

Business Plan Strategy as Social Responsibility

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Abstract

Implementing good environmental and social practices is good business - it can give you a competitive advantage and help foster goodwill toward your business. This article attempts to explain the Business Plan Strategy (BPS) by patterns of thinking. The importance of strategic, long-term policy and BPS is very clear to planners. Business managers like to follow a similar and routine business behavioral pattern. BPS, normally taken as a part of business planning, therefore also tends to run in cycles of around last years.

Keywords: business plan, business plan strategy, social responsibility

1. Introduction

Making a difference in organization or creating the very best product or service on the market or simply doing something loves to do. Most likely, organization will quantify success in many ways. It isn't difficult to envision what you want out of organizational business, but how will organization get there? There are many common steps you can take and missteps you should avoid on organization pathway to prosperity. Organizations use organizational resources as the basic ingredient for all that is required for their operations. They are therefore eager to maintain and improve the quantity of expendable organizational resources by not only resources utilization, but by also identifying, nurturing and maintaining characteristics that promote organizational performance. Improved and sustainable performance ensures that an organization continues to fulfill its mission and survive into the competitive future. Many externals and organizational variables have been identified in the literature as affecting organizational empowerment. The fact that some variables affect organizational empowerment managers and some researchers to seek to identify those factors that positively or negatively affect the particular organization or industry of their interest with the aim of strengthening the positive variables and ameliorating the effect of the negative ones for those organizations and industries to post superior economic performance. Organizations are most likely to do the same when experiencing decline. Without organizational empowerment, management cannot enable an organization to compete for the future, but developing distinctive capacity can. One then wonders if developing appropriate characteristics in conjunction with appropriate competencies would not ensure a better performance in a more intensely competitive future.

Furthermore, it seems that the emphasis on organizational empowerment as structure, strategy and systems has not yielded the desired results as some of the companies where these variables have been changed, after sometime, went back to experiencing declining performance. It is therefore obvious that more research needs to be done to identify characteristics that enhance organizational performance. The key to organization success is having a business plan in place. Whether organization is about to launch a start-up or organization have been in business for years, organizational business' direction is guided by your business plan. In spite of this general awareness, such long-term business, strategic-level planning of business has been lacking in most organizations. A central motivation for this has been the public uneasiness towards many of the applications of gene organizations technology, as well as the general distrust of the public towards officials, scientists and representatives of organizations in the management of risks.

2. Business Plan Strategy (BPS)

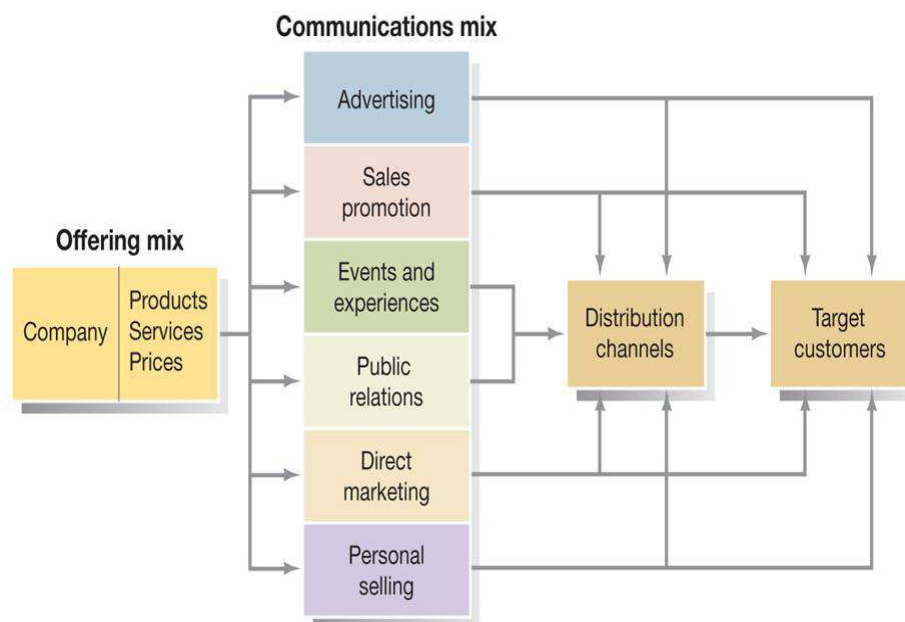
The operational concept based on customer satisfaction where the operation of quality management system is customer-oriented and aims at improving customer satisfaction; customers' needs and expectations are satisfied through clear management responsibility, communication, resource

management and product realization process; the structure of measuring and monitoring customer satisfaction is proposed on the basis of overall performance of the quality system and requires enterprises evaluate performance from the perspective of customers.

