



Strategic management and development of women's leadership

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Abstract

Organizations need a set of data to achieve continuity efficiently and effectively We find that these needs come together in the concept of strategic management, which is an integrated process involving a good analysis of the internal and external environment. Nevertheless, we find it confronted with many prejudices and the subject of leadership, especially because it is the most important administrative function, especially with regard to the gender of the leader. s proximity and leadership as a social actor may pose a problem for strategic management and reactions to women's entitlement to leadership positions in the place of men, This has given rise to great controversy, especially since long-standing research has confirmed that women have different ways in the administration. Hence this paper, which brings together the variables of strategic management and women's leadership and the extent to which strategic management is accessible under women's leadership.

Keywords: strategic leadership; strategic management; women's leadership.

I. Introduction:

Many institutions give the young generation senior managerial positions because of their skills in leadership, good handling of staff, rapid response to new ideas and strategic management, but such a situation provokes a lot of feedback among staff on the entitlement of some to that position without others, and the controversy is more intense when women take it over.

Throughout the world, the career of corporate heads and executives in traditional management structures is usually associated with academic certificates and experience gained over time and also with male sex. This general rule, however, has become subject to change in the present era with the emergence of a generation of young women who are talented in technology and with their remarkable leadership competence. Their soft skills enable them to interact and communicate with others smartly and those skills qualify them for success in a job overburdened with administrative functions, as well as strategic plans for optimal management.

Research over decades has shown that women have different ways of managing than men. They are closer to being more cooperative and have a working spirit in the team, all of which are qualities that make leadership more effective and management more organized. In this sense, we ask the following question:

- How is strategic management achieved under women's leadership?

II. What is strategic management?

1. Strategic Management Concept

The Geeleck Definition of Strategic Management is a series of decisions and actions that lead to the development of an effective strategy and strategies to achieve the organization's objectives

In D ' Saad Ghalib Yassin that strategic management represents a system of related integrated operations

Analysis of the internal and external environment and formulation, application and evaluation of an appropriate strategy in the light of an impact analysis

Important variables include achieving a strategic advantage for the organization and maximizing its achievement in activities

Various works.

Strategic management differs from strategic planning and operational planning. Strategic management is the result of the evolution and expansion of the concept of strategic planning and its dimension. Strategic planning is a component of strategic management rather than of specific strategic management. Strategic management also means managing organizational change, managing organizational culture, managing resources and managing the environment at the same time. Strategic management is both present and future, while strategic planning is a long-term forecasting process, forecasting what will happen and resource allocation. (Saad & Rabhi , p. 02)

2. History and evolution of strategic management

- a- One of the first scientists interested in strategic management in his research is Professor of Management History at Harvard University of America (Alfred Chandler) when he developed in his 1962 book Organizational Structures for Major Companies in America, where he inferred four strategies for growth and development, emphasizing that the development and development of organizational

structures in enterprises depend primarily on strategy. (Saad & Rabhi , p. 03)

- In 1976 (Helen Wahnger) presented its concept of strategic management through research in which they found a comprehensive model of strategic management and then came the two worlds (Kebner and Trejo) to go through the strategy by saying that (Payment Force) which represents the field of products, markets or capabilities considered to be the strength of a company in the form of the general framework of the strategy as the identification of (Propulsion Force) contributes to the formulation of comprehensive objectives and objectives of constituent units in view of the overall objectives.

