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Title of Abstract / Judul Abstrak

COMPETITIVE STRATEGY IMPLEMENTATION
THROUGH AGILITY ON COMPANY PERFORMANCE
(Study on Indonesian Telecommunications Companies)

Enter Abstract

As telecommunication companies are transforming, the competition is increasing. This is translated into uncertainty and a higher focus on setting the right strategic direction for the company. The telecommunication sector has been a driver of change and innovation in the economy. It is on a continuous exponential trend, setting new directions for the business environment. To outline the findings of the paper, the author uses a statistical analysis using SmartPLS. To capture the opinion of the respondents, the author has created a survey and shared it with 144 professionals who are part of Telecommunication organizations in Indonesia that are listed as public companies consisting of PT Telkom Tbk, PT XL Axiata Tbk, PT Indosat Ooredoo Hutchison Tbk and PT Smartfren Telecom Tbk including their subsidiaries that understand Agile way of working. As a result, this study shows that competitive strategies have a positive relationship but are not significant to the Company's performance, competitive strategies have a positive relationship and significant relationship to agility, and agility has a positive relationship and significant relationship to Company Performance. Managerial implication from this paper encourages the Company to commit to the operationalized agile way of working to able to survive in competition on VUCA dynamics. Furthermore, this research would like to recommend telecommunication industry implement agility as a way of working to establish comprehensive governance to ensure the sustainability of the program and to ensure prolonged significant positive outcomes on company performance.

Enter Keywords

Competitive strategy, Agile, Agility, Agile way of working, Performance, Telecommunication, VUCA








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	<p>Approve</p>	Friday, August 11, 2023
 Notification	Email sent. (Letter of Acceptance - Conference NCBF/ICBF 2023) batara.ms@ibs.ac.id	Friday, August 11, 2023
 Notification	Email sent. (Abstract Submission NCBF/ICBF Conference 2023 PDF) arif.bahtiar@ibs.ac.id	Friday, August 11, 2023