

Suan Sunandha Rajabhat University

Strategic Management in the digital age

Strategic Presentation



Course description

Strategic management in the digital age

Conceptual study Strategic management principles and processes in the context of digital transformation Analyze the internal and external environment of the organization in the digital economy era. Define the vision, mission, objectives, and organizational strategy by integrating digital technology, innovation, big data, artificial intelligence (AI), and digital platforms in planning.

Strategy Implementation Strategic Assessment to strengthen the competitiveness and sustainability of the organization, as well as to practice strategic thinking. Decision-making and application of case studies in real-world situations.



Asst. Prof. Dr. Unnop Panpuang

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Matrix

strategy

Systemic decision-making and the choice of an organization's key approach To make appropriate use of available resources and capabilities. To gain an advantage, cope with change, and achieve long-term goals.

01. Rita Gunther McGrath

“Strategy” is the process of continuously creating and modifying competitive advantages. Under a rapidly changing environment

02. Henry Mintzberg

“Strategy” is a form of decision making and action that is gradually formed by practice. It is not just about planning ahead

03. Michael E. Porter

The strategy is to create a differentiated competitive position through consistent activities to create sustainable value

Strategic management in the digital age

The process of determining, analyzing, planning Implement and evaluate strategies by integrating digital technology, data, and innovation to create a competitive advantage. Increase agility in adaptation and lead the organization to achieve sustainable goals in the midst of rapid change.

Importance of education

Strategic management in the digital age



To understand the context of changes in the digital business environment

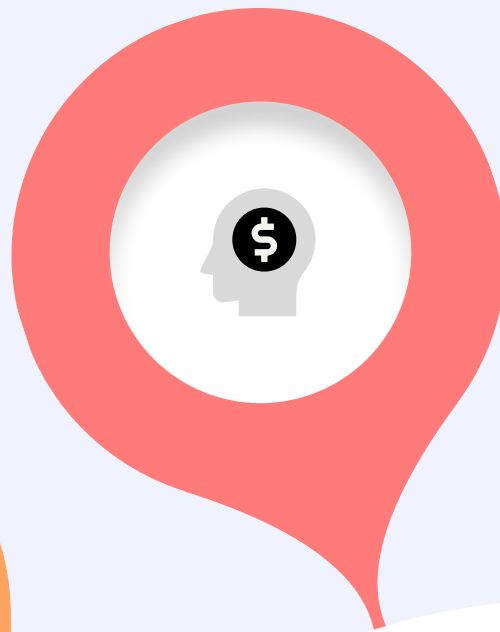
To develop strategic thinking and data-driven decision-making capabilities

To enhance organizational competitiveness and survival

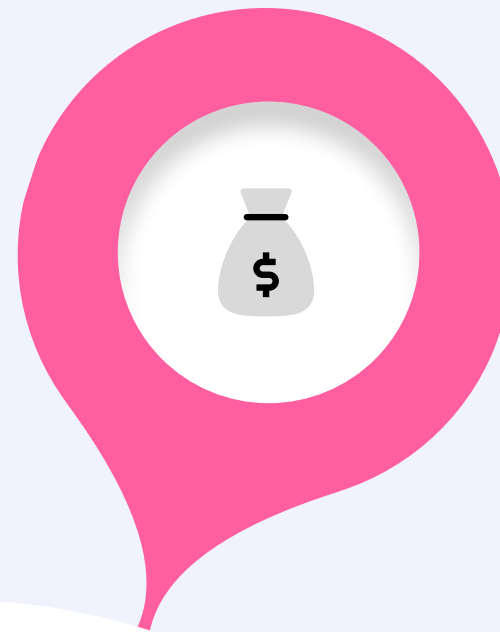
To prepare human resources and organizational culture for readiness and adaptability

To support long-term sustainable development

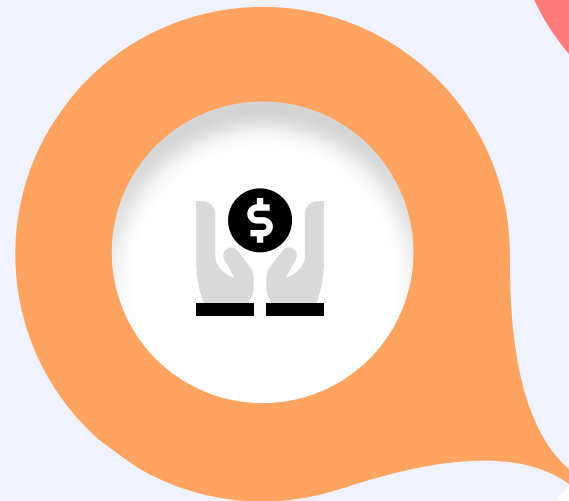
03.To enhance organizational competitiveness and survival



