

RESEARCH ON SUSTAINABLE BUSINESS STRATEGIES AND RISK MANAGEMENT UNDER THE DRIVING FORCE OF GLOBALISATION

ABSTRACT

The PhD thesis assesses the problems to develop a new organisational structure that is sufficiently flexible to meet the needs firms of all sizes and sectors, and which will reflect the reality of opportunity and risk, whilst enabling sustainable business performance to be accomplished. Based on literature research the author evaluated the current trends for business strategies in the context of risk management and the knowledge in the field.

The author accomplished his own empirical studies within the last three years. Several areas were the focus within these studies for example as organisational structure, processes, risk management. The author developed studies relating to organisational structure in the context of effectiveness of individual established structures in a global setting, the importance of governance, the manner in which processes and risk management are shaped by the selected organisational structure and their size of the firm. Furthermore researches are presented by the author to determine the interrelationship between organisational structure, process and risk management. The studies examine the effectiveness of the commonly employed organisational structure in the context of globalisation, and determine the importance of good governance associated with an organisational structure. The research appraised how process interaction management is associated with risk and with the structure of the company. Risk management is the focus of the final studies which comprise a critical assessment of the process risk management in a medium size company, determination of risk management in an organisational context and risk management in context of supplier.

The research was able to conclude that the agile organisation was more risk aware and likely to mitigate it effectively through significant contact networks. Hence, the thesis suggests that organisations should select their organisational legal form, command and control preference, growth strategy, corporate governance model and types and levels of internal and external contacts on the basis of its risk preferences.

Keywords: Business Strategies, Sustainable Business, Risk Management, Process Management, Organisational Structure, Corporate Governance, Agile Organisation, Modularisation, Knowledge Intensive Business Strategies, Outsourcing, Backsourcing, Globalisation

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Bucharest, June 2018