It is generally arguing that effective Business Plan Strategy (BPS) is one of the important factors in business success. The most extensive review, although now some years old, is the analysis that there seemed to be a consensus that planning was linked positively to growth undertaken.

There are some argues that formal written planning may be inappropriate for the organizations but this seems a minority view. It can be argued that BPS is as important to organizations as to larger organizations and standard textbooks on entrepreneurship offer chapters on Business Plan (BP) whilst a range of specialist publications outline the best ways of writing BP. In organization, where a BP exists, the preparation of the BPS may driven by external forces. The most obvious of these are the requirements of external agencies providing funding for either start up or expansion. The form of the plan may vary between the agencies but the BPS is the minimum document required by sources as Figure 1.

Figure 1. Business plan strategy sources



In addition to its role in business funding, the BP may serve as a strategic planning document for the entrepreneurs, a plan to guide the business and serve as a basis for taking strategic decisions and it may serve as a subsequent monitoring device. Anyhow, BPS gives an overview of organizational business where organization have been, where you are now, and where organization is going in the future. Include:

- 1) A short history of organizational business. Is it a new business venture, are organization purchasing an existing business, or are organization expanding an existing business?
- 2) The purpose of organizational business: Discuss organizational vision and the main objectives of organizational business.
- 3) A description of organizational products and services: What will organizational offer?
- 4) Organizational business' legal structure: Is organization a sole proprietorship, a partnership, a corporation, or a cooperative?
- 5) Organizational current position: What stage of the business lifecycle is organization in?

- 6) Organizational industry: Is it growing, stable, or contracting?
- 7) Organizational achievements: What have organization achieved so far?
- 8) Organizational competitive advantage: What is Organizational advantage over the competition e.g. innovative products, strong business model, or appeal to niche markets?
- 9) Organizational competitors: Who are they and what are their strengths and weaknesses?
- 10) Organizational business model: Why is it effective?
- 11) Organizational growth timeline: Where does organization see organizational business in a year from now? Three to five years down the road?
- 12) Organizational milestones: What objectives have organization set for organizational business and when do organizational expect to achieve them?
- 13) Organizational Goals: What are organizational short-term and long-term goals?

How does your business measure up to others that are similar to yours? Benchmarking allows you to evaluate your performance and ensure that your company is operating at an optimum level.

The Organizational Performance (OP) information, unclear goals, inappropriate selection and use of technology, inability to integrate workers and processes and use of misleading metrics or improper measurement approaches are the major barriers in implementing and managing projects systems that seek to identify individuals with the ability to learn and adapt to new situations and markets can provide a firm with competitive advantage. The importance of strategic, long-term policy and planning in science and technology is very clear to planners and policy developers, from the fact that they need both considerable resources in order to carry out the planned activities, and a long lead time to accumulate the required trained manpower.

The more we understand people and their total environment, the more their needs are likely to be met. When we talk about valuing workers relationships, the scope of definition is expansive. On the one hand, it is simply the value that workers generate for the organization. On the other hand, it is purely the value of the relationship. Neither definition is more correct than the other; however, the purpose and approach for valuing each are different. A positive experience throughout the workers cycle should foster trust and develop loyalty, therefore allowing an organization to generate more revenue for less incremental expenditure.

However, the escalating cost of scientific and technological research and development, together with the limiting resources of governments, make such strategy of overall support impossible, even for relatively rich countries.

