

STRATEGIC MANAGEMENT AND BUSINESS GROWTH: A BIBLIOMETRIC ANALYSIS

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ABSTRACTS

Numerous scope of strategic management has captured scholars' engagement. It is the set of approaches that contribute significantly to business performance and growth. In this study, there are three constructed research objectives; identifying the popular keywords, the publisher that publishes a high volume of articles and determining the journal that produces the most of the population sample. We conduct a PRISMA-guided systematic review and extracted data from an Excel Spreadsheet based on Scopus databases in the context of strategic management by focusing on the context of business growth of published articles from 2013 to 2022. As a result, as many as 2841 articles are obtained before any filtration on May 2022. In addition, the current study also found 264 articles as our final sample population after filtering the eligibility criteria such as year of publications, language and subject area. Our results show a rapid increase in the number of studies in the past three and four-year periods and most of the papers have been published in the United States, the remaining are in other countries such as the United Kingdom, America and Russia. This study also has indirectly delivered a good impact for the other researchers, which assist them not only in regards to systematic review but also the other methods that

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probably could implement in the related topic of study. In addition, the current study suggest for future research is to investigate strategic management positions in any industry and journals probably by using qualitative and quantitative research approaches.

Keywords: strategic management, business growth, bibliometric, PRISMA, systematic review

INTRODUCTION

Considering basic ideas such as globalization, rapid technological advances, new comprised markets, and shifting consumer expectations, severe rivalry has evolved worldwide in recent years, and the pressure of competition has grown tremendously. As a result, organisations are being compelled to look proactively and implement choices through the use of strategic planning. Although the strategic management approach was understood and employed in the private industry, certain transnational firms, big corporations, and holdings in the nineties are currently used by many enterprises to accomplish their strategic goals. Even so, as mentioned by Fries (2006), if only strategic planning is fully executed, it is essential and not adequate for a company or business to compete and prosper. This is because, to successfully stay competitive within those sectors of the economy, strategic decision-making is much more crucially important and the specific structured decisions must be executed in sequence to acquire effective.

Similarly, as mentioned by O'Brien and Dyson (2007), business much more adore the term 'strategic development process' compared to strategic management since strategy framework and execution are inextricably linked to business operations that firms actively undertake regularly. As a result, we may simply assume that the purpose of this research is to reveal the argument for choosing strategic management over strategic planning, the decision-making process, and so on. Because by simply incorporating all factors that come into consideration will indeed make it easier for a firm to examine and comprehend on how the whole organisation acts strategically for a while until the best orientation is fully attained. To transcend the competitive pressures, an other part of strategic management is to develop a permanent competitive advantage.

To fully understand the keywords selected, it would be good if this review paper can clarify why this particular topic became a choice. Maintaining a prosperous company is a difficult which takes a great deal of care and devotion to assure the company's long-term growth and progress. Cross achievement can be achieved by fostering and continuing to support an environment of business expansion. As a corporation holds satisfactory growth, its organisation will be competent to contrive the type of thought that adequately encourages development prospects for growth. As stated by Dobbs and Hamilton (2007), the contribution of the business organisation to economic and urban growth in the places in which the company runs is unquestionable, as evidenced by its involvement in forming job opportunities, increasing labour markets, and making a positive contribution to financial benefit.

Furthermore, past researchers have undertaken various studies on this topic, with the following findings: strategic management seems to have become a significant weapon in establishing highly competitive business that initiatives among corporate or substantial organisations, which can have a consequence on organisational effectiveness. To guarantee comprehensive and productive fulfilment of organisational long-term priorities, strategic management considers the external scanning initial phase, strategy creation, strategy execution, supervision, evaluation and critical review of the implementation phase (Tapere, 2014). Turning to the main issues in this topic, the demand for planning, which is also known as “strategic management” soared in the twentieth century (Dollinger, 2003). This could be because the corporate world is still evolving and competing in an unpredictable climate. Resources must be properly handled. A much more formal and structured business goal is required to organise the firm’s or organisation’s significant components. As a result, one of the most important goals of strategic management implementation for business growth is to advocate that those in the specific business construct on how the organisation’s business will be performed strategically. Businesses that establish their approach and prepare for prospective use, as specified by Thompson, Strickland and Gamble (2007), will have a clear path for conducting business. It is assumed that the accessibility of such ways as their blueprint to excel would give the businesses a competitive edge because the developed strategy will most likely comprise a plan of attack for gratifying customers, boosting profitability and so on.

Apart from that, companies with good bottom line performance are more likely perform well than those with considers strategy as unimportant and places their focus elsewhere (Abou-Moghli, 2018). As a result, we may assume that good strategy design and execution positively impact sales and profits, profitability and rate of return. Next, as we all know, strategic management is the good direction of a company’s resources to accomplish its aims and targets, therefore it makes no difference whether a company is big or small when it comes to strategic management. Even the tiniest businesses must understand how efficient they are in their market in the long run and take the necessary steps to attain their preferred future consequence. However, adopting strategic management in organisations is likely to create results that vary from one company to the next (Victoria University, 2019).

In terms of the existing study’s limitations, take into account that almost all studies owned the limitations. The first constraint highlighted by the researcher is that the role of strategic management was addressed in general terms. It does not specify or separate its relationship with business in numerous industries, such as manufacturing, tourism and hospitality, trading, and so on. Of course, the correlation and relevance of strategic management in various business industries are not always equivalent, and they should not be equated or regarded through a limited perspective by equating and considering that each business industry has a similar goal and activity of generating revenue. Moreover, several of the previous studies which focusing specific sector, they just concentrated on the one feature that they specifically mentioned, such as Tapera (2014) work, which solely focuses on corporate governance. This leads to directors, employees and those who contribute in other areas that are not listed, to stay not comprehending or being aware of the relationship and the importance of strategic management practices in managing a business.

Research Purpose

The major goal of this study is to find common elements and strategic management topics among growing businesses. In order to solve the following study questions, we apply Excel (Systematic LR) analysis methodologies.

1. List down the popular keywords used in published articles on Strategic Management and Business Growth?
2. What are the top 10 publishers has the most Published Articles on Strategic Management and Business Growth topics?
3. What is the top 10 journal's name that publishes most of the papers used as a sample population?

According to the literature, the systematic methodology has merit since in essence, delivers a clear and comprehensive overview of available evidence on a given topic. Moreover, it also helps identify research gaps in our current understanding of related field. To highlight methodological concerns in research studies that can be used to improve future work in the topic area. Lastly, a systematic review can be used to identify questions for which the available evidence provides clear answers and thus for which further research is unnecessary. The analysis of the literature was done from a descriptive standpoint in order to provide enough responses to the research questions, and in this way, it is capable of provide information for new researchers about which year produces the most articles about this topic (Research article distribution), where the specific articles published (country), citations, databases used, and fields of study.

