

Strategic opportunity assessment



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What is a strategic opportunity assessment, according to your own understanding, experience, and research? Give some examples, such as SWOT, ROI Analysis, where you have been a part of such an assessment and elaborate on the insights you had. Many methods are available depending on which field line is talking about -- on being able to access the opportunities for a given project or scenario.

For example, in the field of economics, and even management science, perhaps the most popular method is by using a cost-benefit analysis in order to facilitate through a quantitative and theoretical approach what are the costs and the benefits of undergoing a certain project and being able to decide if it is indeed truly feasible and operational depending on various factors such as budget, time, and experience. In fact, economic cost-benefit analysis not only integrates computation of accounting costs but also uses opportunity costs as one of its main measures of data gathering and measurement -- as well as analysis.

Also, a cost-benefit analysis from the economics point of view integrates the concept of net present value which is a concept that is often ignored by many of those who are making plans by identifying the costs and benefits involved in a certain project (Ratchford, 1982). Net present value -- the discounting methods to time -- may be able to adjust various values towards a real and actual value depending on the situation.

Also, this method has been specialized by researchers in the field of economics to fit almost all kinds of problem sets and data-gathering scenarios such as valuation of consumers through the willingness to pay and willingness to accept method, the travel cost method for valuation of tourist

locations, and even cost-benefit measures cost of health to understand the benefits and costs of a given project that would conceivably have health impacts not only to individuals but also to society.

In an Internet-driven world (post-1995), what strategies did you see evolve in business, and in parallel as a scholar-practitioner, what leadership models have you seen evolve in scholarly research? In economics, the concept of information asymmetry has always been an essential aspect in understanding why there are barriers to entry for certain firms to enter in an industry.

In fact, even in the field of management, in order to understand if a firm may be able to beat its competition, various concepts such as the availability of information are essential in the discussion. Economists and managerial scientists have theorized -- and to an extent have already proven -- that the availability of the Internet's technology and other information communication technology tools has significantly decreased such information asymmetry in the market (Healy ; Palepu, 2001).

An example of this is a book entitled *freconomics* that discusses how information asymmetry has significantly decreased in the Internet through citing examples such as the housing market, the funeral homes market, and even those involving medical insurance and health. Leadership and managerial skills have also evolved over time. Early managerial skills had focused on bureaucratic structures, but having such a centralized operating environment has resulted in many failures within organizations to be efficient with respect to time, opportunity, and over all out.

Then, the industrial revolution has allowed for such a bureaucratic structure to be decentralized to a flatter organizational hierarchy. Today, however, such leadership models are again evolving to integrate these two concepts together because it is now easier for higher-level managers and even directors to operate large corporations because of the availability of the Internet and technology through integrating their communications systems and operations with such available tools for management