

STRATEGIC MANAGEMENT AS SHAPING OF THE FUTUR

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Abstract: *Business success is the result of the business strategy defined by the company. Implementation of the strategy is a key lever for sustainable development and survival of the company. Quality strategic management is the difference between companies that have success and those in which this success is missing. This paper views the strategy as a comprehensive view of the enterprise, then deals with the strategic management of the company as well as the interaction with the environment and analyzes the strategic management as a consistent behavior of companies and all this in the light of strategic management as a way of shaping the future of the company. For strategic management as a consistent behavior we give the example of Wheel-Hunger's model of strategic management.*

Keywords: *strategy, strategic management, interaction with the environment, shaping of the future*

1. STRATEGY AS A COMPREHENSIVE VIEW OF THE COMPANY

In the long run survive only companies that meet the following requirements: - they have forms of action best adapted to the pressures and demands of varying environment; - those whose behavior is congruent with market expectations; - those that are sufficiently innovative and flexible; - those that have excellent quality network and are connected with strategic partners; - have a dynamic capacity and resource accumulation that provides an advantage over the competition and other participants in the creation of economic value.

Commercial success is the result of superior strategy that the company follows. Implementation of the strategy is a key lever for sustainable development and survival of the company.

Quality strategic management makes the difference between the successful and unsuccessful, efficient and inefficient, prosperous and non-prosperous economic entities. A qual-

