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## **GOOD STRATEGY OF MODERN MANAGEMENT**

This paper presents the attitudes of a successful management based on well-chosen strategies of leadership behaviour. An attitude of a leader of modern business contributes to the business success of a company more than all the other factors. The highest quality factors of the process determine the success of the product and service quality as measured by fundamentals such as price, quality and other values that include: flexibility, security, promptness of service, information and customer satisfaction in conditions of crisis management.

### **1. Introduction**

Modern management in today's business environment means business leadership approach to resolving all forms of crises which occur in business-production system.

The strategy is a pragmatic and scientific parameter of implementation of the success measured through business goals and policies. In the basis of determinants that specify a plan of implementation of necessary changes are forms of management and manager business skills in situations when the crisis is resolved.

Forms of business crisis are manifested through the business activities slowing down. Model of solving the business crisis is essentially possible, not only through the manifestation of attitude of management that the value of their own products or services for customers is higher than the invested money, where it is certainly that he will be credible, and is unlikely that the customer will cancel buying it.

In this case, the model for overcoming the crisis presented by given strategy is to put the unheeded business items on healthy feet.

Researches of large companies in the world show that the management of competing firms in the market seems credible, which means that they successfully and notably express their business strategy through two strategic factors for business, include: our **price** is an opportunity and we are of **the best quality**. This indicates that the competing companies are directed towards the same, and they all have right, too.

Is there a possibility in it for discovery of a good business philosophy?

We are searching for the answer in the key factor for the resolution of all forms of business crisis, and that in quality and attractive **information**. It is important for the management in their job to decide faster and more easily for the good start of all jobs in the process.

Basically, the following important question for management imposes which are the values that we can more offer to the customer?

## **2. Values - as a condition of survival in times of crisis**

Assuming that management knows the mathematics of business philosophy, as it is with price and quality of products and services as important factors, we have in mind an unreserved commitment of the special attention of management and managers.

Specifically, the strategic economy is clear and requires orientation to organizational measures of considering all the attitudes towards a new orientation. More detailed explanation of this process is related to facts showing that mathematics involves measurement of: unit costs, variable costs, fixed costs and other economic parameters of business built into the total cost.

For management experts, according to many studies, in time of business crisis price is the most important factor, but not the only one which should determine the total value of goods and services required by the customer.

Table 1 shows strategic key other - added and very important values for the customer.

Table 1. Added value as a basis to meet customer requirements

Added values	Customer
<ol style="list-style-type: none"> <li>1. Flexibility for specific requirements</li> <li>2. Security</li> <li>3. Promptness of service</li> <li>4. Feedback</li> </ol>	<ol style="list-style-type: none"> <li>1. Interactive business relationship between customer and manufacturer</li> <li>2. Customer's trust in business partner as a supplier and manufacturer</li> <li>3. Update and quality</li> <li>4. Efficiency and effectiveness of business</li> </ol>

Basically, it can be seen, that if the management is to work well it has to think that not the customers nor other target groups of consumers should take certain things as without saying, but the point is to find a way that is rational and efficient, so that all the values the manufacturer offers to the market are well reviewed, which means that it is of most significance for the customer to get all the information which are of self-interest for the successful growth and development of the company.

### 2.1 Strategy and crisis that strengthen brands

In times of business crisis customers worldwide, in fact, do not want and do not like to take risks. They love to buy products for which they are sure and for which they know they have a constantly high quality in accordance to all the requirements of international standards, and therefore, that these products are available with their prices for a large population.

If we follow the economic situation of business of companies in the world, some of them bring crisis in a comparative ratio like in 30's, because just as then, and now the crisis affected a large number of business and industrial companies in all business segments. Truly, many are worried if they have no brand.

How can those who do not have a strong brand in its product range survive?

In the situation in which many companies, small and medium-sized as well as large, lose customers, those companies with strong brand name still enjoy the confidence of customers. Customers believe in their emotions that they will not go wrong if they continue to use products of strong manufacturer that have achieved global brands, because they see a chance of that company to continue with successful business. Specifically, such companies can benefit in times of business crisis.

Having examples of experts in the world that made their brands popular (Nike, IBM, etc.), through presentation and implementation of its own business philosophy: "Just do it", zero defects, non-expense method and like, they see their coming out of the crisis in making brand, and brand is made by all employees. Strong experts from all around the world who have created successful companies say that the best people should be hired, and they should be found. They point out that brands that win are of those manufacturers with best employees. Brand can exclusively be reflected by those who win, people who made brand, gave life to it, maintain it and develop. Every brand manufacturer can be as good as a number of good people it hired, experts, competent, communicative, and flexible. All consumers generally use only brands of manufacturers that are trusted.

## 2.2 Evaluation of innovations

Research shows that many U.S. companies (over 80%) state that the key value and priority for modern business is innovation. One of the key goals of every modern company should be an increase of innovation performances and innovation of its employees in order to gain advantage over the competition, in terms of increase in total profits and market share.