04.To promote the strategic use of technology and innovation



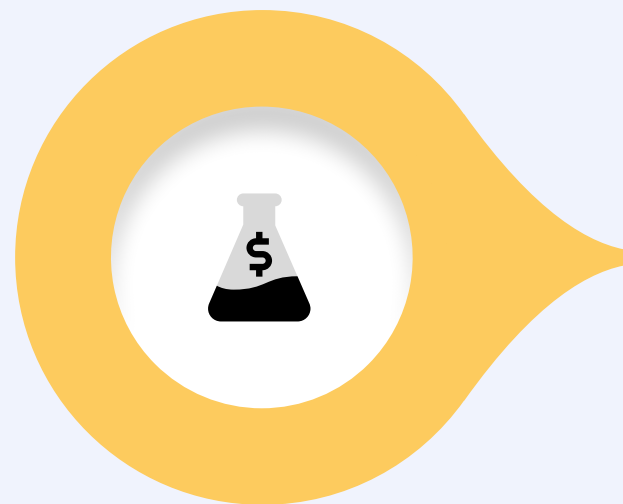
02.To develop strategic thinking skills and systematic decision-making



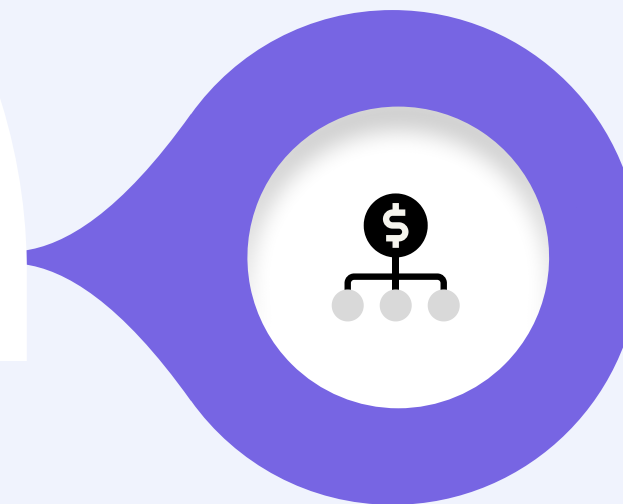
05.To prepare human resources and organizational culture for organizational readiness



01.To enhance understanding of changes in the digital business environment



06.To support sustainable organizational development



Benefits of education Strategic management in the digital age



Business Strategy

01

Corporate Strategy : It is the highest-level strategy, formulated by top management to set the organization's direction.

02

Business Strategy : It refers to the strategy developed for each business unit or product line.

03

Functional Strategy : It is the operational strategy of each department in the organization.

