Accepted Manuscript

Supporting Strategy using System Dynamics

Juan Pablo Torres, Martin Kunc, Frances O'Brien

PII: \$0377-2217(17)30053-X DOI: 10.1016/j.ejor.2017.01.018

Reference: EOR 14199

To appear in: European Journal of Operational Research

Received date: 9 October 2015 Revised date: 6 January 2017 Accepted date: 10 January 2017



Please cite this article as: Juan Pablo Torres, Martin Kunc, Frances O'Brien, Supporting Strategy using System Dynamics, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.01.018

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

ACCEPTED MANUSCRIPT

Highlights

- The paper presents protocol for supporting strategy development via system dynamics (SD) modeling
- The protocol generates scenarios of alternative strategic situations organizations face
- SD modeling improves performance when a facilitation process with the
 CEO generates strategic options
- The paper reports on the effectiveness of the protocol one year after the protocol was used with 5 CEOs

Download English Version:

https://daneshyari.com/en/article/4959684

Download Persian Version:

https://daneshyari.com/article/4959684

<u>Daneshyari.com</u>