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Strategy Control and Organization Performance

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***Abstract* – The paper proposes favorable strategy implementations outcomes are linked to strategic control. It aims to examine existing performances on strategic control and social performance to identify gaps and suggest an integrated conceptual framework. More information is available in original abstract.**

***Keywords* – Strategic Control, Strategic Activities, Strategic Outcomes, Progress Tracking, Intervention Mechanisms, Organization Social Performance.**

I. INTRODUCTION

Strategic control define mechanism that uses to manage strategic plans which are developed and put into action Wheelen and Hunger (2015). Management controls that focus on the past results have specialized approach to navigate unreliability and vagueness in the process. The primary objective is to provide necessary adjustment to the firms for its future objectives (Pearce and Robinson, 2009). Gavetti and Ocasio (2015) also argued that strategic control requires standard components without which control can't be achieved. It is always necessary to look after specific actions and tasks to reach the objectives. Good methods should be used to check the plans and goals by monitoring key metrics and the targets. Established process should be there to allow the managers to modify the organization's activities when the targets are not met. Senior management plays an important role for deciding various actions of the organizations. But some authors said that strategic control works much better to maintain the main market or the main business. Different organizations depend on direct financial control which is easier to apply and much effective in complex settings (Johnson and Scholes, 2008).

There is very little research on strategic controls and existing findings. Management control systems contribute on implementation of strategy. Mpoke and Njeru (2015) also analyzed the impact of strategic management on some government research. Njagi and Kombo (2014) focused on strategy implementation and organizational performance. Where Maroa and Muturi (2015) investigate on strategic management and their performances. Anichebe and Agu (2013) explores on various issues related to strategic and implementation. Kibachia, Iravo and Luvanda (2014) explores the challenges while strategic planning process. Junqueira et al. (2015) found that strategic choices and management controls system and performances.

II. LITERATURE REVIEW

The control theory founded by Wiener in 1948 where the ideas can be traced back to the time. It was first used to explain and to regulate both physical and machinal systems. It has also extended the study of behavior. It demonstrates clear parallels between the principles to control the machines which can be applied for human actions and decision making. Control theory is concerned in improving the efficiency and the organization process. The theory can also be used for surveys and identifying the performance for information used for feedback for control purposes. As control theory conclude that actions and results should support the main goals.

III. METHODOLOGY

The relationship between strategic controls and the performance of the organizations approach to how the companies monitor the strategic plans and ultimately impacts their success. This paper shows how the performance can be tracked to achieve the specific goals on time. The strategic control main function is to find the necessary adjustments for long term vision to ensure decisions are made opposite the current strategic. The main function of strategic control is to navigate the different tools for the organization, making corrections for the firms for future decisions and to achieve the long-term goals. Strategic control was basically designed to achieve the goals and to make the adjustments for the organizations.

The Strategic control are designed to identify the outcomes and results of the organization and to achieve the long-term goals by taking the better decision always. The capacity of strategic control lies on the effective research and feedbacks from pre made activities for the organization's future goals. It helps to keep the manager in alert for the better performance.

IV. RESULTS

Various scholarship has found the different facts of strategies with emphasis on how to prepare organization plans and for strategic frameworks. A study used to examine the strategy process that impacts the performance of different companies Pelihan (2007). Research highlights success is not found by a single factor but by planning and execution. Success depends on certain strategic management and practices that fill the gap between plan and implementation Muthini (2012). Then the performance will definitely improves the organizational resources, planning, and future goals. Better strategic plans helps the market for more efficiency and growth. Various internal and external factors also helps in proper plan execution for long term success and progress Kairu (2014). The success of the strategic plan is determined by its structure and led. For the organization success need to invest in the market research and to continue to adjust the programs Opano (2013). All official planning basically linked to actual performance which is generally involved higher management.

V. DISCUSSION

From a thorough examination it shows how strategies are developed and executed. Many organizations focused on the past financial progress, but actual strategic control focuses on future goals and necessary corrections needed. Basically strategic control linked for significant improvements for efficiency and effective in the organizations. By this it helps to focus on the long term goals. But still it remains unclear how exactly monitors the behaviors which leads to successful result. Sometimes lack of proper system the organization fails to achieve the goals.

VI. CONCLUSIONS

While current research remains shatter between strategic control and organizational social performances. Much of the knowledge got from the practice other than testing while making it difficult to expand on frameworks already established. The financial results are easily tracked, the community impact and stakeholder trust are often limited and opposing. It's better for all the researchers to go beyond and to monitor the correct activities that directly impact organization's contribution. There is a lack of enough evidence how strategic control manage mission driven goals. So it is recommended for the managers with a proper theory for achieving goals through strategic control.

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