The central mission of organizations activities under the enlightenment model is to raise the BPS level of the organization. Table 1 shows models of BPS that they are as follows:

- a) Organizational mission: The mission of organization is business instrumental. In general, terms, there is an endemic need for increasing business effective communication. Thus, the inclusion of the in the business structures of organization decision-making is neither principally refuted nor taken as a point of departure.
- b) Organizational business: In this model, the businesspersons empowerment of sustainable decision-making are core values, to which increasing public participation is though to be a most appropriate means.

The starting point in the Business Plan Strategy (BPS) is the assumption of business.

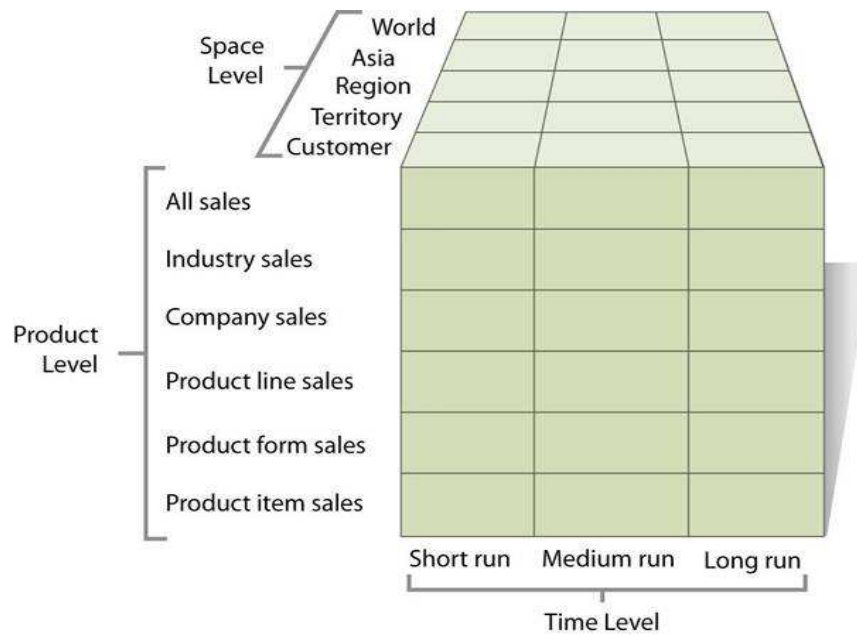
Table 1: Business Plan Strategy (BPS)

	Business	Business implementation
Organizational mission	Empowerment	Development
Organizational business	Effective communication	Appropriate participation

3. Business Plan Strategy Factors (BPSF)

To begin the planning process, organization will need to do some critical analysis; business planning is about realistically forecasting where organizational business is going. A few tactical actions for implementation can make the challenge simpler and provide leadership that is supporting. Obtain support from the board of directors, because an organization's total quality efforts must begin at the very top and begin with the board of directors as Figure 2.

Figure 2. Business plan strategy factors



One method of obtaining their support is to conduct a quality survey among them that such questions could include:

- Has an estimate been made of the cost of poor quality?
- What measures using to judge quality?
- What are current performance levels?
- How does your quality of customer satisfaction compare with your competitors?

However, the significance of the influence of the environment on organization's operational activities and performance was only acknowledged. In fact, stress that organizational activities are influenced by what happens in the external environment. Inability to ineffectively manage the human factor as manifested in several negative ways including the following; employees often arrive at the office fatigue and exhausted as a result of poor transportation facilities and harsh living conditions in most urban cities. They are also compelled to make use of materials and machinery which are far from suitable for attaining the desired level of performance. It is not enough for us to understand the socio-cultural sources of these deviant orientations, it is necessary for us to do something practically to arrest and control them.

Productivity should reflect our total commitment to improve the way we do things, our attitude to work, a commitment to improve our work ethics, a commitment that whatever we do today can be improved upon. Tackling and overcoming the problem of low productivity of organizational workers is not impossible although daunting. There was every reason to believe that the organizational worker could be as efficient and productive as its counterparts anywhere in the world. The performance of organization, which determines its survival and growth, depends to a large extent on the productivity of its Business Plan Strategy. In fact, the wealth of a nation as well as socio-economic well being of organization depends on the effectiveness and efficiency as productivity of its various sub components.

