A Comparative analysis of Successful and Unsuccessful organizational strategies (Case Study: Branches of Melli Bank and Mellat Bank in Shiraz)

Sadaf Farbood
M.A of MBA, Department of Management, Payame Noor University, I. R. of Iran

Abstract

This research aims to analyze comparatively of successful and unsuccessful organizational strategies. For this purpose, managers, assistants and employees of branches of Melli Bank and Mellat Bank in Shiraz (in 2014), were selected as the population. 291 employees of Melli Bank and 274 employees of Mellat Bank were selected as members of the sample by using cluster sampling method. A researcher made questionnaire with confirmed validity and reliability of 0.89 was distributed among them. Data collected from questionnaires and semi-free interview were analyzed by using Binominal test. The results showed that both banks respected well the factors of status quo, communication with stakeholders, legal, social and ethical responsibilities governing the organization, human resources situation, organizational culture and outlook horizon and they had been successful in using them to implement corporate strategies. The results showed that, in general, Mellat Bank was more successful in implementing the organizational strategy than Melli Bank because it is a semi-private bank.

Keywords: Organizational Strategy, Mellat Bank, Melli Bank, Comparative Analysis

References


Abtahi, SeyyedHossein; Kazemi, Babak, (2004), the book "productivity", Tehran, Institute of Business Research.


Bagheri, Ehsan, (2012), MA in marketing, banking services, information website of Bina.

Blake Reed et al., (2014), classification of the communication concepts, translated by MasoudVahedi, Tehran, Sorrush.

Doaei, Habibullah; Ramezanian, Hadi, (2010), human resource management in Europe, the Bayan cultural institution.

Feizi, Tahereh, (2013), the principles of organization and management, Payame Noor University.

Forouzande, Latifollah, Amini, Mohammad Taghi, Khabaz, Samad, (2013), strategic planning and management with a strategy formulation approach, Payame Noor University.


GolestanHashemi, Seyyed Mehdi, (2009), the basics of entrepreneurship, Isfahan, JahadDaneshgahi.


Hrebbiniak ; Lawrence G. (1990)." Implementing strategy ", Chief Executive, vol 57.

Iran News Public Relations (Shara) (http://www.shara.ir).

Li, yang; Guohui, sun; Eppler, Martin.J, (2008), making strategy work: a literature review on the factors influencing strategy implementation, ICA working paper, institute for corporate communication.

Mahjoub, Mohammadebrahim (2010), Masnavi in the management of competition or cooperation, Selection management 104, Fara management organization.


Official website of Bank Mellat (http://www.bankmellat.ir)

Official website of Bank Melli (http://www.bmi.ir)


Rahmanseresht, Hossein, Rafiei, Mahmoud, Koosha, Morteza, (2009), organizational ethics, journal of Tadbir, the nineteenth year, No. 204.
Rahro, Mehdi Yar, (2010), studying and ranking the factors affecting the implementation of organizational strategies in the Central Insurance of Iran, thesis, Tehran University.

Reshnovadi, Yaghoub (2008), studying and categorizing the factors affecting the implementation of the strategy on the framework of Scott and the theory of SRP, Tehran, AllamehTabatabai University.


Santrak, John, (2011), Educational Psychology, translated by MortezaOmidian, Yazd, Yazd University.


Zekavat, Morteza, (2012), modulate the risk management in the banking system.