3. The importance of strategic management

The importance of strategic management is as follows:

- b- Strategic management feeds the organization's basic thinking. It is one of its most important internal elements and contributes significantly to the formation of both the Organization's objectives, plans and policies.
- c- Strategic management contributes to predicting potential problems in the organization's internal or external environment. Developing strategies and steps to deal with such issues and accompanying organizational changes. (Khaled & Wa 'el , 2013, p. 50)
- d- Strategic management trains staff in Executive and Middle Management to think, solve potential problems and address them so that they are promoted to higher management positions. As such, the Strategic Department has developed well-trained cadres to assume senior management functions.
- e- Strategic management benefits managers in setting appropriate priorities to deal with key issues before them.
- f- Strategic management is a very important link between the Organization's staff in order to overcome the problems that the Organization can face in general.
- g- Strategic management helps to train managers to be competent leaders, as well as develop their management capacities that will give them greater management capacity.
- h- Strategic management helps to provide an opportunity for the organization's staff to share their ideas in the decision-making process, which generates a sense of participation and a degree of satisfaction.
- i- Strategic management assists the Organization in developing accurate performance control and evaluation measures. (Khaled & Wa 'el , 2013, p. 50)

III. Basic Model of Strategic Management:

1. Strategic analysis (environmental monitoring):

- a- Monitoring and analysis of the external environment: factors influencing but outside the Organization's authority (jobs or threats) .3
- b- Monitoring and analysis of the internal environment: identifying and achieving strengths and weaknesses.

2. Strategic planning:

- a- Vision of the Organization (defining the Organization's future ambition).
- b- The organization's message (a general formulation of what the organization wants to achieve without quantifying or timing the extent of the investigation).
- c- Detailed objectives (main purposes): What the process of achieving the objectives

requires is quantitative and time-bound.

- d- Policies: General rules and instructions for the implementation of the Organization's work.
- e- Strategic plans (are comprehensive plans of how the Organization's mission and objectives are accomplished).

3. Formulation of the strategy:

It is the translation of the strategic plan into viable and operational strategies.

- a- **The Organization's overall strategy:** defining the overall course of the Organization.
- b- **Activity strategy:** This strategy focuses on the organization as an economic unit and its work is to sell a commodity or service for profit and often focuses on its relationship with competitors.
- c- **Job strategy:** sub-strategies that each unit of work must define for each of the Organization's functions (production strategy, operations, marketing, financial management).

4. Implementation of the strategy:

At this stage strategies are put into practice through programmes, budgets and working procedures.

5. Assesses the strategy and oversight of its implementation:

It is an accompanying process for events that take place both during and after implementation. These include:

- a- Setting performance standards.
- b- Identify procedures and processes periodically monitored.
- c- Store and provide information to compare with performance standards.
- d- Learning and building on results achieved. (Jaradat, Ahmad , & Ahmad , 2013, pp. 50-53)

IV. Women's Leadership

1. Feminist Leadership Concept

A range of characteristics and behaviors associated with women such as people development, role modeling, expectations and rewards, inspiration and decision-making that enable them to perform leadership tasks better than men

It was also defined as: a set of abilities and characteristics of women in the performance of leadership tasks such as motivation, encouragement of communication, and capacity to listen.

Kontz, Adonell and Erge defined leadership as the leader's influence in his subordinates to persuade them and urge them to contribute effectively to their efforts in the performance of cooperative activity. (Mariam, 2016, p. 20)

Dora has defined leadership as "the effective influence on the activity of organizers and its orientation towards the desired objectives. This function is to:

Encourage employees to create and innovate to achieve the desired goals, encourage them to think about autonomy, resolve their disputes and differences, delegate powers and allocate responsibilities to them as much as their powers and hold them accountable for results.

"That woman who possesses certain characteristics and advantages that make her take the risk of doing business, that woman who is responsible, entrepreneurial, risky and

flexible in management, aims to succeed and superiority. (Munira , 2012, p. 87)

2. Determinants of Women's Leadership

Women's success is summarized as follows:

- a- Ability to work: A determinant of women's success is their ability to work long hours and to use a flexible and dynamic pattern of management.
- b- Having a far-sighted view, a woman leader is characterized by the power of perception and sound expectation, as well as the strength of endurance and composure. (Mariam, 2016, p. 20)
- c- Entrepreneurship and decision-making: It is also a determinant of the success of women's leadership that we find the ability to initiate and make decisions because women are responsible and take risks, as well as free and independent thinking.
- d- Ability to succeed: A factor of optimism supported by thoughtful factual foundations must be available.

