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# **Analyses of Strategic Institutionalization: The Emerging Integration of Strategic Conceptualization and Strategic Operationalization**

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## **EXECUTIVE SUMMARY**

*The basic purpose for writing this conceptual article is to compare the Traditional Strategic Management Model (TSMM) with the Modern Strategic Management Model (MSMM) in order to propose an upgraded version of this process. The binomial relationship between strategic conceptualization and strategic operationalization is suggested to be integrated as one of the last links or stages in the new model which we name Strategic Institutionalization. Within the domain of an analytical paradigm setting, establishing a largely extended strategy of a company (or an institution), defining the proper organizational structure, and integrating these functional areas within the contextual boundaries of organizational hierarchical settings would enhance synergistic competitiveness in the marketplace. It is perceivable to enhance the success of the MSMM integration in order to facilitate the institutionalized successful operations. Therefore, we first, present a conceptualized brief description of the TSMM process and then a constructive criticism of this model is presented. We then explain why and how a new enhancement process is needed - the relationship between these twin brothers of the family of Strategic Management and Strategic Planning.*

Keywords: Strategic Institutionalization, Strategic Conceptualization, Strategic Operationalization, Strategic Structuralization, Strategic