

EXTENDED ABSTRACT

TREND TRACKING APPROACHES: A CRITICAL OVERVIEW AND POSSIBLE INTEGRATION BETWEEN INTERNAL AND EXTERNAL ENVIRONMENT

Resumo

Esta dissertação discute a relação entre as tendências, o ambiente interno da organização e como se preparar para o futuro que está por vir. Ela apresenta as definições mais aceitas da área de foresight, propõe um esquema teórico baseado no VUCA, STEEP e sua aplicação em uma organização real do setor da banca. O objetivo é ajudar as organizações a perceber seu ambiente e alinhar da melhor forma as ações para um futuro incerto.

Palavras-chave : Foresight; Competitive Intelligence; Strategic planning

Abstract

This thesis discusses the relation between the trends, the organization's internal environment and how to prepare for the future that lies ahead. It presents the most accepted definitions of foresight area, proposes a theoretical framework based on VUCA, STEEP and its application in a real organization of the banking sector. The objective is to help organizations understand their environment and better align the actions to an uncertain future.

Keywords : Foresight; Competitive Intelligence; Strategic planning

Introduction

With the world in constant change and the large amount of information available, strategic decision making and managerial action is becoming complex (Mühlroth and Grottke, 2018). Companies need to face an environment that is subject to constant change that could become threats or opportunities of growth (Ansoff, 1975). Although it is not possible to predict the future, given enough warning, the company should be able to avert the threat or seize the opportunity.

Objectives: Provide a powerful tool to the organizations and decision makers to help in the creation of a solid strategic plan aligned with the future.

Methodology: The research paradigm follows a social constructivism approach through the interpretative framework, where the particular meanings of the Trend Tracking framework proposed were developed based on individual understanding and experience, as defined by (Creswell, 2013).

Conclusion: The results of the framework application indicate that it is possible to analyse the organization's world by making a correlation between the VUCA predominant environment, trend classification and available information. All combined to generate valuable commitments aligned to the future. A powerful competitive intelligence tool to decision-makers.

REFERENCES

Ansoff, H. I. (1975) 'Managing Strategic Surprise by Response to Weak Signals.', *California Management Review*, 18(2), pp. 21–33.

Creswell, J. W. (2013) *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Thousand Oaks, CA: Sage Publications, Inc.

Mühlroth, C. and Grottke, M. (2018) 'A systematic literature review of mining weak signals and trends for corporate foresight', *Journal of Business Economics*, pp. 1–45. doi: 10.1007/s11573-018-0898-4.