The study is begin with a brief examination of the two concepts' basic definitions, strategic management and company growth. On the other hand, strategic management entails several procedures, all of which must be addressed to achieve the organisation's goals and objectives. The methodology utilized in this study is described in the next portion of the paper, which includes the protocol and registration, eligibility criteria, information sources, search, data gathering process and data items. As a result, each of the aforementioned components will be covered in its own part. The research findings and interpretation will be presented in the following section of the paper. We wrap up this systematic literature review with sections on comments and conclusions, in which we emphasize the most important finding, as well as recommend and explain limitations and potential study areas.

METHODOLOGY

Protocol and Registration

A systematic review of the strategic challenges in human resources management was performed to identify the importance of strategic management (SM) in the field of business growth, the popular keyword used, as well as to analyze how the term (SM) is used in the reviewed articles and the volume of the published article. This systematic review was conducted by following the reporting checklist of The Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) presented by Sharif (2020). After we adopted the procedures presented, we defined that this research review would analyse articles published in all journal to produce a comprehensive literature search as long as discussing a thing about strategic management's significance even in tourism and hospitality journals, finance, journal of world business, and so on due to not exist of the specific focus of journals elements in a particular field.

Eligibility Criteria

A systematic literature review was used to discover papers relating to strategic management and business growth that appeared in referred journals in order to comprehend the subject better. Furthermore, the eligibility criteria that we use to completely construct are papers published between the years 2013 and 2022 (10 years), and we have limited the searches in respect of publication phase and document formats. Aside from that, the papers should be published articles and they must be comprehensive (full-length) and written in English wording. It means that although particular articles match other required criteria or qualifications but have not been published in English, they will be excluded and dismissed. Several articles were also eliminated, such as book chapters, research notes, and posters, because this systematic literature evaluation was designed to solely critically evaluate articles and conference papers only. As a result, the writer must thoroughly examine each picked article using the above mentioned criteria in order to assess if it should have been included in the review or otherwise.

Information Sources

A protocol was created in advance for this study to establish the analysis process and inclusion criteria. So, first, we conducted a review of the journal's articles, providing some important elements and collecting their citations on Scopus. The goal of the reference and article analysis is to identify factors that contribute to and relevance of the cited publications to the complete systematic review writing process. Scopus, Elsevier, SAGE journals, Emerald Insight, Google Scholar, and Springer and so on are among the huge publisher we used in this systematic review paper. The purpose of employing an unrestricted number of databases was to prevent relying just on information from the article, therefore incorporating journals as references will boost review credibility.

Although some publications in those databases did not display the entire text of academic papers unless you purchased it, we used a website called Sci-hub to help scholars obtain the full text of specific published articles for free. Meanwhile, the SCOPUS database was chosen because it provided the most up-to-date information on a particular issue and displayed much more highly appropriate information at the top of the results list, in addition to providing a simple approach to evaluate the articles to be reviewed. This study's utilise of these six databases assures that the papers retrieved are reliable, legitimate, and current. However, for several papers, we conducted a manual article search.

Search

Furthermore, while our review is based on a systematic review meta-analysis utilizing the Prisma approach, we did not employ search terms or relevant keywords, nor did we use the word "systematic" in the title or abstract of the paper, in order to reach a broader diversified set of results. The rationale for not using "systematic" as a search keyword was to prevent overlooking systematic reviews that did not include the term in their headings, keywords, or abstracts. The article's data was gathered on May 14, 2022, using the keywords "Strategic Management" and "Business Growth." By using SCOPUS online databases, the researcher applied the keywords above as followed;

TITLE-ABS-KEY ((Strategic Management) AND (Business Growth))

DATA COLLECTION PROCESS AND SYNTHESIS METHOD

As presented, we are aware that the placement of the search term can be everywhere part of particular articles, however, we end up not applying it in our study for the relevant reasons: to limit the number of article results by deciding the placement of the stated keywords only in the headline of particular papers, abstract, and its keywords at the same time to simplify the screening process later on. So, those articles that did not have those search terms in that part mentioned before will be rejected. Ultimately, each of these articles was meticulously evaluated and picked based on pre-determined standards. We then assessed the papers against the inclusion criteria to see if they were relevant to our research. This was usually demonstrated by the importance placed on the title, abstract, and/or keywords. Our systematic review's discovery and inclusion method are depicted in Figure 1 using SCOPUS' CSV format. In May 2022, our initial search of Scopus databases generated 2841 articles, with 4 articles discovered just by browsing manually. Furthermore, the researcher used both qualitative and quantitative papers in this analysis. First and foremost, we looked for and removed duplicates and entries lacking full-text accessibility, leaving us with a total population sample of 2745 articles published.

Besides that, we evaluated the articles for their relevance-based duplicate of studies that were recognized during the first stage of our inclusion process. A total of 96 articles were chosen as a result of this approach. Those articles with which we disagreed were likewise removed from the sample. We then evaluated the articles depending on their abstracts and all of the previously specified eligibility criteria, including languages, categories of papers, publication years, publishing stage, and subject area. This resulted in a selection of 2384 papers. Following the identification of the mentioned eligibility criteria, we downloaded the entire text of the paper and reviewed and examined the remaining papers to ensure that they fit exactly within the parameters of our research. Meanwhile, we return to filtering for those papers about which we are completely unsure. As a result, we found 260 eligible articles in our ultimate population for analysis, four of which were manually searched using Google Scholar features. Therefore, the combined total number of papers considered in this review is 264. 260 is completely from Scopus as the main source but has been published by a variety of publishers namely Elsevier, SAGE journals, Emerald Insight, MDPI, SAGE journals and so on. This uncertainty will be examined in detail in the result and discussion. We also examine the papers in order to answer each of our study questions. As a result of our investigation, we would present additional relevant basic assumptions and explanations to illustrate the considerable answers we discovered definitively in the publications we cited.

Study Selection

During the previous phase, data collecting. We built our search methodology, which specifies the procedures for conducting a systematic review. Since a systematic review is frequently a collaborative effort, this procedure is designed to avoid researcher bias. First, we evaluate numerous online libraries to determine the most appropriate databases for our research. We used Scopus medium and searched for publications that included the terms “strategic management” and “business growth” in their title, abstract, or keywords. From the database search, a total of 2841 studies were found. There were 264 studies in all, with the research selection process represented in Figure 1. While the literature search against databases and search engines yielded 2841 documents, 96 were discarded as duplicates and not relevant to the study’s goals. The full-text articles of the remaining 2745 reviews were thoroughly evaluated, and a further 100 articles were exempted because they were completely unconnected to the research essence, primarily in their titles and abstracts, which were not fully matched or irrelevant to the positive contribution of strategic management in business growth. For example, a study conducted by (Dudin & Frolova, 2015) was used to build a standard methodological idea for developing the Balanced Scorecard, which was used to determine a subset of critical performance measures in manufacturing-type organisations. The following research clearly illustrates the absence of strategic management and business growth relevance. Thus, this kind of study is automatic removal.