Organizational Business Plan Strategy is generally regarded as the most dynamic of all the factors that are employed for the creation of wealth, having the potential to energies and serve as catalyst to all of

the other resources. Productivity is thus of fundamental importance to the Organizational Business Plan Strategy of whatever status, to the organization whether commercial or not and to the national economy at large and accordingly. Performance by productivity in an organization can, in principle, be influenced by a wide range of internal and external variables, which may be categorized as:

- a) General factors: Among which are climate, geographic distribution of raw materials, fiscal and credit policies, adequacy of public utilities and infrastructural facilities, etc.
- b) Organizational Business Plan Strategy: Namely, the degree of integration, percentage of capacity, size and stability of production, etc.

Performance by productivity, the problem remained more or less unabated. It is not in doubt that organization is richly and extra-ordinarily endowed with all the three basic principal factors needed for enhancement of productivity, namely, capital and resources, it has been unable to take advantage of these factors to obtain at least a corresponding level of outputs consequent to which the country, several years since it attained political independence, is yet poverty ridden.

For this reason, Business Plan Strategy Factors (BPSF) is as follows:

- 1) Optimal Utilization of Science Business Technology (OUSBT): SBT is advancing at a very fast pace, and obsolescence of physical business infrastructure, as also of skills and competence, take place rapidly.
- 2) Strengthening of Science Business Engineering (SSBE): A major initiative to modernize the infrastructure for SSBE in organization will be undertaken. SSBE department in organization will be selected for special support to raise the standard of business research. To begin with, a significant number of business person, as also business engineering, would be selected for this support to make an impact. Flexible mechanisms for induction of new SSBE in key areas of science would be developed.
- 3) Mechanisms for Science Business Engineering (MSBE): The setting up of more efficient funding mechanisms will be examined, either by creating new structures or by strengthening or restructuring the existing ones, for promotion of basic research in SBT. In particular, administrative and financial procedures will be simplified to permit efficient operation of research programs in diverse institutions across the country. Creation of World Class Business (WCB) in carefully selected and nationally relevant fields will be undertaken, to enhance our international competitiveness in areas where organizations have strengths, opportunities or natural advantages. Indigenous expertise will be used to the maximum extent possible.
- 4) Personnel of Business Engineering (PBE): The number of business and business technologists, while being large in absolute numbers, is not commensurate with the requirements in quality and when measured on a per capita basis. The demand is bound to increase in the coming years with more intensive activities involving SBT. There is need to progressively increase the rate of generation of high business skilled at all levels. This process would naturally entail reversing the present flow of business talent away from SBT by innovative schemes. In order to encourage WCB in SBT, mobility of SBT between organization and organizational environment will be ensured. For building up the PBE base in relevant areas, the agencies and departments concerned with SBT will make available substantial funding from their allocation. Flexible business mechanisms will be put in place in organization and organizational environment to enable business researchers to change fields and bring new inputs into traditional disciplines, and also to develop WCB areas. There will be emphasis on a continuing process of retraining and re skill to keep PBE with the rapid advances taking place. Wherever considered necessary, training abroad will be resorted to, so as to build up a skilled base rapidly. New mechanisms would be instituted to facilitate the return of PBE and business technologists of organization as also their networking, to contribute to organizational environment and SBT. It will also be ensured that higher education is available to the widest possible section of creative PBE.
- 5) Technology Development of Science Business Engineering (TDSBE): A strong base of MSBE provides a crucial foundation for a vibrant program of SBT development. Priority will be placed on the development of SBT which address the basic needs of the population; make organizational competitive and make the economically business strong. Special emphasis will be placed on equity in development, so that the benefits of SBT growth reach the majority of the population, particularly the disadvantaged sections, leading to an improved quality of life for every citizen of the organization. These aspects require SBT foresight, which involves not only forecasting and assessment of technologies but also

their organization and organizational environment environmental consequences.

