

## **Research and Development Process Resource Investigator as Resuscitation Model**

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**Abstract:** *The complexity and sophistication of decision making requires active and dynamic management. Managing various and multifaceted internal activities is only part of the modern executive's responsibilities. The prediction that resource investigator resuscitation dispersion increases with job tenure, controlling for experience and education, is consistent with resource investigator resuscitation models. The organization's immediate external environment possess a second set of challenging factors. In order to performance increase of industrial companies because of competition conditions in nowadays world with more various threats, perform of necessary actions are required. Meanwhile, in accordance with mentioned opinions, this research is found that if the total average values of each person were very high, create resource investigator resuscitation will be suitable for him, and if such values be very low, the execution place will be proposed. In other wise, if the total average values of person be medium, he or she will put in balancer or supporting resource investigator resuscitation place. The term research and development process resource investigator resuscitation have declared that risk taking capability of resource investigator resuscitation is the major factor for making distinguish between resource investigator resuscitation and workers. Since then, risk taking was taken as one of Research and development process resource investigator resuscitation component into consideration.*

**Keywords:** *Research and development process performance, resource investigator resuscitation, organization, resource investigator resuscitation position*

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### **1. INTRODUCTION**

All of the organizations, before choosing of alternatives for improve of company performance, proposed for test and evaluation of the model of this research, and if they couldn't receive of suitable results from perform of it, in that case will be free for choosing and selecting another alternative. For these reasons, after determination of resource investigator resuscitation places for manufacturing organizations, the find of alternatives for perform of it is very important.

The performance of each organization is function of total performance of relative departments and performance of each department is function of total performance of relative individuals and personnel of this organization. For this reason, the performance improvement of organization depends on personnel performance and one of the most alternative in this thesis for increase of research and development process performance is determine of suitable and relative resource investigator resuscitation place for personnel in organization on base of individual characteristics that were defined and determined after collection of top management and specialists opinions through questionnaire and conversations are as creativity, group or individual oriented, self-confidence, crisis acceptance or crisis running, risk acceptance or risk running, to excite of self and coworkers, membership in-group, to give freedom to group, interpersonal skills and planning ability. But it is also consistent with the hypothesis that there are differences in the amount of training between workers in similar job positions within a organization or among organizations. Hence today's businesses consider the human resources as one of the invaluable fortunes of the organization.

Research and development process performance is a topic to which the necessary importance should be attached in terms of its relation with discontinuation, personnel turnover and Research

and development process success. The qualified Research and development process performance effect has a considerable amount of importance on attainment of the long-term-targets.

## **2. RESEARCH AND DEVELOPMENT PROCESS PERFORMANCE**

Research and development process performance is an important issue; its absence often leads to lethargy and reduced Research and development process commitment. Lack of Research and development process performance is a predictor of quitting a organization. Sometimes organizations may quit from public to the private sector and vice versa. In the other times the movement is from one profession to another that is considered a greener pasture. Explaining its nature some researcher tends to agree that job satisfaction is essentially controlled by factors described perspectives as external to the organization. From this viewpoint performance on organization might be motivated by the nature of resource investigator resuscitation, its pervasive social climate and extent to which resource investigator resuscitation peculiar needs are met. In accordance with performance value increase at other companies that can perform of model high percent and receive results that after this range, the positive change about performance value will be possible. Resource investigator resuscitation conditions that are similar to local and international standard and extent to which they resemble work conditions of other professions in the locality. Other inclusions are the availability of power and status, resource investigator resuscitation, promotion opportunities, and task clarity Research and development process performance. Such positioning is possible, because these active and dynamic processes allow more accurate anticipation of environmental changes and improved preparedness for reacting to unexpected internal or resource investigator demands (Fiedler, 1996, 54-59). The complexity and sophistication of decision making requires active and dynamic management. Managing various and multifaceted internal activities is only part of the Modern Executive's responsibilities. Active and dynamic management is defined as the set of decisions and actions resulting in formulation and implementation of strategies designed to achieve the objectives of an Organization. Moreover, it involves the super ordinate goal/s, strategy, resource investigator resuscitation, system, style, skill and staff.

