

Example of strategic management and strategic competitiveness research paper

[Business](#), [Company](#)



Saba is a public corporation that was founded in the year 1997 by Bobby Yazdani, Saba chairperson and CEO, the name Saba was chosen by the company's CEO to represent the new leading edge in human capital management (peoples systems). The company was made a public corporate in April 2000 (NASDAQ: SABA). The company has consistently delivered notable growth and profitability. The company is headquartered in California, Redwood Shores; Saba has international offices on five continents.

This paper will address the effects of globalization and technology changes to the company. It will also apply the industrial organization model and the resource-based model to determine how Saba Corporation can earn above-average returns, assess how the vision statement and mission statement of the corporation influence its overall success, and finally evaluate how each category of stakeholder affects the overall success of this corporation

The company's international customer base comprises the major global businesses and industry influential leaders in financial services, high tech, healthcare, manufacturing, retail, packaged goods, energy and utilities and the public sector organizations. The company since its innovation has been the leading provider of the peoples systems. The company incorporating talent management systems, learning management solutions and collaboration tools, has made this possible, the corporate delivers reliable solutions that aids in mobilizing and engaging people to drive new strategies and initiatives, connect people to hasten the flow of business, and nurture individual and the joint technology to realize exceptional results.

Assess how globalization and technology changes have impacted the corporation you researched.

There have been many talks and discussions concerning the impacts of globalization on the software industry, in this paper however, much focus will be on the impacts of globalization to Saba Company.

Considering that, the company aids the leading technology companies boost their innovation and time to market by improving on their people, technology and globalization has affected the company in one way or the other. As a technology entity, the company's success depends wholly on fast time-to-market, swift innovation, channel execution, and advanced customer satisfaction (Saba Company, 2012).

Technology change and globalization has affected the company both negatively and positively. The company has benefited highly from the rapid technological change in so many ways. Adapting and innovating new technology in the corporation has made it straightforward for the company to connect people all through the value chain by providing the right knowledge based on the current trends at the right time using the right people. Technology and globalization allows the company to provide robust solutions that are exclusively suited for motivating knowledge, development, and performance not only to the employees of the company but also to the customers and partners throughout the comprehensive people chain.

Arguably changes in technology and globalization has made the company improve on product and service innovation, align its workforce to the company's initiatives and projects, engage in superior customer satisfaction, better cooperation across a disseminated global labor force, an improved

service provision, and a better and improved supply of new services and products to the market.

Despite the many positive impacts of technology changes and globalization to Saba Company, a number of negative impacts on both the company and the public have been noted. Due to changes in technology particularly its improvements, the company has experienced a number of negative effects, these includes decrease in wages, creation of an interdependent economy and, outsourcing services (Saba Company, 2012).

Apply the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.

Large firms like Saba Company use the industrial organizational model to help maintain a large stake in a highly divided market. Applying the model to Saba Company will help boost the company's earnings above the average returns that are normally not realized by the company (Saba Company, 2012). The major benefits that will be realized by the company in applying the industrial organizational model include keeping the pool competition minimal; helping the company scrutinize the next step of its few competitors, and creating barriers. Generally, applying this model will help the software company uphold a toehold on industry.

Applying the industrial organization model will bring barriers for entry into the industry and consequences for exit to the industry. Technological and economical barriers will keep new competitors out of the industry and the market, it will be hard for other firms to venture into the industry since joining the market will require more than the aptitude to build their product

to enter into the market. Consequences for exit and entry barriers will assure the Saba Company of limited competition alongside gaining a rigid footing in the country's economical and political base.

The industrial organizational model will also enable the company have a clear and reliable gauge of its competitor's actions by using the game theory. Understanding the competitors' next move will help the firm establish and draw a well-mastered plan, through this, the company will be in a position to beat its potential competitors hence increasing its returns.

Applying a resource-based model to the company means adopting an internal point of view in clarifying how the company's unique assortment of internal resources and abilities represent the groundwork upon which value-generating plan should be built. Under this approach, the company's abilities and resources are very critical in determining the suitability of the strategic plans that are the characteristics and conditions of the external setting.

Applying a resource-based model to the company helps the firm gain a competitive advantage, this involves adopting a strategy that has not been adopted by other firms, the competitive advantage initiates the reduction of costs, neutralization of competitive likely threats, and the utilization of market opportunities. Due to the superior benefits by the firm, there will be a perceived quality and customer loyalty to the firm (Griffin, 2009).

Furthermore, adopting a resource based model allow price flexibility and the capability to increase available surplus.

Assess how the vision statement and mission statement of the corporation influence its overall success.

Considering that the market structure and technology changes rapidly (Coombs, Saviotti & Walsh, 1992), the company is forced to continuously realign the goals and objectives of the company in relation to its mission and vision statement. In order to achieve the intended success in the company, the company uses the goal management software and performance management solutions to make certain that there is no goal or objective misalignment as per the mission and the vision stating. The mission and the vision statement of the company has influenced its success in that it ensures that no resources are wasted, no time is wasted, and that there is a consistent increase in the company's productivity in an effort to fulfill its vision and the goals set by the company.

Evaluate how each category of stakeholder influences the overall success of this corporation.

Notably, there are four categories of stakeholders associated with the Saba software company, these include users, governance, influencers, and providers, all the stakeholders affect the company in one way or the other that in turn define its success. Saba's partnership with leading advisory firms, software technology vendors, Human Resource outsource, and providers has enhanced the mode of delivery of the incorporated solutions to customers across the continent (Saba Company, 2012). Partners of Saba Company have access to Saba technical insights, support programs, and comprehensive sales that help the company succeeded in its businesses. The stakeholders in the company have influenced the success in the

company in that the content partners provide the most credible solutions to address performance strategy and customer's learning.

References

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