

Effectiveness of strategic management in reaching organizational goals: the case of Sri Lanka Telecom

Strategic management that considers changes and development in the business environment uses a complex and detailed analysis of the organization and its interrelations with the business environment. In contrast, conventional management approaches focus mainly on the internal details of the organization. Sri Lanka Telecom was brought under new management and to evaluate their effectiveness in reaching organizational goals. Case study approach was used to conduct the stud. Data were collected through interviews the senior management.

Sri Lanka Telecom, after privatization has identified several new organizational goals. The principal focus of these goals is identified as increased customer satisfactions, contributing to economic and social development of the country and maintaining higher employees' satisfaction. The company introduced new strategies to reach these goals. It has changed its organizational structure to suit the modern competitive business environment and also introduced new products. Increased employee satisfaction also has facilitated implementing new strategies and helped reaching new goals. Number of new telephone connections made per year has recorded an increase of 200 percent from the level before the new management is one indicator to show the increased efficiency of the organization. The study shows that the company has successfully used strategic management techniques to increase efficiency of management and to reach the organizational objectives.