implementing-strategy.htm>
- <http://www.birnbaumassociates.com/strategy-implementation.htm>
- <http://www.businessballs.com/businessstrategyimplementation.htm>
- <http://www.canadabusiness.ca/eng/86/>
- Ingram, H., (1996). Classification and grading of smaller hotels guesthouses and bed and breakfast accommodation. *Int. J. Contemporary Hospitality Manage.*, 8: 30-34.
- J Anttila (2001): "Effective quality communication." Conference on business excellence – what is to be done? St. Petersburg: Stocholm School of Economics
- J Anttila (2002): "Business Integrated e-Quality – Innovative opportunity for modern advanced organizations". EOQ Annual Congress, Harrogate
- Jones, T. and W. Sasser, (1995). Why satisfied customers defect. *Harvard Bus. Rev.*, 73: 88-101.
- Josée Roy, Marie (2010), Building Director Involvement in Strategy The key Role of Information Processes, Faculty of Administrative Sciences, University Laval, Québec, Qc, Canada.

- Katzenbach, J. R., Beckett, F., Dichter, S., Feigen, M., Gagnon, C., Hope, Q., Ling, T. (1996). Real change leaders. New York: Random House .
- Katzenbach, J. R., Smith, D. K. (1993). The wisdom of teams: creating the high – performance organization. Boston, MA: Harvard Business School Press.
- Kotler, P. and K. Keller, (2006). Marketing Management Pearson. 12th Edn., Prentice-Hall, Upper Saddle River, New Jersey.
- Kumar, K. and Subramanian, R. (1997/1998) 'Porter's strategic types: Differences in internal processes and their impact on performance', Journal of Applied Business Research, Vol. 14, No. 1, pp. 107–124.
- LeBlanc, G. and N. Nguyen, (1997). Searching for excellence in business education an exploratory study of customer impressions of service quality. Int. J. Edu. Manage., 11: 72-79.
- Lehtinen, J.R., (1983). Customer Oriented Service System. Service Management Institute, Finland, Helsinki.
- Loudon, D., D. Bitta and J. Albert, (1993). Consumer Behavior. McGraw-Hill, Singapore.
- Malhotra, N., (2002). Basic Marketing Research Applications to Contemporary Issues. Prentice Hall, USA.
- Miles, R. E. and Snow, C. C. (1978) 'Organizational strategy, structure, and process', McGraw-Hill, New York.
- Mintzberg, H. (1978). Patterns in strategy formation. Management Science, 24(9), 934-948.
- Mintzberg, H. (1990). The design school: Reconsidering the basic premises of strategic management. Strategic Management Journal, 11(3), 171-195.
- Mintzberg, H., McHugh, A. (1985). Strategy formation in an adhocracy. Administrative Science Quarterly, 30(2), 160-197.
- Mintzberg, H., Waters, J. A. (1985). Of strategies, deliberate and emergent. Strategic Management Journal, 6(3), 257-272.
- Mostafa, M., (2006). A comparison of SERVQUAL and I-P analysis measuring and improving service quality in egyptian private universities. J. Market. Higher Educ., 16: 83-103.
- Mustafa M. Gökoğlu and Selcen Kılıçaslan (2009), Strategy Making in High Performance Organizations
- Noble, C. H. and Mokwa, M. P. (1999) 'Implementing business strategies: Developing and testing a managerial theory', Journal of Business, Vol. 63, No. 4, pp. 57–73.
- Oliver, R.L., (1994). A Conceptual Model of Service Quality and Service Satisfaction Compatible Goals Different Concepts. In: Advances in Services Marketing Management, Swartz, T.A., D.E. Bowen and S.W. Brown (Eds.). JAI Press, Greenwich, CT., pp: 65-85.
- Oliver, R.L., (1997). Satisfaction a Behavioral Perspective on the Customer. McGraw-Hill, New York.
- Ostrom, A. and D. Iacobucci, (1995). Consumer trade-offs and the evaluation of services. J. Market., 59: 17-28.
- Osterman, P. (1999), Securing prosperity: The American labor market: how it has changed and what to do about it. Princeton: Princeton University Press.
- Parasuraman, A., V.A. Zeithaml and L.L. Berry, (1988). SERVQUAL a multiple-item scale for measuring consumer perceptions of service quality. J. Retail., 64: 12-40.
- Parasuraman, A., V.A. Zeithaml and L.L. Berry, (1994). Reassessment of expectations as a comparison standard in measuring service quality implications for further research. J. Market., 58: 111-124.
- Paswan, A. K. (2003) 'Channel support activities and perceived goal orientation: An exploration in the Indian market', Asia Pacific Journal of Business and Logistics, Vol. 15, No. 4, pp. 19–41.

