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Agric. Econ. – Czech

Štůsek J., Ulrych L.: Strategic thinking in the management of agribusinessu companies

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This scientific paper shows the partial results of the research project GAČR 402/05/2697, focussing on the analysis of a questionnaire survey and the creation of strategic thinking models of decision making. The partial analysis of the questionnaire survey results was used for designing the basic structure of the

required dependencies in the form of a decision tree. On the basis of the tree, requirements for designing the system of strategic thinking models were deduced. These requirements are reflected in the functional model, the data model and in the status diagram. These models will present an instrument suitable for supporting strategic decision making.

Keywords:

strategic thinking, strategic management, strategies, models of strategic thinking, competitive advantage

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