There seem to be 2645 papers remaining. The remaining full-length articles were thoroughly read to confirm their appropriateness, and the remaining articles were screened again based on the eligibility criteria established previously, with 2385 papers being excluded because they did not meet the languages used, publication periods, subject area, full-text availability, and types of papers; book chapters and research notes were immediately disregarded. Apart from that, we also simply eliminated articles without author names. As previously stated, the subject area has become one of the study's eligibility rules, so paperwork that isn't in the aforementioned subject areas is automatically disqualified: business, management and accounting, economics, and finance, decision science, environmental science, arts, and humanities. Thus, there are 260 studies left from the database search. Nevertheless, to ensure that nothing relating to this review was missed, we manually searched articles using the keyword and found four papers that are completely relevant to the review topic. As a result, there were 264 published papers related to the areas chosen for further investigation.

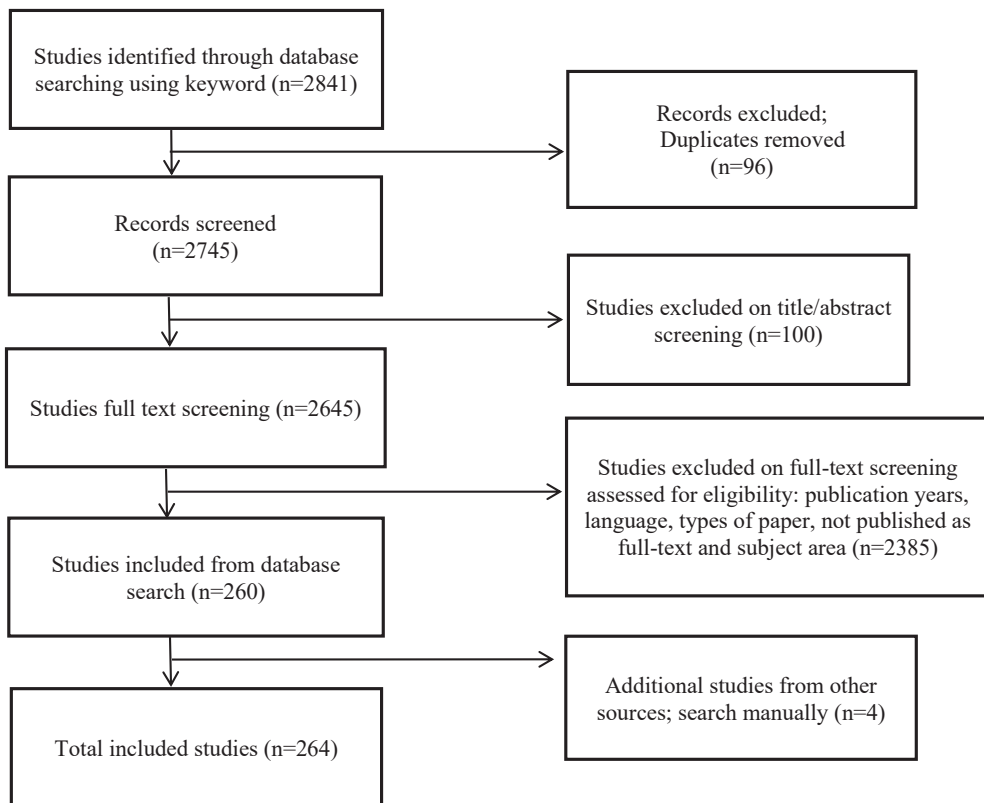


Figure 1 Flow chart of study inclusion using PRISMA

RESULT AND INTERPRETATIONS

In this section, we give our preliminary population analysis for the article. We categorized and reported on these data items; the studies by publication year, geographic distribution (country), total of ‘cited by’, databases, subject areas, and methodology used by the published papers.

Descriptive Analysis

Publication classification: Based on publication year

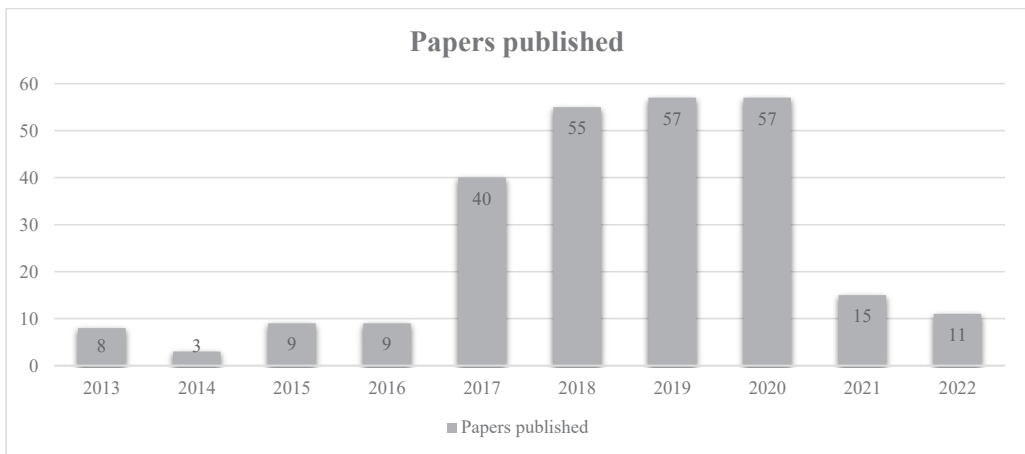


Chart 1 Year of publication of the selected papers

Table 1 Year of the papers published

Year of publications	Papers published
2013	8
2014	3
2015	9
2016	9
2017	40
2018	55
2019	57
2020	57
2021	15
2022	11
Papers Amount	264

Figure 2 depicts the distribution of publications each year across our population's lifespan. The distribution of publishing dates over time is seen in chart 1 and table 1. In 2013, there were 18 papers published, followed by 9 papers in 2014, 40 papers in 2016, 55 papers in 2017, 57 papers in 2019, and 57 papers in 2020, with 15 papers in 2021 and 11 in 2022. The papers originated from a broad range of academic journals, according to the total amount, which different years. Emerald Emerging Markets Case Study, which published 39 of the studies in our population, was the journal that published the most articles in our study's sample. One of the paper published in 2013 is the study done by Krishna and Ram Gnyawali (2013) which provide an insight into strategic management practices in Nepal in some dissimilar parts and revealed that strategic management in the view of not-for-profit and for-profit organisations. Meanwhile in 2014, another study was performed and done by Yan, Chiang and Chien (2014) and stated that strategic management is capable of examining the possibilities and risks that result from the organisation's strong and weak spots.

From the chart we can see that in the last two to three years was the period that able to published the high volume of articles which are as much as 57 papers. And from our reading, we discovered that Mahdi et al. (2019) talked about strategic management consisting of strategic leadership and strategic planning effectiveness in tourism industry competitiveness and the result present that strategic leadership greatly impacts strategic planning effectiveness it also influences tourism industry competitiveness. Meanwhile in study implemented by Gavrikova, Volkova and Burda (2020), the fundamental concept of strategic management is about the future which employed to glance at and prepare for the future.