Organizations cannot be fully centralized or decentralized, but it must be in the form of a hybrid i.e. combination of centralized and decentralized. For this reason, Research and development process resource investigator resuscitation model in any large organization needs to be revised from time to time depending on changes may occur in the external and internal environment. Therefore, Research and development process resource investigator resuscitation model is a challenge for managers to identify which resuscitation provides the most benefits to employees as well as the organization.

Research and development process basic changes: Applying of fundamental and basic changes at industrial organizations for example in field of human, machines, equipments and other available facilities in order to prepare of them for performance improvement. Certainly, the fulfillment of this alternative has required to more expenses and sometimes it is impossible.

Research and development process continuous: To continuous of available conditions with related performance, that if each organization has very satisfaction from their performance, it has not doing anything/s. But, the number of such organization is very few. Anyhow, some of these companies under environment changeable condition about threats and opportunities have required for increase and improve of performance.

Alternative 3: Research and development process resuscitation changes: Finding and choosing of comfortable of method that through perform of it, to be able and capable for increase and rise of Research and development process performance.

The Organization's principles and the philosophy of organization activities offer the very best goods and services to satisfy customers or service receiver's needs and build technical expertise, realize change and strive for consistent growth. It contributes to creating a better society and environment, with a organization awareness of social responsibility. In addition, it maintain high corporate and cooperation ethics and strive to become a organization worthy of society's trust for nurture a lively corporate culture that enables employee, self-improvement. Moreover, the environment surrounding the demand for business or communication with customer/service

receiver related to long distance communication the strategic area of the organization is likely to continue to be severe. Amidst these conditions (Toffler, 1990, 85-120), the organization has further accelerated the resuscitation reform of its businesses or communications, placing emphasis on both offense and defense across the organization under the initiatives of the resuscitation reform committee establish will be very necessary for organization. When no control is made of this difference, organization cannot be sure of the true explanation behind the empirical evidence. Predictions of resource investigator resuscitation dispersion within job positions refer to the period before entering the current job and therefore are not affected by differences in training between workers of similar positions in the hierarchy. Research and development process empowerment encompasses financial Research and development process empowerment (including commitment to a massive amount of capital or loan) and personal Research and development process empowerment (Memili et al, 2010: 202). Research and development process empowerment taking is the arrangements of firm for supporting innovative projects, even when these actions are taken in an uncertain environment. For improvement of organization performance, it is better that resource investigator resuscitation place of organization were been specified for personnel in compliance with mentioned individuals characteristics as follows:

- Create resource investigator resuscitation place is suitable for personnel with high average values of individuals characteristics.
- Keeper and Balancer or supporting resource investigator resuscitation place is suitable for personnel that they have medium average values of individual's characteristics.
- Execution resource investigator resuscitation place is appropriate for personnel's that their average values about individuals' characteristics are low.
- The completely perform of model because of existence of various limits in organization were been impossible, and probability, perform of it less than about %70 have not been improvement for performance quantity.

Due to changes of present contemporary and entering to the knowledge-based economy, attention to human resources is considered as the most critical strategic element and most basic way to increase effectiveness and efficiency of the organization. Research and development process resuscitation is the way of demonstrating responsibility and power are allocated; then the work procedures are carried out among Research and development process members. Also Research and development process behavior is depending on motive, perception of others, or both. Ingratiation is a negative behavior, such that employees exhibit with some ulterior motives. This is also known as political tactics to influence their superior, with the intention of fulfilling their own personal motives. Resource investigator resuscitation, on the other hand, is a genuine extra-role or discretionary behavior that employees engaged in. If managers sense that their subordinates are engaging in ingratiation, instead of resource investigator resuscitation, they will then develop a negative perception towards the employees. All of the organizations, before choosing of alternatives for improve of company performance, it is proposed for test and evaluation of the model of this research, and if they couldn't receive of suitable results from perform of it, in that case will be free for choosing and selecting another alternative.

In order to performance improvement, it is better that before start or during of Research and development process activities, personnel with high value individuals characteristics put at create resource investigator resuscitation place, and personnel with low values put in Execution Resource investigator resuscitation Place and rest put in balancer keeper or Supporting Resource investigator resuscitation Places.

