

The Role of Strategic Planning in Supporting the Economy

Ammar Neamah Awdah

Al-Nahrain University, Collage of Information Engineering
Baghdad, Iraq
Ammar69a@yahoo.com

Abstract: *The research aims to identify the extent of the economy's dependence on strategic planning, and to identify the reality of strategic planning in supporting the economy. The problem of the research lies in the weakness of strategic planning in supporting the economy, and the descriptive analytical approach was followed. The study reached several results, including: strategic planning is a basic task that the institution must follow, and therefore the process of strategic diagnosis is one of the most important stages of strategic planning, so institutions must pay attention to this. Stage, and adopting accuracy in dealing with environmental information by diagnosing the external and internal factors of the institution so as to identify weaknesses and strengths and analyzing opportunities and threats, and recommends that institutions pay attention to strategic planning to help them compete and remain as long as possible in their economic activity.*

Key words: Planning, strategic planning, economics

1- Introduction

The importance of strategic planning has increased in the last decade of this century in most developing countries, as it is considered the cornerstone of the economic and social development process in many developed and developing countries alike, due to its major role in providing new job opportunities - and achieving a growing increase in the volume of investment - and increasing... National income.

The interest that strategic planning receives reflects the importance that the sector represents in the world's economies, so many countries, especially developing countries, depend on it to develop their economies. Therefore, organizations must have strategic management and a future vision that makes them capable of adopting the strategic planning pattern, Considering Recent changes to the organization's internal and external environment have made it necessary for it to rely on management and strategic planning to link the goals and means used by adhering to well-specific and studied policies, doing accurate forecasting, and getting ready to face potential threats and take advantage of opportunities.

Attention has been paid to developing the economic field in order to achieve more job opportunities, increase production, improve its quality, and reduce unemployment.

Research Problem: The research problem lies in the weakness of strategic planning in supporting the economy.

2- Literature Review

The roots of strategic planning, with its modern concept and distinctive characteristics, go back to the mid-fifties of the last century, when large organizations in developed countries began developing what were called long-range planning systems. Since then, this concept and its means and tools began to be developed, which led to its adoption by many organizations of all sizes, and in many countries of the world. The topic of strategic planning has become one of the important and renewed topics in management science, and perhaps one of the most important reasons for the spread of this type of planning is the evidence that indicates that the failure rate in organizations that use it is much lower than those that do not use it (Aluken & Sexto, 1985:16-23) Some studies also indicate that organizations that use strategic planning are more successful and effective than those that do not use it (Caligon & Thankurn, 1992:47-54).

First: Planning:

By planning, we mean selecting elements related to the subject of planning and placing them in an interconnected system that has a functional relationship based on the future vision of the subject being planned. Terry defined planning as a choice related to facts. Develop and use assumptions about the future when conceiving and developing the proposed activities that are necessary to achieve the desired results.

Terry, as stated in (Al-Hamdan ,2014:p2), stated that planning is an option linked to reality, and planning for security training must be an option linked to reality, and he stated that planning uses assumptions related to the future when imagining and configuring the proposed activities that depend on their necessity to achieve the desired results. Security training must be planned according to clearly defined assumptions through which the future can be anticipated, and the result of this is training activities that achieve the goals.

The researcher defines planning procedurally as a set of future assumptions that contribute to setting the goals and capabilities required of security training programs.

This is a military term that emphasizes the importance of moving according to deliberate and calculated steps and with highly efficient alternatives. Planning has been linked to strategy, so that the term strategic planning refers to the importance of complete and clear planning, and strategic planning takes dimensions directly and indirectly related to the plan, such as the economic, social, intellectual, or security dimension, and so on.

The researcher defines strategic planning procedurally as the field through which it is possible to respond to reality in all its dimensions and look to the future with all its expectations and include this in a security training program with integrated elements and dimensions.