6) Intensive of Science Business Engineering (ISBE): ISBE will be launched to develop innovative SBT of a breakthrough nature; and to increase our share of high-tech products. Aggressive international benchmarking will be carried out. Simultaneously, efforts will be made to strengthen traditional industry so as to meet the new requirements of competition through the use of appropriate SBT. This organization is particularly important as it provides employment at lower per capita investment, involves low energy inputs, and carries with it unique civilizational traditions and culture. Value addition and creation of wealth through reassessment, redistribution and repositioning of our intellectual, capital and material resource will be achieved through effective use of SBT.

7) Quality Standards of Science Business Engineering (QSBE): QSBE, testing and calibration laboratories according to international requirements, will be given an enhanced push to enable WCB to avoid non-tariff barriers in global trade.

8) Innovation of Science Business Engineering (ISBE): Innovation will be supported in all its aspects. A comprehensive ISBE system will be created covering SBT as also legal, financial and other related aspects. There is need to change the ways in which business performs, if innovation has to fructify.

9) Research of Science Business Engineering (RSBE): Every effort will be made to achieve synergy between RSBE and scientific research. Autonomous Technology Transfer Organizations (TTO) will be created as associate organizations of universities and national laboratories to facilitate transfer of the know-how generated to organization. Increased encouragement will be given, and flexible mechanisms will be evolved to help, SBT to transfer the know-how generated by them to the industry and be a partner in receiving the financial returns. Organization will be encouraged to financially adopt or support educational and research institutions, fund courses of interest to them, create professional chairs etc. to help direct organization towards tangible organizational goals.

10) Knowledge of Science Business Engineering (KSBE): Indigenous knowledge would be further developed and harnessed for the purpose of business generation. Development of SBT adds value to organizational resources and which provide holistic and optimal solutions.

11) Management of Science Business Engineering (MSBE): SBT has an important role in any general strategy to address the problems of management of the impacts of natural hazards. A concerted action plan to business enhances predictive capabilities and preparedness for meeting emergencies will be drawn up. Measures will be undertaken to promote research on natural phenomena that lead to MSBE activities that aggravate them. This will be with a view to developing practical SBT solutions for MSBE.

12) Science and Technology of Science Business Engineering (STSBE): There is growing need to enhance public awareness of the importance of SBT in everyday life, and the directions where SBT is taking us. Organization must be able to consider the implications of emerging SBT options in WCB areas. A closer interaction of those involved in the SBT, MSBE, KSBE and other will be facilitated to bring about mutual reinforcement, added value and impact.

13) Technology Cooperation of Science Business Engineering (TCSBE): SBT development can benefit greatly by WCB cooperation and collaboration. Common goals can be effectively addressed by pooling both material and intellectual resources. WCB programs will be encouraged between organizations. Special emphasis will be placed on collaborations with other developing organizations and TCSBE would be fully used to WCB interests as an important component of policy initiatives.

14) Monitoring of Science Business Engineering (MSBE): Effective MSBE and reviewing mechanisms will be significantly strengthened, and wherever not available will be put in place. It will be ensured that the scientific community is involved in, and responsible for, smooth and speedy implementation.

4. Business Plan Strategy Implementation (BPSI)

Keeping in view these broad objectives, it is essential to spell out a Business Plan Strategy Implementation (BPSI) that will enable identification of specific plans, programs and projects, with clearly defined tasks, estimates of necessary resources, and time targets as Table 2.

Table 2. Business Plan Strategy Implementation plans, programs and projects

Description	
1. Needs-Based Segmentation	Group customers into segments based on similar needs and benefits sought by customer in solving a particular consumption problem.
2. Segment Identification	For each needs-based segment, determine which demographics, lifestyles, and usage behaviors make the segment distinct and identifiable (actionable).
3. Segment Attractiveness	Using predetermined segment attractiveness criteria (such as market growth, competitive intensity, and market access), determine the overall attractiveness of each segment.
4. Segment Profitability	Determine segment profitability.
5. Segment Positioning	For each segment, create a "value proposition" and product-price positioning strategy based on that segment's unique customer needs and characteristics.
6. Segment "Acid Test"	Create "segment storyboards" to test the attractiveness of each segment's positioning strategy.
7. Marketing-Mix Strategy	Expand segment positioning strategy to include all aspects of the marketing mix: product, price, promotion, and place.

