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Improving strategic management of the business entities

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Abstract

© 2015, Canadian Center of Science and Education. All rights reserved. The purpose of this article is aimed at improving the conditions for the development of the business entities strategic management in respect to the agency conflicts. The submitted article specifies a method to protect the principal's interests in decision-making under current management. The basis of the submitted work serves the application of the quality management tools in the system of strategic management, as it allows to keep a long-term orientation and considers the formation of the customer value as the basic object of management that conforms the management paradigm from the point of the principal. The article presents possible scenarios of large business entities development using the methods and mechanisms of the strategic management of a business entity with the use of the quality management tools. This article is intended for managers, executives, researchers engaged in strategic planning and development of the enterprise structures.

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Keywords

Agency conflict, Business entities, Quality management tools, Scenario development, Strategic planning