3. The Economic and Developmental Implications of Women's Leadership

Women's leadership plays an important role in the process of economic development, where its most important economic and development implications can be limited to:

- a- Operating: Women's leadership plays a significant role in the interest in working women. When women lead an institution, it can contribute to the employment of more women and thus increase employment among women, especially through the introduction of many jobs that are commensurate with women's work and thus reduce unemployment among women.
- b- Social Group: Women's leadership, on the other hand, contributes to the transformation from a wage-earning woman to a woman investing from an ordinary low-paid woman to a leader, official and investor .(Zina & Ebsam , p. 29)
- c- Income distribution: As society consists of two basic components: women and men, the problem of income distribution is one of the important problems we are seeking to resolve and achieve a fair distribution of income. Therefore, women's leadership is a distinct method of redistributing income among members of society by providing opportunities for all.
- d- Reducing city migration: When women lead a special project that serves the communities living in that region, this stabilizes the population and reduces the rate of internal migration of cities, as this is in the interests of both parties) The leader and the inhabitants of the region (on the one hand, to establish the presence of women leaders and to realize the success and potential of women, on the other hand, to employ women workers in the region and thereby raise the level of local development in the communities in which they live.

4. Explanatory trends in women's work

Like every social movement, feminist movements have penetrated different currents of thought. s position in society and to free women from this subordination to become active and participating elements of this society, There are several classifications of the feminist movement. In the early beginnings of the feminist movement, it was classified that there were three United States women's currents in 1970, first there are provincial feminists and they are meant to be liberal feminists of the National Women's

Organization. and then there are the politicians, that is, the women of the leftist group, and finally there is the radical feminist movement. (Hala, 2006, p. 84)

V. The most common classification, however, is that of the second wave of women, which divides it into:

1. Liberian feminist trend

It is a secular stream that did not seek to change from within. It saw religion as the main reason for the deterioration of the situation of women and inspired religion to enshrine the idea of patriarchy and give legitimacy to the idea of dividing the year and the special and supporting the view of women as wives and mothers only. and the presentation of a moral system justifying women's subordination and oppression, which poses a threat to the role of the Church in social control for its impact on an increasing number of women in Western societies who represent the majority of Church frequents s liberation movement as a result of the degradation or loss of women under the industrial revolution, Beyond that, women's social and political role lives, and if there are many writings that have raised women's issues and called for change since the 17th century, the 19th century represents the peak of this advocacy and its organization in the form of specific demands supported by a strong social movement. These trends initially worked within the framework of liberalism and sought to change by obtaining legal safeguards for women in the area of working conditions and political rights, especially voting. (Hiba , 2001, p. 48)

2. Marxist feminist trend

In the view of this trend, it is impossible for anyone, especially women, to have a genuine equal opportunity or opportunity in a caste society,

Where resources are provided by the underdeveloped quantity, reap their results and end up in the strong hands of the top, Therefore, it is the view of the proponents that women's persecution is represented and embedded in the Individual Property Act and therefore, if all women, not only the beneficiary or excepted summit, are destined to emancipate one day, The capitalist regime will end up being replaced by the communist regime, because under communism no one will be responsible for anyone. Or economically dependent on the other, because women will be independent of men and thus be levels, Class under socialists ensures that women avoid many of their suffering, as there is no special class for women and men, which is one of the certainty of their equality. (John & Steve , 2004, pp. 09-10)

3. Radical feminist trend

The women's movement in its twentieth century development has crystallized different demands and mechanisms The 1960s saw a transition from demanding legal guarantees to radical ideas about women, their role and their relationship with men, This was accompanied by the spread of radical socialist thought among Western intellectuals In particular, young people, like this, have moved beyond the realm of movement to the realm of ideological propaganda. and the climate created by the Women's Liberation Movement in the 1960s has led to strong participation by women in academia since the early 1970s, It seemed more practical to raise women's problems and to upload their issues through academic research, which some called a stage. "The problem of women in science", which was crystallized by the effort of women researchers in different fields of knowledge to begin with the early 1980s to talk about the problem of science in feminist

thought, i.e. the transition from ideology to ideology. (Hiba , 2001, p. 30)