04

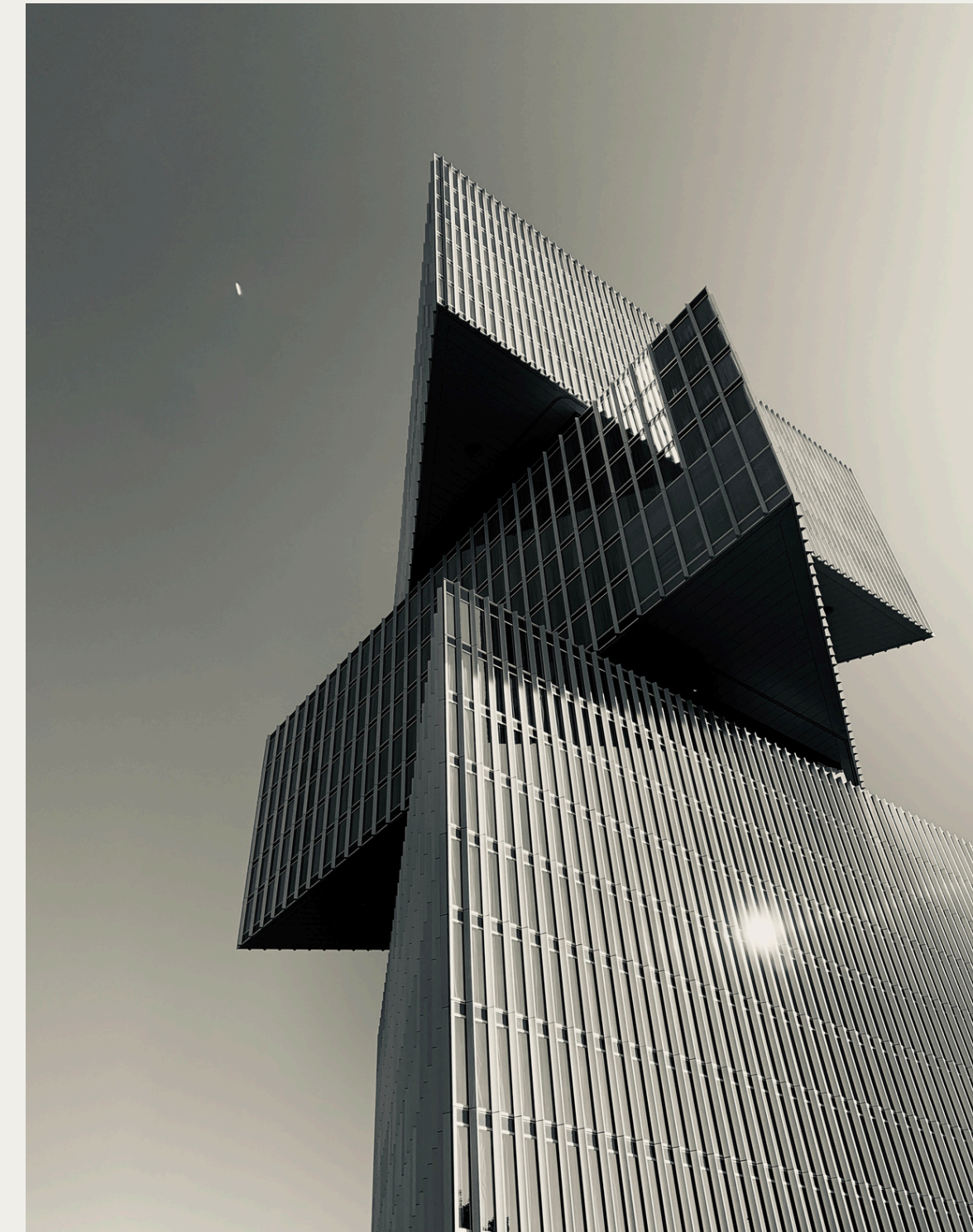
Operational Strategy : An operational approach at the departmental level aimed at improving efficiency, quality, and continuity to support strategic goals.



Stakeholders

Individuals, groups of people, or organizations that are involved in business operations and are affected by, or can influence, the decisions, operations, and overall success of an organization, both directly and indirectly.

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Stakeholders

Stakeholders related to a business can be divided into two main groups.

01. Internal Stakeholders

- Business owners / Shareholders
- Board of Directors
- Executive
- Employee

02. External Stakeholders

- customer
 - Partners / Distributors
 - business competitors
 - Financial institutions / creditors
 - Government agencies
 - Community and society
 - mass media
 - Labor organizations / labor unions
- 

The importance of strategic management



01

Setting the direction and goals of the organization



02

Environmental and competitive analysis



03

Efficient use of resources



04

Creating competitive advantage



05

Organizational growth and sustainability

01. Setting the direction and goals of the organization

Strategic management helps organizations establish clear vision, mission, and goals, enabling all departments and personnel to share a common direction and reducing confusion in operations.

Vision

The future state that an organization aspires to achieve, or the long-term direction it expects to pursue, which serves as a framework for setting goals, formulating strategies, and making organizational decisions.

Mission

The roles, responsibilities, and core scope of an organization's current operations, specifying what the organization does, for whom it operates, and how it carries out its activities in order to achieve its stated vision.

02.Environmental and competitive analysis



Organizations can analyze internal and external factors, such as strengths, weaknesses, opportunities, and threats (SWOT), in order to prepare for changes and intense competition in the modern era.



Strengths

Weaknesses

Opportunities

Threats



Strategy Development Process

01

Strengths

Internal factors of an organization that represent advantages or capabilities the organization performs well, which support the achievement of goals and help create a competitive advantage.

02

Weaknesses

Internal factors of an organization that represent limitations or weaknesses, which may hinder operations, the achievement of goals, or the development of the organization's competitive capability.