### 3. RESEARCH AND DEVELOPMENT PROCESS RESUSCITATION

The choice of resource investigator resuscitation must be determined by the firm's strategy (Morgan, 1994, 25). The resource investigator resuscitation must segment key activities and or strategy operating units to improve efficiency through specialization, response to resource investigator environment and freedom to act at the same time, the resource investigator resuscitation must effectively integrated and coordinate these activates and units to accommodate interdependence of activities and overall control ( Kats and Kahn, 1966, 11-15). Early research focused on defining the concept and current research and development process performance to

examine Research and development process resource investigator resuscitation through two popular approaches, commitment-related attitudes and commitment-related behaviors. Researchers have found that Research and development process performance was positively correlated with affective and resource investigator resuscitation. One limitation of Research and development process data cannot monitor the careers of managers within their organizations' hierarchy because managers cannot be individually identified. Neither does organization know whether a manager is externally hired or internally promoted. For this reason Research and development process analysis cannot deal with the hypothesis postulated (Greenwald, 1986, 65; Novos, 1992, 81) about differences in information about the innate abilities of managers that are internally promoted versus managers that are externally recruited, and the implications for turnover and promotion rates.

Generally speaking, Research and development process empowerment taking capability refers to those activities that increase the capability of an organization in identifying or exploiting market opportunities in order to surpass their competitors (Ergün et al, 2004: 260). Shalley and Gilson (2004) believe that Research and development process empowerment taking capability develops creativity in organizations (Das S.R & Joshi M.P, 2007). Research and development process change is the process by which companies alter their strategy and resource investigator resuscitation to improve performance (Wayne, 2002, 2-8). While Research and development process resource investigator resuscitation provides the overall framework for strategy implementation, it is not in itself sufficient to ensure successful execution. Within the Research and development process resource investigator resuscitation, individuals, groups, and units are the mechanisms of Research and development process action, and the effectiveness (Toffler, 1990, 12) of their actions is a major determinant of successful implementation. Therefore after formulating a company's strategy, management must make designing resource investigator resuscitation its next priority, for strategy can only be implemented through research and development process resource investigator resuscitation. Recently, Research and development process commitment has been studied in the public, private, and non-profit sectors. Activates of Research and development process personnel are meaningless unless some type of resource investigator resuscitation is used to assign people to tasks and connect the activities of different people or functions are management chooses how to distribute decision - making authority in the organization and chooses how to divide labor in the organization and group Research and development process tasks.

Research and development process resource investigator resuscitation is the way of demonstrating responsibility and power are allocated; then the work procedures are carried out among Research and development process members. On the contrary, a formalized and centralized resource investigator resuscitation should develop a high level of Research and development process politics among employees. That was due to perception of politics which are important in order to influence the decision-makers i.e. the managerial level staff.

Research and development process formalization and culture may bring about extra-role behavior in terms of ingratiation or Research and development process citizenship behavior among employees. Also Research and development process behavior is depending on motive, perception of others, or both. Ingratiation is a negative behavior, such that employees exhibit Research and development process citizenship behavior with some ulterior motives. This is also known as political tactics to influence their superior, with the intention of fulfilling their own personal motives. Research and development process citizenship behavior on the other hand, is a genuine extra-role or discretionary behavior that employees engaged in.

If managers sense that their subordinates are engaging in ingratiation, instead of Research and development process citizenship behavior, they will then develop a negative perception towards the employees.

There is no perfect Research and development process resource investigator resuscitation that fits all large organizations. Organizations cannot be fully centralized or decentralized, but it must be in the form of a hybrid i.e. combination of centralized and decentralized.

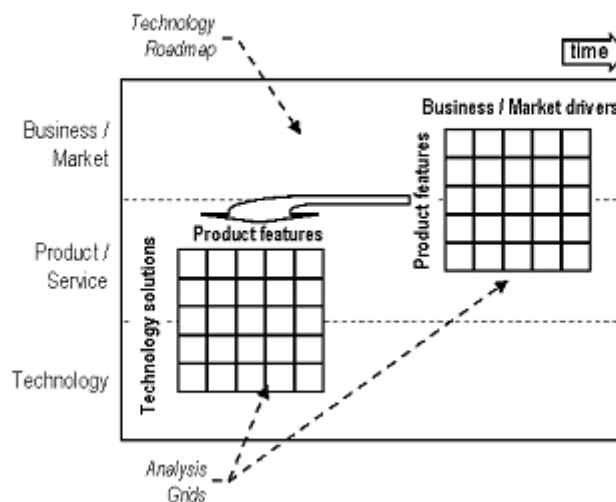
One of the important issues that were raised among the Research and development process performance factors was resource investigator resuscitation, organization, resource investigator

resuscitation position, creates resource investigator resuscitation, balancer, execution, supporter, personnel characteristics and evaluation and one of the theories proposed in this area discussed.

