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Postgraduate degree in e-business ISEG
Over 18 years experience in management consulting in organizational and operational efficiency, quality and monitoring systems.

Sustainable Competitiveness Model

Researcher and PhD student in UNIDEMI



R&D Unit in Mechanical and Industrial Engineering

Objectives

The objective is to develop an integrated framework covering from strategic planning to operational monitoring, concerning a sustainable competitiveness approach. Aims to answer if it is possible to create an integrated tool that allows the co-existence of principles of strategic planning, of approaches to increase competitiveness and of evaluation models, in order to:

- reduce the effort of strategic thinking and increase their effectiveness (avoid hesitations, duplication / overlap, loss of focus);
- reduce / eliminate the need / difficulty in deciding what the most appropriate approach; and
- become the excellence models more action oriented and contribute to up-grade the BSC model.

Methodology

The methodology is based on an inductive approach.

The research involves the realization of questionnaires to companies in several sectors (public and private) to assess about their maturity level of monitoring and determine which models and tools they use most for their strategic planning, their performance evaluation and their competitiveness increase.

It is also planned to interview some senior managers from these companies to validate the information collected.

Additionally focus groups will be conducted with top managers from the most recognized portuguese companies to validate the hypotheses and the proposed integrated model, in terms of added value and usability of the solution.

Expected Results

It is expected to achieve the following results:

- Readiness Diagnosis;
- Characterization of national companies about maturity in monitoring
- Sustainable Competitiveness Model, with:
 - Sustainable Competitiveness Matrix;
 - Strategic mapping structure (merge between excellence models and BSC approach);
- Integrated structure of types of indicators; and
- Implementation Guide.

Funding:

The Challenge

Integration of strategic planning tools



Integration of evaluation and monitoring models



Integration of principles and approaches that increase competitiveness

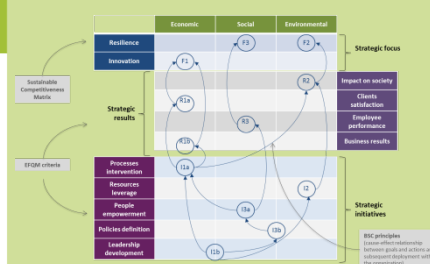


The model

New assumption of competitiveness concept



Strategic mapping



The system

