

EFICACITATEA OPERAȚIONALĂ ȘI STRATEGIA

OPERATIONAL EFFECTIVENESS AND STRATEGY

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Abstract: A company can overcome its competitors if it can make a difference that can be retained. Two important issues are presented in this paper. A first idea discussed is related to the differences between operational effectiveness and strategy. Operational effectiveness and strategy work in very different ways, but both are essential for achieving high performance, which ultimately is the primary objective of any company. The debate is centered on the notion of productivity frontier introduced by Porter. The second idea concerns the activities defined as unique underlying a strategy and which must be valuable, rare, difficult to imitate and non-substitutable. The set of activities has to be special and to ensure the delivery of a unique combination of value. In this respect, we may underline three types of positioning: variety based, access based and needs based. For a better understanding 7 examples are presented. At the end of the paper we show that these generic strategies, founded by Porter, are in connection with the three types of strategic positioning.

Keywords: operational effectiveness, strategies, company positioning.