

# The Effect of Strategic Flexibility on Business Sustainability.

**Dr. Ally Abouabas, MPM PhD.**

The theory of strategic flexibility served to advance understanding of the ability of marketing leaders to adapt to internal and external change by rapidly responding to also mitigating risks. The conceptual framework of strategic flexibility stressed the importance to customize resources quickly to respond to internal and environmental change. Companies with higher strategic flexibility are adaptive and capable of marshalling its resources to also counteract to competitor maneuvers. Firms with lower strategic flexibility often in contrast often lack the ability to adapt to changing situations and environment.



Many strategists have stressed the importance of strategic flexibility within the organization at the level of planning, development, and technology, and to embrace change. Some strategists have linked adaptive capabilities to organizational structure and development process within the organization. Instilling a strategic flexibility disposition, is often associated

with fostering and innovative culture that limits resistance to change and promotes an organization structure of less complexity, which often bodes well for the management to focus on new opportunities.

Strategic flexibility could be connected to various functional areas within the organization such as management, marketing, operation, and finance. A high level of strategic flexibility capability contributes to long-term sustainability and growth of any organization and build a maturity level for the ecosystem. Companies with high level of strategic flexibility can respond quickly to changing environments through the adjustment of organizational learning and innovation, which gives the organization longevity. To achieve efficient strategic flexibility, business innovators requires a nuanced assessment of the relationship between structural changes, managerial awareness, and change control. Researchers stressed the importance of building strategic flexibility in an organization to achieve competitive advantage, agility, and adaptive capabilities to the realities of the environment in which it operates in. In the context of the organization, leaders' style and efficient knowledge management are fundamental to strategic flexibility success.

Among the different concepts of strategic flexibility, managerial perspectives and leader responsibilities often play an important role in reacting rapidly to current and emerging environmental change. The strategic flexibility capability, therefore, helps managers and decision-makers to build an environment with higher degrees of productivity. Innovative leaders often seek to extend the organization activities by exploring novel opportunities and creating strategic options, therefore, enhancing strategic flexibility. Increasing external social networking with top managers of other companies in the same industry enable leaders to be aware of the

valuable information, knowledge, available resources that can utilize to mitigate uncertainties and help make the right decisions. The operational flexibilities within an organization are related to the ability and knowledge of leaders to acquire resources to provide a base for any company to practice strategic flexibility, as it would require to re-employ resources in accordance with the strategic change. Managers who command significantly greater resources need to have comprehensive knowledge and understanding on the advantages of implementing strategic flexibility to make appropriate decisions.

Innovative marketing strategies are considered as one of the core concepts for companies to maintain sustainability. The success of such decisions related to marketing strategies usually hinges on the manager's sophisticated awareness of local regulations, resources, and customers preferences as well as desire to make necessary adaptations. Firm can maintain an adequate level of flexibility in marketing strategies through developing new products, entering new markets, and modifying products according to the demand of the changing market; however, the success of this strategy depends on whether the company has sufficient financial resources. As a result, the application of strategic flexibility is the key to success for the implementation of marketing strategies because it improves customers' satisfaction, creates higher customer value, and raises a company's success stakes in markets.