When organization looks at organizational product or service, it should consider how suited it is to marketing. A marketing strategy that includes an online component is almost always a benefit to business efforts. Outline how organization wants to market and or sell product online. This can be as simple as developing a basic brochure style website to provide information about product or service. It can be as complex as a comprehensive marketing strategy that includes a well-optimized, e-commerce website with an online advertising campaign including banner and affiliate advertising.

Consider organizational target market, it product and your long-range goals. What does organization want to achieve online? Consider organizational budget. How much does it have to spend on the online portion of marketing strategy? If organization is on a tight budget, it may want to develop a long-range plan of action which outlines a step-by-step approach to grow your revenue. Some of the key elements of the implementation strategy will be as follows:

- a) Science Business Technology (SBT): Suitable mechanism will be evolved by which independent inputs on SBT and planning are obtained on a continuous basis from a wide cross section of SBT. It will utilize the academies and specialized professional bodies for this purpose. These inputs will form an integral part of the business planning and implementation of all programs relating to SBT, as also in government decision making and formulation of policies in business sectors.
- b) A greater integration of the programs in business sectors with SBT activities will go a long way in ensuring a wider, more visible and tangible impact. This will call for a certain percentage of the overall allocation of each of the SBT to be devoted for relevant programs and activities in business technology.
- c) A concerted BPS is necessary to infuse a new sense of dynamism in our SBT. The SBT departments, agencies and other academic institutions, including universities i.e. the science and SBT system as a whole, would be substantially strengthened, given full autonomy and flexibility, and de-bureaucratized.
- d) Mechanisms will be established to review on a continuous basis the academic and administrative structures and procedures in the SBT system at all levels, so that reforms could be affected to meet the challenges of the changing needs.
- e) It will be ensured that all highly BPS is run by SBT. All the major business planning will have high-level scientific advisory mechanisms.
- f) Organization will ensure continued existence of a BPS which will assist in formulating and implementing various programs and policies. It will have appropriate representation of organization

leaders, leading SBT and various scientific departments.

g) Organization will make necessary budgetary commitments for higher education and SBT. It will, through its own resources and also through contribution by organization, raise the level of investment on SBT by the end of the plan. For this, it is essential for organization to steeply increase its investments in BPS.

5. Business Plan Strategy as Social Responsibility

Implementing good environmental and social practices is good business can give organization a competitive advantage and help foster goodwill toward organizational business. Organization should discuss ways in which organizational business honors ethical values and respects people, organizational community, and the environment. Customer satisfaction and target management structure derive management system requirements. As in business plan strategy as social responsibility:

1) Organization should set up definite policy and target and also the degree of customer satisfaction should be clarified.

2) According to quality target, enterprises should plan total management system structure, authority and responsibility control, operation process, in order to ensure comply with plan and achieve enterprise quality target.

3) Organization should carry out communicating harmonization, encourage staffs involvement and full commitment to customer satisfaction, also managers' decision-making should comply with the business policy and target as the maximum guidance principle. Organizations provide all required resources, according to the plan then produce and sell products to customers.

4) Organization aim at customers' after sales feedback, to verify the degree of customer satisfaction. If it does not achieve the expected degree of satisfaction, the manager should identify the cause and work out an improvement scheme to enhance customer satisfaction. Rectification and preventing methods can be used through adjusting original quality policy and target, quality rules, communication, training, resources and operation process, etc.

After the adjustment and improvement, enterprises should re-measure customer satisfaction, to ensure the improvement scheme is proper and effective.

5) Organization should provide customers' feedback information to management for inspection and verify appropriateness and effectiveness of the definition of quality policy and target, quality scheme and operation methods.

Organization may want to include information about:

a) Organizational environmental policies and initiatives.

b) Organizational contributions to organizational community.

Relevant certifications, such as fair-trade certification, organic certification, or leadership in energy and environmental design certification. Environmental programs and resources could impact organizational business, from greening your business to finding funding to become environmentally efficient. In order to stay competitive in today's market, organization might want to consider where corporate social responsibility fits into your operations.