- Presbury, R., A. Fitzgerald and R.Chapman, (2005). Impediments to improvements in service quality in Luxury Hotels. *Managing Ser. Q.*, 15: 357-373.
- Quinn, J. B. (1980). *Strategies for change: Logical Incrementalism*. Homewood, IL: Dow Jones-Irwin.
- Quinn, R.E. (2005). Moments of greatness: Entering the fundamental state of leadership. *Harvard Business Review*, 83 (7), 74-83.
- Reichheld, F. and W.E. Sasser, (1990). Zero defections quality comes to services. *Harvard Bus. Rev.*, 68: 105-111.
- Ruby, C.A., (1998). Assessing Satisfaction with selected services using SERVQUAL a market driven model of service quality. *NASPA J.*, 35: 331-341.
- Sauer, P. and J.O. Donnell, (2006). The impact of new major offerings on student retention. *J. Market. Higher Educ.*, 16: 135-155.
- Segev, E. (1987). Strategy, strategy making and performance - An empirical investigation. *Management Science*, 33(2), 258-269.
- Senge P, Roberts C and Ross B. Kleiner A (1995): "The Fifth Discipline Fieldbook", Nicholas Brealey Publishing Limited, London
- Shainesh, G., (1996). An Investigation of the Process of Customer's Evaluation of Service and the Formation of Behavioural Intentions Through the Conceptualization and Operationalization of a Model of Service Value. Indian Institute of Management, Bangalore, India.
- Smith, A., (2004). Off-campus support in distance learning-how do our students define quality. *Q. Assurance Educ.*, 12: 28-38.
- Stock, G. N., Greis, N. P. and Kasarda, J. D. (1998) 'Logistics, strategy and structure A conceptual framework', *International Journal of Operations & Production Management*, Vol. 18, No. 1-2, p 37.
- Sureshchandar, G.S., C. Rajendran and T.J. Kamalanabhan, (2001). Customer perceptions of service quality a critique. *Total Qual. Manage.*, 12: 111-124.
- Taylor, S.A., (1992). An alternative conceptualization and operationalization of service value and the effects of service value on the purchase of services. Ph.D. Thesis, Dissertation, The Florida State University, Florida USA.
- Willis, M., (2006). The development and application of a market entry process for foreign universities entering the chinese higher education market. *J. Market. Higher Educ.*, 16: 45-82.
- Yang, S. (2008). Bureaucracy versus high performance: Work reorganization in the 1990s. *The Journal of Socio-Economics*, 37, 1825-1845.
- Yeniurt, S. (2003) 'A literature review and integrative performance measurement framework for multinational companies', *Business Intelligence & Planning*, Vol. 21, No. 3, pp. 134-142.
- Zeithaml, V. and M. Bitner, (2003). *Service Marketing Integrating Customer Focus Across the Firm*. 3rd Edn., McGraw-Hill, New York.

This academic article was published by The International Institute for Science, Technology and Education (IISTE). The IISTE is a pioneer in the Open Access Publishing service based in the U.S. and Europe. The aim of the institute is Accelerating Global Knowledge Sharing.

More information about the publisher can be found in the IISTE's homepage:

<http://www.iiste.org>

The IISTE is currently hosting more than 30 peer-reviewed academic journals and collaborating with academic institutions around the world. **Prospective authors of IISTE journals can find the submission instruction on the following page:**

<http://www.iiste.org/Journals/>

The IISTE editorial team promises to review and publish all the qualified submissions in a fast manner. All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Printed version of the journals is also available upon request of readers and authors.

### **IISTE Knowledge Sharing Partners**

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