VI. Relationship between Leadership Strategic Management and Women's Administration

1. Ideal leadership attributes to achieve strategic leadership

Women are of a special nature, which God distinguishes from men. Recent studies refer to a set of qualities that women have in leadership and are important: (Tariq Mohammed , 2005, pp. 210-213)

- a- Participation: such as consultation in decision-making process, participation in advice and guidance.
- b- Compassion: a sense of compassion and an appreciation of the needs and circumstances of others. This quality helps women to build genuine and honest relationships, which makes everyone love them and moves with them towards common goals with their desire.
- c- Communication: Women are more willing and open to dialogue in order to find solutions to problems in the same circumstances and consider communication and dialogue to be essential for the management of work.
- d- Team spirit: Women are more inclined to work in a team spirit, hire advisers and work in an organizational structure dominated by horizontal relationships and social participation in decision-making.

Women are more receptive to the principle of power trading, which prevents them from clinging to office and hindering change

2. Requirements for strategic management success under women's leadership

In the light of women's assumption of leadership positions today to run special projects that find themselves in the face of responsibilities, women must have key rules that form the basis of success factors. The requirements for women's success in leadership work are as follows: (Malak, 2015, pp. 118-120)

a- Technological Skills Development

The development of technological skills is a requirement for women's success in leadership work. Leading women are required to develop their technological skills and use them to expand their culture and develop their experience. This results in greater excellence in performance, production and keeping abreast of the times.

The information revolution has been linked to the strategic planning of development and development processes in various economic, productive, material and intellectual aspects. Accordingly, special requirements have arisen, namely, the acquisition and development of technological skills for the management of administrative processes and duty stations, and what they can benefit in product development or the creation of new production areas.

b- Management Briefing

As women leaders participate in policymaking and policymaking, they are called upon to make efforts to inform management because the elements of the Department of Labour are interdependent, highly communicative. From policy identification to plans and programmes to implement and finalize their review and division, Also, because good governance exceeds capital, many SMEs run by women under diverse supervision have not succeeded despite the availability of capital. And the reason is because of mismanagement and ignorance of the knowledge of dealing with groups and means,

There are also very successful experiences with medium or small capital overseen by competent women-led departments that have taken on management science.

c- Women leaders' knowledge of their rights and duties

When women assume leadership positions, they must know their rights and how to obtain them on the one hand, and on the other hand they must discharge their duties to the best of their ability.

3. Obstacles to strategic management under women's leadership

Women face many obstacles to leadership positions, including:

- a- Organizational problems: The management leader's perception of women's work, lack of conviction and confidence in their decisions, performance and inability to assume leadership responsibility, limited qualifications and managerial experience, and many and difficult work requirements.
- b- Personal problems: family conditions, lack of self-confidence, fear of failure, lack of motivation, desire for higher positions, lack of interest in women's self-education and skills development.
- c- Social problems: discrimination in treatment between men and women, society's perception of women's work and men's fear of women's competition.

VII. Conclusion:

From the research and through the presentation, we conclude that the subject addressed the phenomenon of women's leadership and how it can develop appropriate strategies to achieve optimal leadership. Leadership is a fundamental focus of all actions run by individuals both within organizations and groups.

Leadership is also based on strengthening social ties and relations within the organization and achieving the overall objectives of the group so as to increase its adherence, continuity and feminist leadership of important topics, especially among researchers and sociologists, as women by going beyond the intellectual deposits of habits, traditions and inferiority. She was able to break into all spheres of life, including work, and she was able to take responsibility and if she had a special distinction from a man in the way of leadership and management.

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