6. E-Business Plan Strategy as Social Responsibility

E-business plan strategy turn customer input into innovation how organization find out the business opportunities in most new products and services and how to rank these opportunities in a prior sequence? However, the outcome-oriented customers study provides a simply and definite answer, which is that the best business opportunity is in the customer recognized important items, where existing products can not meet their needs. A Web host will provide space for organizational website and allow it to be viewed online. Organization is essentially renting space on the Internet, so it can put organizational website there much like you might rent an office. The Web host will have a number of different packages available. The one organization need depends on how much space it needs, how many email accounts need, how many visitors organizational site will get and how complex website is. Organization gets what pay for. Usually, a budget Web host is not the best idea for a business site. Organization want website to be there when organizational customers are looking for it. Choose a organization with a reputation for excellent customer service and a high level of technical expertise.

Organizational best option is probably going to be a specialized mid-sized hosting company. While larger organization is often very good at providing Internet access, it do not always offer the same level of personalized customer service and specialization as a mid-sized organization. This calculation provides the business opportunity; therefore organization is able to identify the best business opportunity with the most potential. Although this study provides an advanced positive view point-outcome-oriented customers study, in practice, it will be difficult to examine because of products receivers, users' difference, even some products are only provided for urgent use and the after-use result and performance can not be obtained.

Effectively using information technology is an important part of managing a business. In e-business plan strategy, organization should outline how organization plans to use internet technologies to reach customers, manage organizational business, and reduce costs. Organization should include information about:

- 1) E-commerce activities and selling organizational product or service online.
- 2) Website development.
- 3) Hardware and software requirements.
- 4) Relationships with external information technology specialists.

Keep in mind that implementing e-business strategies can save money if this is the case for organization may want to highlight potential savings in this section.

The first step in any project is planning. Organization must look at what organizational want to get out of e-business and the different ways for making that happen.

Sample e-business plans and business plan templates can help organization to develop a professional document that will serve as a tool to convince others of organization venture's potential for success.

An excellent place to start organizational search for good examples of business plans or templates is the business office in organization region. Organizational business information officers are able to provide you with access to materials that can be tailored to organizational needs; all it takes is a visit in person, a phone call or an email. Organizational local business centre offers a wealth of information, including practical tools and guides and specific examples, on how to start the planning process.

There are many other organizations and business websites that provide free templates, writing guides and sample plans. Organization may even choose to use web-based business plan applications or purchase software to help organization prepare organizational plans and forecasts. Listed below are a number of organizations that offer free templates and sample plans.

7. Conclusions

Corporate sustained growth relies on the ability to continually generate profits; this in turn depends on their products meeting customers' needs and expectations.

Clear guiding ideas and principles concerning quality and Business Strategy (BS) as well as a comprehensive, company-wide realization model for organizing the ideas are not enough for getting quality happen. Practical means, tools, methods, etc., especially relevant management methodology, are available to get the approach concrete in practice. For this purpose, a collection of management tools has created at organizations. Some of these tools have created and maintained by business experts.

Generally, customer satisfaction is evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc. In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs.

Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for enterprises.

Systematically monitoring customer satisfaction can provide managers with useful information for diagnosis, help an enterprise identify areas of improvement and thus increase profitability through continuous improvement in customer satisfaction.

This study attempted to explain how to set up a complete customer satisfaction and target management

system based on the concepts of customer satisfaction and target management proposed in business and e-business plan strategy as social responsibility conduct real-world case study, identify the critical items in customer recognition through market analysis, survey of satisfaction and business opportunity algorithm and eventually integrate corporate objectives to achieve sustained improvement.

The difficulty in long-term business planning is also due to the rapid and unpredictable evolution of science business, making it very hazardous to forecast development beyond a period. Business planning in organizations acquired an impetus with long-term policy statements, such as business vision. A science business vision provides the wanted scenario to strive for, the end point of a long-term policy. However, the business vision must be accompanied by a roadmap to allow the journey which starts now, to reach the required destination in the future. Steps will be taken to network the existing infrastructure, investments and intellectual strengths, wherever they exist, to achieve effective and optimal utilization, and constantly upgrade them to meet changing needs.

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