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Strategic analysis in the network approach

Model analizy strategicznej w podejściu sieciowym

PhD thesis titled “Strategic analysis in the network approach” raises the problem of the lack of methods and techniques of strategic analysis in the network approach. The strategic analysis for companies which are in the network environment have not been identified so far.

The main goal of this PhD thesis was to design a system of methods and techniques in the form of a strategic analysis model appropriate for the network approach that would enable strategic analysis of the inter-organizational network:

- in the functional sense, presenting an algorithm of diagnostic and analytical activities enabling the creation of a strategic plan and its implementation,
- considering a tool, presenting a set of methods and analysis techniques that would allow detailed research, assessment and forecast of future states of selected enterprise elements and its environment from the point of view of strategic objectives.

The first chapter of this thesis presents a general strategic management theory: definition of strategic management and classification of approach to strategic management. The second chapter introduces a definition of strategic analysis, explains the purpose of analysis, provides a comprehensive description of parts of strategies’ analysis and presents examples of strategic analysis. The third chapter focuses on the network approach in strategic management. Definition of network, its characteristics and elements are provided. In this particular chapter tools, methods and other disciplines that may affect the development of network have been presented. The fourth chapter is concerned with a strategic analysis model. There is introduced a model based on the connection of three elements: economical rent, network functions, and classic strategic analysis tools. The fifth chapter, puts emphasis on verification of a model based on a real example. The model has been implemented to the example of a company operating on the market. The above-mentioned model proposes set off operational recommendations which strategy company should be employed to develop their value.