03

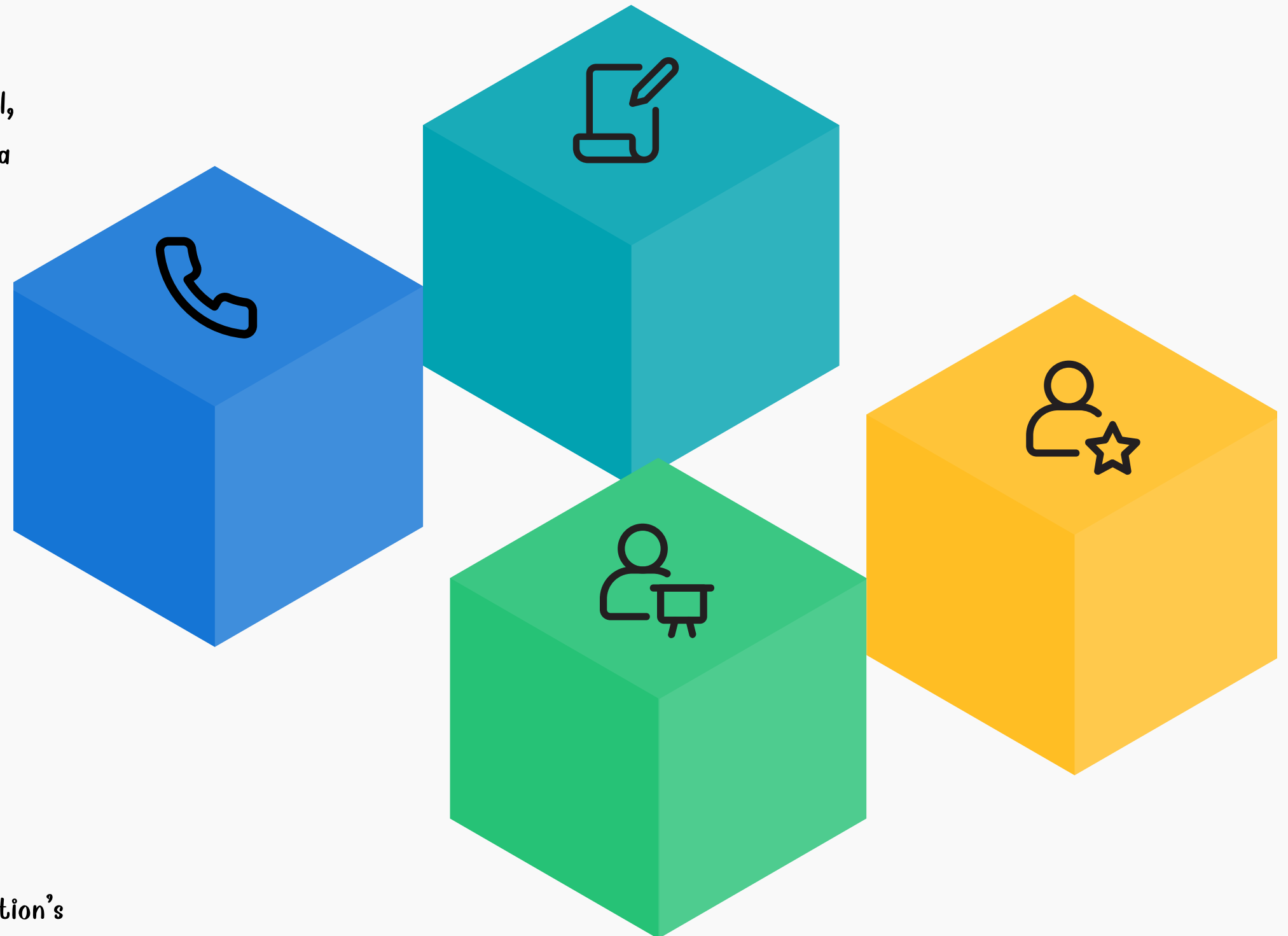
Opportunities

External factors that support the growth or success of an organization, which, if appropriately leveraged, can enhance its potential and competitive capability.

04

Threats

External factors that may negatively affect an organization's operations, stability, or success, which the organization cannot directly control but must monitor and prepare strategies to respond to



What is the TOWS Matrix technique?

- The TOWS Matrix is a strategic planning tool developed from the concept introduced by Heinz Weihrich (1982).
- It systematically matches the results of a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to formulate strategic alternatives.

Essence

- If SWOT represents “situational analysis,”
- TOWS represents “transforming that analysis into actionable strategies.”



Structure of the TOWS Matrix

SO Strategy

- Use your strengths, seize opportunities
- Suitable for organizations with strong capabilities and high potential. Focused on growth, market expansion, and innovation development..



ST Strategy

- Use your strengths to counter threats.
- Suitable in situations characterized by intense competition or high levels of uncertainty.

WO Strategy

- Use the opportunity to compensate for weaknesses.
- Suitable for organizations that are not yet fully prepared but have promising opportunities.

WT Strategy

- Reduce weaknesses and avoid threats.
- Used in crisis situations.