Publication classification: Based on country

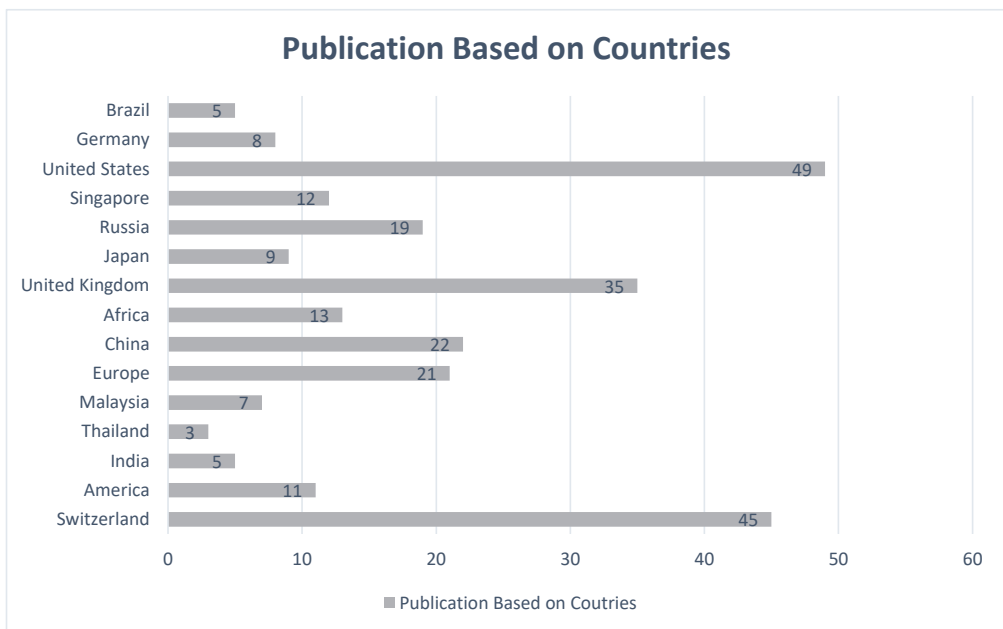


Chart 2 Publication of papers based on countries

We discovered that the publications were published in a variety of nations, as shown in the Chart 2. The bulk of the papers was written by authors from the United States (49) and Switzerland (45), followed by the United Kingdom (35) and China (22) and Europe (21), Russia, Africa, and Singapore (19, 13, and 12), respectively. The subsequent most notable country is America (11), while the rest of the countries, such as Japan, Germany, and others, published fewer than ten articles.

Publication Classification: Based on Subject Area

Other than publication year, languages, document types, and publication stage subject area also become one of the eligibility criteria as specified in method part. Thus, in this section, we will again analyze the total published papers in the particular subject area. So, in Scopus databases before, we have filtered the search only in (business, management, accounting), (economics, econometrics, finance), (decision sciences), (environmental science), and (arts and humanities) of subject area.

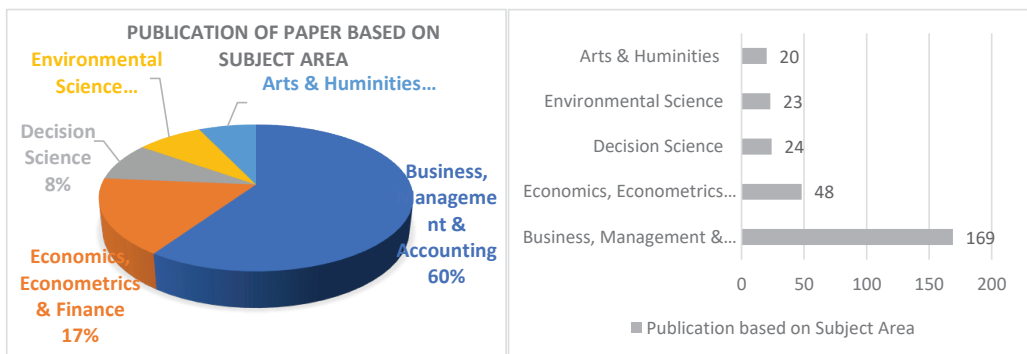


Chart 3 Publication of papers based on subject area

According to the chart shown, we have delivered the number of published papers based on the subject area from two perspectives which are in percentage and article amount. Business, management, and accounting is the subject area that produces papers related to strategic management and business growth which is 169 articles and equivalent to (60%). Subject areas in the second place are economics, econometrics, and finance which total publish an articles are 48 which is equal to 17%. Meanwhile, the other three subject areas such as decision sciences, environmental sciences, arts, and humanities, respectively with a total number of 24 (8%), 23 (8%), and the last is 20 which is identical to (7%).

Publication Classification: Based on Main Databases used

Table 2 Databases used of the selected papers

Sources/Databases	PA
1. Scopus	260
2. Google Scholar	4
Total	264

Moreover, since we have used a two dissimilar of databases in this study, we subsequently analyze the relative proportion of databases we have utilized which is between Scopus, and Google Scholar. The proportion of it can be accessed (see Table 2). Therefore, in short, the database that supplied various articles about this study topic is Scopus, which is a total of 260 papers. Then followed by Google Scholar 4 where this base is used for search for other related articles manually. Among the articles found manually are conducted by Tapera (2014), Abou-Moghli (2018), Durmaz & Dusun (2016), and Kutllovci & Shala (2013).

Publication Classification: Based on Publication Total 'cited by'

The last classification in this section that needs to be implemented is a citation. This kind of classification will identify which of the papers or articles have been employed in this study that owing to the highest cited number. So from 264 total papers, some of these articles seem to be not popular since they did not have the numeral at least 1 in the "cited by" column, this can be seen in the Excel spreadsheet that we have downloaded from Scopus databases. However, considering the quite large population sample, we then only present the top 15 articles that were cited the most by other researchers (see Chart 4). Other than the chart, the researcher also provided table for such classification (see Table 3).