This task increases the company's development. Increasing the innovative performances is a priority and a big struggle of modern management and managers. This justifies the fact that companies are structured from the challenges for modern organizational culture and business strategy that rapidly aims to successfully maintain the continuity of their efficiency, reduce of the costs, and other important **values**.

Brand in "crisis" must be prepared for any changes in the environment, as well for the modernization as for transformation of the existing formed shape. The key to success in the market environment is linked to the strategic objective focused on innovation and completely new forms of products and services created on basis of inventions. Table 2 gives the basic characteristics of a good product that achieved the highest performances and characteristics of customers as consumers of that brand.

Table 2. Strategy of a good product with basic characteristics of the two entities

Marketing	Customers
<ol style="list-style-type: none"> <li>1. Innovative brand as a condition for the success of a company</li> <li>2. Consumption and sales</li> <li>3. Constant product quality</li> <li>4. An excellent product as an <b>added value</b> on which customers are willing to spend money</li> </ol>	<ol style="list-style-type: none"> <li>1. Backed by good products and customers of that product</li> <li>2. Satisfaction of use</li> <li>3. The belief of customers in good quality</li> <li>4. Customers spend more than on similar non-branded products</li> </ol>

A good position of a **strategic intent** of a company was formed on the premise that the most quality products are not created with the idea to achieve that reputation in a competitive market, but on profitable product and service, and company to support and implement this idea in practice.

Achieving such a state of business is actually completely achieved goal of a company and a great marketing success in this, because this moment is actually a state in which the information is disclosed, that the whole world knows for this. Every marketing move is actually a created firm ground on which to build the best marketing ventures, when an advertising itself tends to promote products every time.

### 3. The basics of strategic intent for survival in times of crisis

In order for organizations, companies to survive and do business successfully in a time of crisis, it is necessary to implement five key business characteristics in its plan (Table 3).

Table 3. Strategic intent for survival in a crisis

Strategic intent	Goal
<ol style="list-style-type: none"> <li>1. Maintain perspective</li> <li>2. Constant research of potential new customers</li> <li>3. Focus on solving problems, not on the price for this product</li> <li>4. Good relations with customers are the key to guaranteed success</li> <li>5. Strategic intent implies a good opportunity</li> </ol>	<ul style="list-style-type: none"> <li>&lt;Clear communication</li> <li>&lt;Constant presentation of the value of the product or services we give the customer</li> <li>&lt;Focus on how much the value of goods can reduce customer operating costs</li> <li>&lt;Open discussion with colleagues about the value of products and services</li> <li>&lt;Synergetic relationship between company management and customer</li> </ul>

### Strategy of creative leaders to competitiveness

The strategy of creating new ideas that will fundamentally contribute to the business development and steady state of companies for leaders is of crucial significance.

How to realize innovative ideas in the field of leadership?

- **First**, the leaders of this type tend their organization always to be focused on activities of creating new ideas.
- **Second**, organizations he leads are in the integration and interaction with customers, including continuous learning from them.
- **Third**, the attitude of a leader is for **all** to be involved in a continuous learning and education on that route
- **Fourth**, introducing successful changes is of essential importance.

To implement and deploy innovative and profitable changes in the company plays an important role:

1. Type of creative leader
2. Creative intelligence of leader.

Table 4 provides the main factors that determine the creativity of leader and their innovative potential.

Table 4 Creativity and inspiration of leader

Factors of leader's creativity	Results in the company
<ul style="list-style-type: none"> <li>* Creative intelligence</li> <li>* Intuitive and creative intelligence</li> <li>* Stiffness of the onset of the leaders</li>   <li>* Openness to organizational climate and culture</li> <li>* Limitations of the issues of technical activities</li> <li>* Clear insight into future needs and possibilities</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Innovation of the leader themselves and other participants</li> <li>&gt; The changes are introduced after the announcement of a new state</li> <li>&gt; The inspiration for the changes manifested through meetings about the importance and need for these changes</li> <li>&gt; Confidence rules in general environment</li> <li>&gt; Do not overlook the needs of people, a consequence would be a reluctance to change</li> <li>&gt; Because of it the current problems must not be ignored</li> </ul>

Bearing in mind the fact that successful leadership must be understood by all the participants in process, in the first place is a **commitment** of all the employees for these processes. For the environment in which the company operates and for the markets, especially important are: creativity, knowledge and new ideas which leader must present to the public, and all participants of the business process - stakeholders.

#### 4. CONCLUSION

Leader, manager and entrepreneur are compact trinity without which no modern business strategy would be successful. Most important strategies given in this

context clearly reflect directions of changes which firms or companies in our country and worldwide should take. Business crisis creates a stronger business attitudes and decisions which leaders know, and tend to achieve this goal, growth and development of their business success. Competitive abilities are measured with aggressive marketing that sets the good decisions and which are implemented in well-selected strategic intents. Competition and customers are the most important factors of successful marketing and successful business strategy.

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