

Analisis Stress-Test Your Strategy dan pendekatan Ambidexterity untuk membangun Sustainable Competitive Advantages dan Superior Performance Perum Peruri

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Abstrak

Abstract

Perum Peruri menghadapi masalah cepatnya perubahan lingkungan yaitu environmental dinamism dan environmental competitiveness. Environmental Dinamism ditandai dengan munculnya regulasi pemerintah tentang tender terbuka, pasar terbuka dan ijin operasional yang mengancam. Environmental competitiveness ditandai dengan munculnya pesaing. Dengan pendekatan stress test your strategy dan ambidexterity akan menciptakan sustainable competitive advantages. Pendekatan Ambidexterity didukung oleh strategic choices yang tepat yaitu corporate foresight terutama opponent role dan strategic orientation terutama market orientation sehingga tercapai Superior Performance. Ambidexterity unit melakukan exploratory dan exploitative innovation perlu juga untuk menjaga default risk agar perusahaan tidak default.

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Abstract

Perum Peruri face the rapidly changing environment in the environmental dinamism and environmental competitiveness. Environmental Dinamism marked by the emergence of government regulations on open tender, open markets and threaten the business operating licenses. Environmental competitiveness is marked by the emergence of competitors. Through stress test your strategy and ambidexterity approach will create a sustainable competitive advantages. While Unit's Ambidexterity is supported by the right strategic choices of corporate foresight in particular with opponent role and strategic orientation particular with market orientation, especially in order to reach superior performance. Unit's Ambidexterity perform exploratory and exploitative innovation need to keep the default risk, so company do not default.