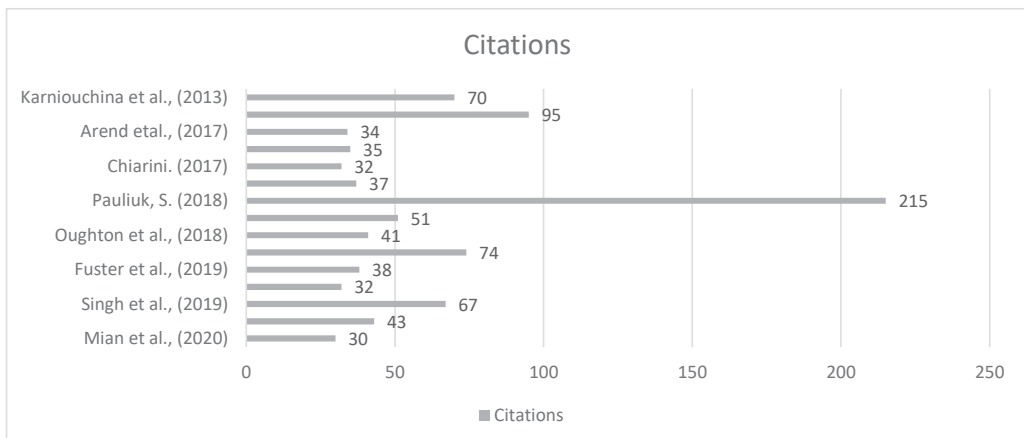


Chart 4 Top 15 of most Cited papers (Citation)

Table 3 The Top 15 of Papers Cited

	Authors	Year	Total of 'cited by'
1.	Mian S.H., Salah B., Ameen W., Moiduddin K., Alkhalefah H.	2020	30
2.	Chen Y.-J., Dai T., Gizem Korpeoglu C., Körpeoglu E., Sahin O., Tang C.S., Xiao S.	2020	43
3.	Singh R.K., Luthra S., Mangla S.K., Uniyal S.	2019	67
4.	Loppolo G., Cucurachi S., Salomone R., Shi L., Yigitcanlar T.	2019	32
5.	Fuster E., Padilla-Meléndez A., Lockett N., del-Águila-Obra A.R.	2019	38
6.	Teece D.J.	2019	74
7.	Oughton E., Frias Z., Russell T., Sicker D., Cleavelly D.D.	2018	41
8.	Turner N., Aitken J., Bozarth C.	2018	51
9.	Pauliuk S.	2018	215
10.	Torres A.I., Ferraz S.S., Santos-Rodrigues H.	2018	37
11.	Chiarini A.	2017	32
12.	Asiaei K., Jusoh R.	2017	35
13.	Arend R.J., Zhao Y.L., Song M., Im S.	2017	34
14.	Teece D.J.	2017	95
15.	Karniouchina E.V., Carson S.J., Short J.C., Ketchen Jr. D.J.	2013	70

We know that 2019 and 2020 have the highest number of published articles or academic papers related to this topic, which is 'strategic management and 'business growth', with the same number of 57 papers. However, the years 2017, 2018 and 2019 are the period with the most value cited by researchers and each has 4 articles. In addition, the study conducted by the researcher Pauliuk (2018) is the paper with the most quoted value, which is 215 times. This study is related to the lack of reliable guidelines on the concepts, strategic management, application, and supervision of the economy is the subject of this research. As a result of this research, strategic management measures were established to oversee the execution of responsive management techniques and operations.

Next, the study was performed by Pauliuk (2018), followed by the analysis of Teece (2017) which has been cited 95 times since it was published until in the present year. Compared to Pauliuk (2018) study, his study is concerned with the implementing of strategic management processes to obtain a more comprehensive knowledge of how individual organisations are formed, constructed, and expanded. Following that, Teece (2019) research had the third-highest number of cited, at 74. This research differs from his prior work, which was concerned with the approaches to economic concepts and the area of strategic management in the commercial business industries. In addition, a total of 70 times was cited in the study was done by Karniouchina et al. (2013), then tracked by Singh et al. (2019) a total of 67 times, and further followed by the study by Turner, Aitken and Bozarth (2018), Chen et al. (2020) and Oughton et al. (2018) where each of these researchers was cited 51, 43 and 41 times. The rest as presented on the table and chart have each been cited by 37 times and below. For this descriptive analysis, we do not use the software known as Vosviewer since this data actually is available in the excel or CSV that we downloaded earlier.

LITERATURE CLASSIFICATION

Method (qualitative or quantitative) used of the Published Papers

Table 4 Classification based on Method used by the articles

Method	Among the published articles (Title/Year and Authors)	Papers Amount
Qualitative	<ol style="list-style-type: none"> 1. Importance of Strategic Management in Business (Durmaz, Y. & Dusun, Z. D. (2016)). 2. Significance of Strategic Management in the Development of International Businesses-A Visionary Approach (A.Abou-Moghli, A. (2018)). 3. The Importance of Strategic Management to Business Organizations (Tapera, J. (2014)). 4. Resource reconfiguration by surviving SMEs in a disrupted industry (Thomas, G. H., & Douglas, E. J. (2022)). 5. Developing a channel strategy decision support framework for a diesel engine supplier in Mozambique (Du, Plooy, H., & Buys, P. (2020)). 6. Applying knowledge management to planning joint-use facilities: the ImaginOn library and theater (Swain, D. E., & Roughen, P. (2020)). 7. Experimentation and digitalization: Towards a brand-new corporate entrepreneurship? (Cavallo, A., D'Angelo, S., & Ghezzi, A. (2020)). 8. The management control system of Italian SMEs: A survey in the wine sector (Broccardo, L., & Rossi, M. (2020)). 9. An Analysis of Strategy Formulationfor Halal Hotel Human Resources in Indonesia (Joeliaty, J., Ahmad, Faisal, Y., & Wendra, W. (2020)). 10. An exploratory study of cooperative survival: Strategic adaptation to external developments (Grashuis, J. (2018)). 	65
Quantitative	<ol style="list-style-type: none"> 1. The role of strategic management on small business growth in Kosova (Kutillovci, E. & Shala, V. (2013)). 2. Strategic Planning and Firm Performance: The Mediating Role of Strategic Maneuverability (Kornelius, H., Supratikno, H., Bernarto, I., & Widjaja, A. W. (2021)). 3. Impact of Innovation Types on SMEs Performance in the Cape Coast Metropolis of Ghana (Oduro, S. (2019)). 4. The strategy process of Irish quantity surveying firms operating within a turbulent business environment (Adesi, M., & Róisín, M., & Dermot, K. (2019)). 5. Relationship between sustainable strategies and export performance: An analysis of companies in the Brazilian gems and jewelry industry (Palma <i>et al.</i>, (2018)). 6. It's all about growth -An empirical status report of business development (Voeth, M., Poelzl, J., & Eidhoff, A. T. (2018)). 7. Competitive strategies in small and medium sized enterprises (sme's): A crosscase analysis of Irish construction professional service firms (Seriki, O., & Murphy, R. (2019)). 8. Critical appraisal of the circular economy standard BS 8001:2017 and a dashboard of quantitative system indicators for its implementation in organizations (Pauliuk, S. (2018)). 9. Sustainability awareness in the Brazilian higher education (Kuroda, E. (2017)). 10. Strategic management of multi-business portfolios in the public sector: A case study in defence science and technology (Bakarada, S., Hanlon, B. (2017)). 	48
Total		113

Based on the table above, the published articles that become the sample of this study mostly use qualitative methods and some others use quantitative methods where questionnaires are distributed online as mentioned in their studies. The result shows that as many as 65 papers utilized qualitative methodology and the remaining 48 papers used quantitative approaches. This total is completely based on the researcher's reading, only in the article's abstract which is already available in excel. So the total of the papers in the table presented is 113 and the remaining 151 are not identified through the available abstract. Probably, it will be identified if access the full text of the particular articles and carefully read it one by one. However, due to the time constraints, we simply proceed to analyze only the article's abstract. In addition, we also attached several papers around ten papers for both approaches only as proof along with the title, author, and year of publication as examples or evidence that conducted their study using the methods described in the table. We come up with only one literature classification since the other classifications required us to comprehensively analyze each of the papers and definitely takes a considerable amount of time.