Second: Concept And Development

Strategic planning and the long-term goals that result from it, and the subsequent medium and short-term goals and their transformation into programs, policies, activities and operational plans, are considered the cornerstone in the life of competitive organizations, as organizations analyze the prevailing conditions locally and globally, and study the changing needs and their consequences on the organization's work and what each means. These are opportunities or threats. The organization also diagnoses its internal capabilities and capabilities, and identifies its internal strengths and weaknesses. The organization then seeks, by developing appropriate strategies, to be satisfied with the given data. Such as exploiting available opportunities and overcoming threats to maintain its continued survival and lead it to occupy a leadership position in all areas of its activity. The importance of strategic planning has increased in the era of globalization, successive changes, and intense competition emerging from the external environment. The organization has become more concerned than ever with learning about everything that is happening outside its borders, including international economic variables and data. (Steiner ,1977: 1:71) indicates that strategic planning is based on four important elements, which are:

- Futurism in decision-making, meaning the necessity of identifying alternatives that can be followed in the future. When the choice is made, that alternative becomes the basic alternative for all decisions, which, through mixing it with relevant information, gives the organization the appropriate ground for making decisions related to detecting and avoiding threats. Thus, this element represents determining future goals and how to Achieve it.
- The process: That is, strategic planning is a process that begins with defining goals, then policies and methods for reaching strategies, and developing detailed plans to ensure the implementation of those goals. It is the process that includes prior analysis of the types of organizational efforts required, when they will be taken, and who will carry them out? What will be done with the results achieved? Strategic planning represents a continuous process, as a result of continuous changes in the internal and external environment. This does not mean that strategic plans change daily, but rather many necessary changes must be made, in a manner consistent with the requirements for implementing the plans.
- Philosophy: Managers and employees in any organization must be persuaded that strategic planning is beneficial and significant, and that it should be implemented in all significant activities. Strategic planning is a way of life and a direction, and it is a significant component of the administrative process. This is only possible if managers in every organization have a strong belief in using this kind of planning in the workplace.
- Structure is an organized process that seeks to define goals, objectives, policies, and strategies. In order to accomplish the organization's objectives, it also works to create comprehensive strategies for their implementation. Three different types of plans are connected by strategic planning: strategic plans, medium-term plans or programs, and plans or programs. Short-term, organizations that follow decentralization must find a structural relationship linking the three types of plans together, and this structure helps senior management to transform the main plans into decisions with specific direction towards achieving the final goals.

Third: Strategic Planning Objectives

-Achieving and securing the strategic interests of the university and the country.

-The pursuit of power, as the world is experiencing a state of strategic conflict, which is a conflict that cannot be managed and entered into without a force commensurate with its intensity, which is the force known as comprehensive power or comprehensive strategic power.

Providing human security, preserving the environment, providing safe and sustainable energy, and optimal exploitation of resources, in addition to achieving competitive capabilities from a global perspective.

-Avoid the danger resulting from neglecting to strive for comprehensive strategic power and avoid the method of management through crises that makes the university not solve a problem until it faces another crisis, thus losing its ability to achieve power.

-Improving the university's outcomes and ensuring their quality.

-Improving the level of internal efficiency of the university by relying on its frameworks in the management process.

-Developing research capabilities and institutions and entering strongly into the world of scientific research.

-Developing human resources: professors, employees, supporters... through good training, retraining and renewal.

-Improving the educational environment in all its details: facilities, equipment, services, activities, communication technologies...

-Strengthening partnerships with sectors.

Fourth: Problems Of Strategic Planning And Its Determinants

According to the tremendous success that strategic planning, and plans in particular, have had in industrial organizations, planning has been portrayed as the answer and an adequate remedy for every issue that a company faces. Myths, stories, and illusions have been created around the plan and planning processes due to their intricacy and scope.

