

Journal



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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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Enterprise strategy and Communication strategy: What kind of link?

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Abstract

This study deals with the communication strategy in association with the enterprise strategy, shedding light on definitions of the strategy concepts, communication strategy and enterprise strategy, as well as showing the leading role of the enterprise in modern society as being an essential and a fundamental element of the global economy which has emerged all over the world since the nineties of the twentieth century and ever since the emergence of the information society, the spread of information and communication technologies, and the collapse of the Soviet Union in 1991. In that period emerged the phenomenon of globalization and the overwhelming role of multinational companies.

Communication strategy is tightly linked to the enterprise strategy and is determined by the nature and targets of the enterprise strategy. They are rather in coherence, in order to achieve its objectives. Nevertheless, the variability of communication strategies depends on the enterprise global strategy, and its major objectives.

Strategy requires leadership. Therefore, leading a state, an enterprise or an organization demands strategic thinking in order to realize strategic management as a field of implementation through strategic planning, that will regulate the way to achieve their aims.

Enterprise strategy and communication strategy are closely linked by the strategic thinking, involving rationalization. And since strategy is real planning, it represents an objective process- that is a kind of rationalization.

It is obvious that developed countries have assimilated strategic thinking in contrast with developing countries which have failed to adopt the same way of thinking. Those emerged countries which Immanuel Wallerstein calls in his

“World System Theory”⁽¹⁾ - "marginal countries" are living rational crisis. Hence, strategic thinking represents a real gap between developed and developing countries. It is, indeed, a deep fault line. All kinds of communication strategies lead to development and prosperity at both national and international level.

Thus, strategy changes not only the face value of the enterprise but also the face value of the world. Strategy is the path and the format in which change occurs.

Whatever the type of strategy, the enterprise has become in modern era the backbone of the community. Yet, both the State and the world, are rather based on enterprises, which is important regardless of the approaches and curricula that are taught.

Aim of the study:

This study is important since it is dealing with one of strategic thinking issues that has been growing in the last quarter-century, and gaining new dimensions. Many are considering “strategic planning” a historical evidence; this way of thinking has appeared at institutional, national and international levels.

Strategies differ in terms of enterprise nature, objectives and means. Thus, communication strategy and enterprise strategy are closely and structurally linked.

On the national side, many countries all over the world have fixed strategies, insights and growth plans. They have also formulated communication strategies in order to create a positive image in the international community, for example, the United Arab Emirates strategy "Vision 2021", "Bahrain Economic Vision 2030", "Qatar National Vision 2030", and others.

Internationally, the United Nations Organization fixed in its Millennium report the big lines to reduce the significant imbalance in the rates of development among the countries all over the world to combat problems that still damage humanity.

There is no need to recognize that developed countries have assimilated strategic thinking and that developing countries are seeking to assimilate the same way of thinking. These emerging countries live a rational crisis. Thus, strategy changes not only the face value of the enterprise but also the face value of the world. Strategy is the path and the format in which change occurs.

⁽¹⁾ Immanuel Wallerstein (1930 - ...) , The world of US meeting , the owner of the global system theory (world- System Theory) that divides the world into three categories: the category of the central countries , and the category of quasi- central countries , and the category of peripheral countries