ADDRESSING RESEARCH QUESTIONS

In this sub-chapter we give our second level of analysis; an explanation of the responses we found for each of our research topics. We will conduct an analysis to collect the data and ensure that the constructed research questions are answered. Among the issues that will be mentioned in this section are related to classifications that are not discussed in the descriptive analysis. Researchers next discuss the study's limits and trustworthiness, as well as the implications for further research.

- I. List down the Popular Keywords used in Published Articles on Strategic Management and Business Growth?

For this section, we will identify some of the keywords frequently used by the researchers in their study. These results can be categorised as important as they allow researchers out there who intend to do research related to this topic to easily have an idea of the keywords they should use to get examples of articles that are necessarily relevant to be part of their research reviews. As discussed earlier in this section, the total population of this study is 264, there are certainly multiple keywords in each of the academic papers, so we propose to only reveal the top 10 keywords used at least 5 times by any article. And this can be found and refer by looking at the table provided below this passage. (See table 4)

Table 4 The top 10 most used or Popular Keywords

No.	Keywords	Authors/Year (Prove at least 3 published articles)	PA
1	Leadership	Su R., Obrenovic B., Du J., Godinic D., Khudaykulov A. (2022). Enkuzena S., Supe J., Roze J. (2022) Clifton N., Huggins R., Pickernell D., Prokop D., Smith D., Thompson P. (2020)	7
2	Strategic management	Krishna Shrestha, B., & Ram Gnyawali, D. (2013) Jun Z., Yingrui H., Lele L., Greeven M.J. (2013) Crow P.R., Lockhart J.C. (2016) Abosedo A. J., Obasan L. A., & Alese O., J. (2016) Obydenov A. (2021)	66
3	Competitive strategy	Kim Tran S., Ngoc Hoang Yen L. (2018) Kim Tran S., Ngoc Hoang Yen L. (2022) Absar M.M.N., Srivastava R., Akhter S. (2021)	14
4	Competitive advantage	Yan H.-D., Chiang C., Chien C.S. (2014) Sharma T., Ghosh T. (2015) Pinto J.N. (2017)	10
5	Entrepreneurship	Yan H.-D., Chiang C., Chien C.S. (2014) He Z., Chen L. (2017) Joshi M. (2017)	15
6	Corporate growth	Muhumed Z., Bodolica V., Spraggon M. (2017) Bodolica V., Spraggon M., Naeem M. (2017) Khotinskaya G.I., Chernikova L.I. (2017)	9
7	Strategy	Nuntamanop P., Kauranen I., Igel B. (2013) Che Senik Z., Masood A., Adham K.A., Halid N., Mat Isa R. (2013) Sohoni V., Joshi A. (2015) Bhattacharya S., Bhattacharya C. (2021) Clifton N., Huggins R., Pickernell D., Prokop D., Smith D., Thompson P. (2020)	38
8	Sustainability	Rajeev A., Sivakumar S., Narayanamurthy G. (2017) Santoso H., Furinto A. (2018) Teixeira G.F.G., Canciglieri Junior O. (2018)	16
9	Business strategy	Chiarini A. (2017) Ahmad S.Z., Buchanan F.R., Ahmad N. (2017) Zamberi Ahmad S., Ahmad N. (2016)	12
10	Business performance	Sondakh O. (2015) Suriyankietkaew S. (2022) Lekic N., Caric M., Solea D., Tankosic J.V., Rajakovic-Mijailovic J., Bogetic S., Vucicevic M. (2022)	6
PA-Papers Amount			

Based on the table, out of the ten frequently used keywords, the keyword 'Strategic management' is categorized as the most popular by having a total of 66 papers using it, and among the researchers are Krishna and Ram Gnyawali (2013), Jun et al. (2013), Crow and Lockhart (2016) and more. One of the study which done by Krishna et al. (2013), was conducted with the purpose of their research was to see how managers in Nepalese businesses and non-profit non-government organisations think about and implement strategic management. The findings show that while Nepalese managers have established a common knowledge of crucial elements of strategic management as well as practiced a few essential elements of strategic management, much work needs to be done in order to grow and establish a concise strategic approach and enhance their talents to stay competitive with international competitors and achieve competitive advantage.

Then, the keyword was followed by 'Strategy' where a total of 38 relevant academic papers were used it on their study, 'Sustainability' was also used by a total of 16 articles, and one of the researchers who conducted it was Santoso and Furinto (2018). Not only that, the next widely used keyword is 'Entrepreneurship' with a total of 15 papers, while a total of 14 papers for the keyword 'Competitive strategy' followed by 'Business strategy' of 12 papers. The rest such as 'Competitive advantage', 'Corporate growth', 'Leadership', and 'Business performance' respectively with their own total number of 10, 9, 7, and 6 papers. Also, this kind of analysis is performed by simply using the data available in Excel, which by examining the author's keywords one by one and doing a listing of keywords that frequently appear. Vosviewer would deliver an accurate outcome of this but due to some constraints, the researcher just utilized the existing medium which is through excel.

II. What are the top 10 publishers has the most Published Articles on Strategic Management and Business Growth topics?

Scopus is the main database we used in this systematic literature review, however from data extracts made from the Scopus database where selected papers were downloaded using CSV or Excel spreadsheet methods, we found that out of 264 samples of our study apparently from various publishers such as Springer, Emerald, SAGE journals and more. Therefore, this portion will identify which published the most articles with respect to the topic of study. This evaluation seems essential to identify the publishers that actively produce articles or conference papers since this type of paper is also not excluded in this study. As a result, the table below would answer this third and last research question which will present the top 10 of Publishers.

