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## An Investigation on Strategic Management Success Factors in an Educational Complex

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### Abstract

One of the topics that has received an increasing attention in the last two decades is the need and importance of educational transformations and changes. Identifying and recognizing the starting point of this transformation and strategic management success factors attracted a great deal of attention. This study aims to investigate strategic management success factors in an educational complex. It is considered that strategic management should be proposed in productive and commercial institutes and enterprises, while the schools as institutes that human beings are their main inputs and outputs are the best options for the implementation of strategic management. The added values of schools are knowledge, skill, and awareness which require scientific purposeful planning to change into a high-performing school. Strategic management in schools influences on their planning, predicting changes, and managing. They also can take advantages of the existing threats, turn them into opportunities, and use all school resources to utilize the opportunities through recognizing environmental opportunities. Putting everyone in properly determined position encourages staff to perform their jobs and duties properly and makes them motivated.

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### 1. Introduction

In the most societies, an institution which is known to train future human resources or next generation is Department of Education and Training. Sociologists believe that making people more sociable, training more

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desirable citizens, producing skilled and efficient human resources, and training highly skilled economists depends more on the investment in universal education.

In fact, Department of Education and Training is an institution that pays particular attention to transforming an ordinary man into perfect man and promotes cultural, social, and political developments (Navid Adham, 2012). The importance and impact of this institution in growth and development of hidden talents is not hidden to anybody in society. Nowadays, the main training center for kids, are schools, so that the students learn correct way of life and the way of looking at the world and other people in this environments. Most of those who work in the field of education and training including teachers, administrators, trustees, learners, parents, employers and other community members know that education and training must be transformed. Making fundamental changes and transformations is an undeniable issue in our education and training system, because our society, students, local communities, and values have changed significantly over the last few years while our educational system is still the same for those students and local communities. Given the fast-changing world, previous patterns education and management lost their effectiveness and do not meet the increasingly needs and demands of today's society. Therefore, minor changes cannot make transformation in the educational system for instance adding or removing a lesson in the curriculum or putting one or more courses cannot meet the competitiveness needs of the workforce in today's turbulent world. Training characteristics such as labor discipline, self-sufficiency, and citizenship education need curriculum planning and strategic educational planning from strategic perspective (Kaufman & Herman, 1991). Considering the direct relationship between people's life and fate and the future of their country if an accurate management is taken, a bright future will be ahead; otherwise, many problems such as degradation of one or more human lives, delivering individuals with undesirable behaviors to the society, dropout or academic failure, appearing psychological and behavioral problems among students and parents, delay in doing things, absence of security and peace of mind in the school will appear in schools. Our graduate students as our potential future managers do not often learn social and cultural skills appropriately and therefore they cannot learn the basic principles of management in their schools that's why a new systematic approach to strategic management in schools is considered as an undeniable issue. With development of such kind of management system in schools, a particular perspective can be made which finally leads to progress (Ariazand, 2011). Strategic management in schools which are located in developed countries has been effective for developing improve the school is effective. Also in the schools implement strategic management helps to clarify the future direction (Kisembe & Were, 2014).

## **2. The Review of Literature**

The use of strategic management in many areas has been able to increase the efficiency of institutions and centers and plays an effective role in their success. William Darden from Hershey National Track Company takes its success into account of strategic management. Alfred Thomas Chandler, professor at Harvard University, published its studies over large American corporations and explained their senior executive managers' strategic decision-making process. He also demonstrated that how strategic decisions can lead to excel in a competitive environment (Fardar, 2000; Ghaffarian & Zavareh, 2011). The results have revealed that the use of strategic management increase the efficiency of car companies, for example Bahman Khodro Company increased the number of its produced cars up to 6000 units in 2013. Furthermore, customer satisfaction level increased to 73 per cent in this year.

Design and implementation of strategic management can be considered as a major step in the management of agricultural sector of the country and improve the economy of rural areas as well as country's export sector and bringing foreign currency, for example lack of long-term planning in the country's tea industry causes that only 100 to 110 from 177 tea factories in Gilan and Mazandaran become active in 2008 and the rest (about 40 per cent of tea factories) have been closed or worked part-time (Naseri, Moradi, & Malihi, 2008). Moreover, the research of Council of Agriculture and Natural Resources showed that we can reduce the water use from 40 to 50 through implementing and operationalizing strategic plans can reduce water use from 40 to 50 percent (Shahrestani, 2015). Education is one of the most important topics in the field of education; therefore, much research has been done on the development of strategic management at educational centers. The impact of the strategic management on higher education system includes content, teachers' capabilities, teaching methods, assessment of academic achievement, academic resources, and physical environment of universities (Shahab Fard, Arab Mokhtari, & Rajae Pour, 2010).

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