The administration is susceptible to some of these delusions due to a lack of methodical, scientific, and objective understanding, which Gooderham summed up as follows:

- The delusion that the strategy plan actually consists of a sizable number of formal documents. The procedures of discussion, common language, and exchange of ideas and knowledge that result in wise decisions are what truly embody the value of the plan.
- To ensure success, every item needs to be covered in great depth in the strategy. This combination broadens and entwines the planning procedures without providing a scientific technique of application for the appropriate vision and direction. The planning procedures and the strategy resemble someone who examines a single tree's intricacies in a forest full of trees and paths, failing to comprehend the project's big picture.
- Processes for strategic planning ought to be formal and limited to analysis. In actuality, strategic planning procedures handle instances of complexity simplification and give these procedures life, flexibility, and intelligence rather than merely objective data derived from analytical procedures.
- Develop strategies gradually. It is based on concrete and actual data, which is untrue given that several assumptions about the future are tested using facts and data.
- The financial statements and statements must be in line with the planned cycle. In this instance, the strategic plan stops being a blueprint for development and renewal and instead becomes a slave to financial trends. When the plan is provided and everything is prepared for final painting, the work is completed.
- The idea that there is a single, effective strategy—a fallacy supported by the success of numerous similar organizations despite their disparate approach choices—ends the process of dissemination, communication, and actions that impact even daily decisions.

Fifth: Economy?

The economy is the process by which commodities and services are produced, distributed, and consumed. There are different types of economies: command, traditional, market, and mixed. Each varies in their ideals and systems of controls. Economies are not borne in a vacuum.

Scarcity, Choice, Efficiency, Equity, Economic well-being, Sustainability, Change, Interdependence, and Intervention are the nine main ideas that form the foundation of the new economics course.

Reading broadly and critically is one of the finest methods to understand economics from a variety of angles and approaches. Reading broadly entails being exposed to a variety of economic information sources, including periodicals, textbooks, journals, blogs, podcasts, newsletters, and magazines.

Sixthly : The Relationship of strategic planning in supporting the Economy

The requirements of the economic support plans must be reexamined in order to construct the strategic plan. These plans contain numerous crucial components that must be reexamined and formed in light of the organization's strategic plan's instructions. The planning model that the organization approved and the various plan levels are framed by the economic issues in terms of harmony and consistency of means. Planning, supplying the required data and information, producing high-quality goods, supplying the right technology, developing appropriate economic policies, training specialized human resources, supplying the required security and stability, and raising public awareness of development issues are all examples of the requirements for economic development.

3- Conclusion

To attain the intended economic growth, nations at all stages of development have implemented a range of economic strategies. In the end, these policies—which varied from economic openness to certain enforced restrictions—are possibilities that everyone must take advantage of in order to maintain economic growth given the rising demand for goods and services around the world.

as well as the ongoing digital and intellectual transformation. According to the readings, the nations that adopted the openness policy experienced the greatest rates of economic growth, whereas the nations that saw limitations imposed experienced the lowest rates.(Abdel Aziz, 1997).

As we previously discussed, nations seek to achieve economic growth through the economic policies they implement. This includes improving the average per capita share and attaining a steady rise in real national income, which is the outcome of economists' efforts and initiatives to generate added value. However, because it makes the relationship between all of the economy's inputs and outputs evident, economic growth is regarded as a clear measure of the actual state of economic performance. (Habib et al, 1999).

Regardless of how different schools of economic thought define and explain economic growth, whether it is through capital accumulation or employment size, the contribution of all economic sectors is still required to reach an integrated economic structure and to achieve sustainability in long-term economic growth. Economic growth is a process of economic expansion.

In completion of the above, we conclude that the desired goals cannot be achieved except by building and developing effective institutions to make reform and economic openness policies successful, even judicial institutions.

The growth of judicial institutions increases the judiciary's independence, which results in the delivery of services that are in line with economic demands, particularly when it comes to resolving financial and investment issues. Consequently, we don't It is imperative to consider bolstering educational establishments (Hawass, Zorwat, 2015).

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