Table 5 Top 10 Publishers managed to Publish Papers the most

No.	Publishers	PA
1	MDPI	19
2	Emerald Group Holdings Ltd.	110
3	Springer	19
4	SAGE Publications Ltd	8
5	Institute of Electrical and Electronics Engineers Inc.	10
6	Elsevier Ltd	16
7	Routledge	6
8	Academic Conferences and Publishing International Limited	7
9	Inderscience Publishers	8
10	International Business Information Management Association, IBIMA	10

PA-Papers Amount

Based on the results documented above, the publisher who published the most number of articles is Emerald by successfully published 110 studies, then followed by MDPI and Springer producing 19 papers that are part of the population in this study. One of the articles that were published in Emerald is a study conducted by Marachly, Bodolica and Spraggon (2019), which focused on revealing the privileges of operating a family business, assessing the innovation spirit of the new generation to drive endeavors, and evaluating the efficacy of strategic management decision making and also delivers suggestions to ensure that the family businesses remain sustainability. In stark contrast to the study conducted by Zhuravlyov et al. (2018) published by MDPI, the emphasis of this paper is on the long-term, balanced growth of Russian gold mining and processing businesses. In addition, Elsevier at the same time also managed to publish a total of 16 academic papers, and followed by two other publishers among them the Institute of Electrical and Electronics Engineers and the International Business Information Management Association share the same amount of 10 papers. The remaining publishers such as SAGE Publications, Routledge, Academic Conferences, and Publishing, Inderscience Publishers, and so on that are unlisted in the table above only produce less than 10 amount of papers. This result above also comes from analysis through excel by examining the publisher column of respective papers.

- III. What is the top 10 journal's name that publishes most of the papers used as a sample population?

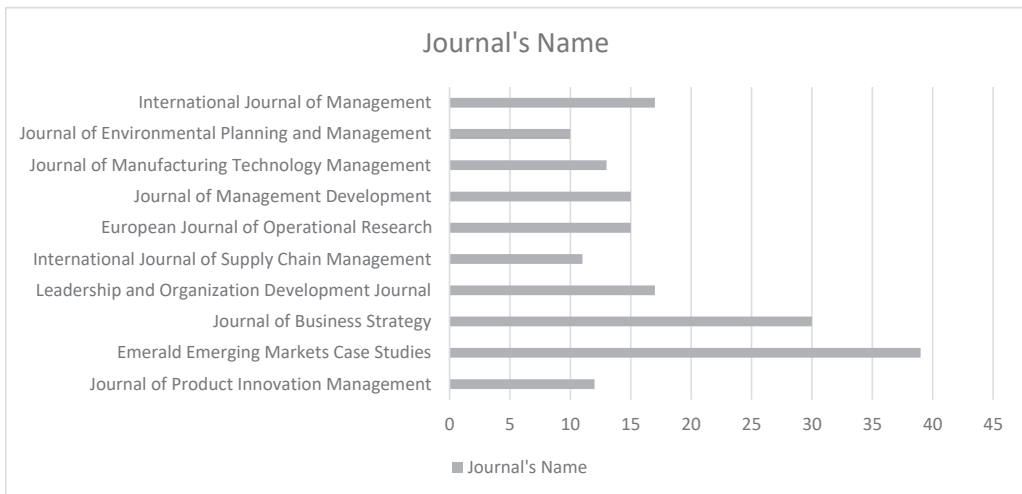


Chart 5 Top 10 Publication of Papers Based on the Journal's Name

Table 6 Top 10 of Published Papers based on the Journal's Name

	Journal's Name	PA
1	Journal of Product Innovation Management	12
2	Emerald Emerging Markets Case Studies	39
3	Journal of Business Strategy	30
4	Leadership and Organization Development Journal	17
5	International Journal of Supply Chain Management	11
6	Journal of Management Development	15
7	Journal of Manufacturing Technology Management	13
8	Journal of Environmental Planning and Management	10
9	International Journal of Management	17
10	European Journal of Operational Research	15

PA-Papers Amount

We created two resources for a greater perspective of the literature in the study's strategic management and company growth areas. By examining chart 3 and table 1, we may possibly simplify readers' understanding. This figure can be seen in the publication of articles related to the implementation of strategic management in business based on the journal names. In other words, we may be able to determine which of the journals listed has published the most articles and papers relevant to it. As far as we know, a vast number of articles were accepted for publication in the prior year as well as in the most recent year, so, as discussed in the eligibility criteria, we only consider articles published between 2013 and 2022 (10 years) while also limiting the number of papers' results, and we use the identical filter to accurately ascertain the new amount published in comparison to the old.

According to that, we can simply conclude that the Emerland Emerging Markets Case Studies (39) are the source that published the largest number of papers on Strategic Management and Business Growth over the last ten years (2013-2020), certain of its studies is focus on their study being to identify the most appropriate strategic management decision to develop a business via the perspective of maintainable entrepreneurship (Barnardo et al., 2021). Another example is research by Jun et al., (2013), which focuses on improving the depth of understanding of strategic management theory or methods, global business, and the state of medium and small commercial enterprises in China. Then this Journal was followed by the Journal of Business Strategy (30) one of its articles is a study about the latest strategic management method for business because of the last few years' competitive forces and the current financial catastrophe (Poulakidas, 2014) and as many as (17) papers were successfully published in the Leadership and Organization Development Journal and the International Journal of Management. As evidence, according to a study published in the International Journal of Management by Sawhney, Kumar and Gupta (2019) on the specific topic of strategic management in Indian education, strategic management seems to be a validated principle for business survival, growth, and company success across multiple areas such as the army, related industries, and even academic research, particularly in advanced states.

Next, (15) papers were published in the European Journal of Operational Research and the Journal of Management Development in the next 10 years. And then, these two journals were followed by the Journal of Manufacturing Technology Management and the Journal of Product Innovation Management producing as many as (13) and (12) pieces respectively. Meanwhile, the International Journal of Supply Chain Management managed to publish as many as (11), 10 papers of Journal of Environmental Planning and Management and the remaining journals such as Cambridge Journal of Economics, CASE Journal, Journal of Intellectual Capital, and so on shown in table 1 issued less than 10 papers. Likewise to other research question analysis processes, the outcome of this is also from excel, by evaluating the source title part in order to identify the journal of the respective papers.

DISCUSSION AND CONCLUSION

The research's major goal was to find common ground between strategic management and corporate growth. To do this, we employed an excel analysis and examined 264 publications from various journals. In this section of the study, we summarise the findings and discuss the major limitations and future research.

Summary of Findings and Implications

In order to summarize all the findings collected from this review indicated that the publication of articles for 10 years from 2013 to 2022 showed an increase at first but there was a decrease in the latest year. For example, in 2013 a total of 8 articles related to the importance of strategic management for business growth then plummeted to a total of only 3 articles in 2014, however, it then went up again to 57 articles published in 2019 and 2020. And after that year it then dropped again to only 11 pieces in 2022. We can conclude that this decline may be due to a number of specific rationales. When the figures are compared, we can see that the authors' passion for the topic of this study has expanded tenfold in the last five years. Next, most of the articles were published in the United States with 49 articles followed by a total of 45, namely Switzerland, these classification findings point to possible publishing options for scholars in this field, and Thailand are the countries that published articles with a total of 3 articles only.

Next, out of 264 total articles selected to be the population of this study, the journal known as Emerald Emerging Markets Case Studies is the highest journal that produces articles related to the topic of this study among the top 10 other journals which are 39 papers. There are many more journals besides this top 10, but we only focus on the top 10 journals only, and this is another filter used in this study, where the scope is narrowed based on the names of the journals. Apart from the previous journal, the journal of business strategy also published a lucrative number of articles, namely 30 papers. In short, among the top 10 journals, the journal of environmental planning and management published the fewest articles, which is only 10. Meanwhile, for the subject area, business management, and accounting is the subject area that produces many published articles related to this study which is 169 out of 264 which is equal to 60% and the least published is from the field of arts and humanities which is only 20 which is equal to 7% only. The majority of the 264 published articles analyzed in this study were obtained from a database known as Scopus and 4 of them were from Google Scholar. However, out of the 264, only one article that redeemed two hundred more cited by other researchers named this article was conducted by Pauliuk (2018) by obtaining the amount "cited by" as much as 215 times. The other 14 articles only got as many as 95 times and below cited or mentioned in studies conducted by researchers out there.

The first research question addressed in this study is related to the identification of the popular keyword used by the published papers of strategic management and business growth as the sample population used in this study. The data was originally quoted from the Scopus database and extracted using Excel. Then to have a fuller insight into this research objectives into the chosen study subjects, we determine the single keywords used, and to facilitate the analysis we only identify the top ten frequently used keywords. Therefore, based on the findings, we found that 'strategic management' is the most used keyword 66 times by researchers, this is certainly because this study is concerned with strategic management itself. Then followed by the keyword 'strategy' which is used 38 times. The keyword 'Business performance' is one of the few keywords used by researchers in articles used where only 6 times.

Similarly, the filter used in some objectives and classification, it is also applied in the final part of this study. Where we only set only the top ten publishers to be included. From the results, Emerald Group Holdings Ltd is the publisher with the most published articles, as this study is clearly related to the issue and situation in the business world, certainly, this publisher is very relevant to it because as we know and for fresh information to those who do not comprehend, Emerald Group Holdings Ltd is a scholarly publisher of academic books and journals in the areas of engineering, health care, education, business library studies and management.

Then it was followed by a publisher known as Springer, as discussed in the study methodology section, the study population search was also limited not only in terms of year of publication, languages but also in terms of a subject area, and besides business and economics areas arts and humanities also included. Therefore, it is highly relevant in some of the study populations published by Springer because such publisher is a German multinational publishing company of e-books, books, as well as peer-reviewed journals in humanities, technical, medical, and science publishing. The identification in this section is a bit important as it will also help the reader to know the publishers relevant to their study. For example, when we conduct research related to the medical field of study we only need to visit the official databases of particular publishers perhaps such as Springer, Elsevier, and so on. If some publishers do not publish articles or journals that are relevant to the research we are conducting, we do not need to spend our time searching there. As a result, it makes time management as a researcher more structured.

Then, the last research question of the study is to determine which journal produces the most articles and from our analysis we found that there are the top 10 journals managed to produce the most amount of papers among them are Emerald Emerging Markets Case Studies, journal of business strategy, leadership and organization development journal then followed by international journal of management, European journal of operational research, journal of management development, journal of manufacturing technology management, journal of product innovation management, international journal of supply chain management and the last is journal of environmental planning and management.

LIMITATIONS OF A STUDY

A systematic review is a time-consuming process that might require hundreds, if not thousands, of publications, according to the quantity of research available. The use of online data management systems to organise and evaluate the data gathered has the opportunity to improve the review's effectiveness and reliability. Systematic reviews are a popular research strategy for compiling and analyzing huge amounts of study took data from many sources. Researchers will, however, undoubtedly face certain constraints. Besides, the creation of the sample database is one of the limitations. We used different sets of keywords (e.g., strategic management, business growth) to select papers for inclusion during the search and selection phase. This method was based on

the notion that if the researcher of the papers used another keyword that has the same meaning in their investigation of a certain issue, this would be recorded in the keywords shown in the title, writer keywords, or perhaps the abstract. Even if we reviewed over a thousand papers article by article and were able to narrow the population to only 500 or less, there's a chance we'll miss out on a useful insight that probably will be valuable for this study.

Furthermore, because this was the researchers' first time performing a systematic review, they had a limited understanding of the process. In some situations, they also felt that they lacked sufficient knowledge of the evaluation process to adequately support and produce results. The researchers didn't always have a comprehensive understanding of the methodology, so they had to spend a lot of time adopting the systematic approach. This seems to be particularly true when interacting with kids who were also performing systematic reviews and addressing a similar issue. Apart from that, the researcher mentioned problems with sources of information utilized in undertaking this systematic review, including an absence of availability to critical databases and database constraints, such as the apparent inability to perform a complicated search or export the information. However, if we acquire the DOI code for the specific published articles, you can use the Sci-Hub website to solve numerous papers with unrestricted access.

Another limitation is the inability of the device used by the researcher where initially planned to use both approaches either using excel or VOSviewer software. Unfortunately, the device used cannot support the installation which caused a lagging problem and ended up with an "error" stated, such an issue is common and usually faced by most individuals. Therefore, researchers are only able to use excel as a medium for data extraction, and of course, there are various things that can not be done just with excel. Thus, due to the several constraints, some results whether in the descriptive, literature or addressing the research question part might be not completely accurate primarily the classification that is supposed to use Vosviewer software.

CONCLUSION AND FUTURE RESEARCH

We can draw the conclusion that the strategic management application is quickly developing. It has the potential to become an important part of corporate practice, with applications beyond finance. It will provide extra benefits and hazards to some industries, just as any new alternative, project, or method does. After examining the result of this study, we can discover that there are some issues that cannot be implemented due to some constraints. Since this systematic review is more focused on descriptive analysis, certainly classification in terms of literature classification such as identifying cross-tabulation of each published paper is not carried out. In addition, relationship analysis, a theory used, construct conceptualization, and scope or context of each paper whether only in Malaysia or worldwide; are also not available in this study, assumably due to the large sample population which indeed takes time to evaluate and determine all these things.

Numerous issues have been overcome by the implementation of strategic management, notably in the business industry, according to the articles on our current population. Additional data-driven research is needed, nevertheless, on specialized strategic management alternatives for emerging commercial and social applications, as well as their responsibilities and effects in numerous industries and sectors, including educational, entertainment, healthcare, hospitality, and so on. As a result, for future studies, we recommend that case studies of strategic management positions in any industry and journals that are connected should be investigated using a variety of qualitative and quantitative research approaches.

While we discovered that strategic management is discussed on a global scale, we are attracted to learning more about it in the sense of international countries such as Africa and China, where strategic management may have the potential to influence some of the most significant socio-economic transformations. As a result, further research into the upsides and downsides of strategic management in certain situations will be required to establish a wealth sector that is both commercially and socially sustainable. Future studies should continue to look into the positives and negatives of new strategic management initiatives in a wider scope of global or international contexts.

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