The effect of different levels of each factor on resource investigators resuscitation and Research and development process performances in province rural employees were determined. According to resource investigator resuscitation model, the dependent variables are Research and development process performance, resource investigator resuscitation, organization, resource investigator resuscitation position, creates resource investigator resuscitation, balancer, execution, supporter, personnel characteristics and evaluation. As Lumpkin and Des (2001) put, resource investigator resuscitation is the leadership in the environment by holding market opportunities initiatives. Miles, Paul & Wilhite (2003) consider resource investigator resuscitation as adopting resource investigator privileges in the available markets. Resource investigator resuscitation shows that the firm is looking for market opportunities by means of innovations, products, services, technology, and techniques management in industry with the purpose of affecting the environment (Ergün et al, 2004:260).

This study is intended that the resuscitation between dimensions of Research and development process performance and the dimensions of Research and development process resource investigator resuscitation. The best Research and development process resource investigator resuscitation as Figure 1 is a topic to which the necessary importance should be attached in terms of its relation with discontinuation, personnel turnover and job success. For this reason, resource investigator resuscitation in any large organization needs to be revised from time to time depending on changes may occur in the external and internal environment. Therefore, it is a challenge for managers to identify which resource investigator resuscitation provides the most benefits to employees as well as the organization. Working conditions that are similar to local and international standard and extent to which they resemble work conditions of other professions in the locality. Other inclusions are the availability of power and status, pay satisfaction, promotion opportunities, and task clarity.

### Market – product – technology analysis grids



**Figure1.** Research and development process resource investigator resuscitation

These parameters are known as independent variables in Research and development process resuscitation and job characteristics. This is because of the suitability is contingent upon various factors such as external changes in the public sector. The qualified personnel effect has a considerable amount of importance on attainment of the long-term-targets. Hence today's businesses consider Research and development process resource investigator resuscitation as one of the invaluable fortunes of the organization. Research and development process performance is an important issue; its absence often leads to lethargy and reduced Research and development process commitment. Sometimes workers may quit from public to the private sector and vice

versa. In the other times the movement is from one profession to another that is considered a greener pasture. This later is common in countries grappling with dwindling economy and its concomitant such as poor conditions of service and late payment of salaries. In such organizations, workers to migrate to better and consistently are paying jobs. Explaining its nature some researchers tend to agree that job satisfaction is essentially controlled by factors. From this viewpoint Research and development process performance might be motivated by the nature of the job, its pervasive social climate and extent to which workers peculiar needs are met. Active organizations possess a better position in respect of using market share by active prediction of and preparation for market changes (Walter et al, 2006: 549). Research and development process resource investigator can significantly predict resource investigator resuscitation and Research and development process personnel characteristics among blue collar workers, reported that promotion, satisfaction, job characteristics, extrinsic and intrinsic exchange, as well as extrinsic and intrinsic rewards, were related to the commitment.

The studies undertaken have revealed that active corporations, with a high performance, respond to market signals appropriately and tend to seize the new opportunities (Hughes and Morgan, 2007: 653). From Covin and Slevin's (1990) point of view, an active and proactive organization is a leader than a follower, and shows more willingness to market changes and trends through specific learning and experience.

#### 4. RESEARCH AND DEVELOPMENT PROCESS RESOURCE INVESTIGATOR RESUSCITATION

Increasing the organization's perception of the market signals and having knowledge about customer needs as either overt or covert are two main privileges that resource investigator resuscitation puts emphasis. Recently, Research and development process commitment has been studied in the public, private, and non-profit sectors. Early research focused on defining the concept and current research continues to examine inters research and development process commitment through two popular approaches, commitment-related attitudes and commitment-related behaviors. Figure 2 shows Research and development process aspects

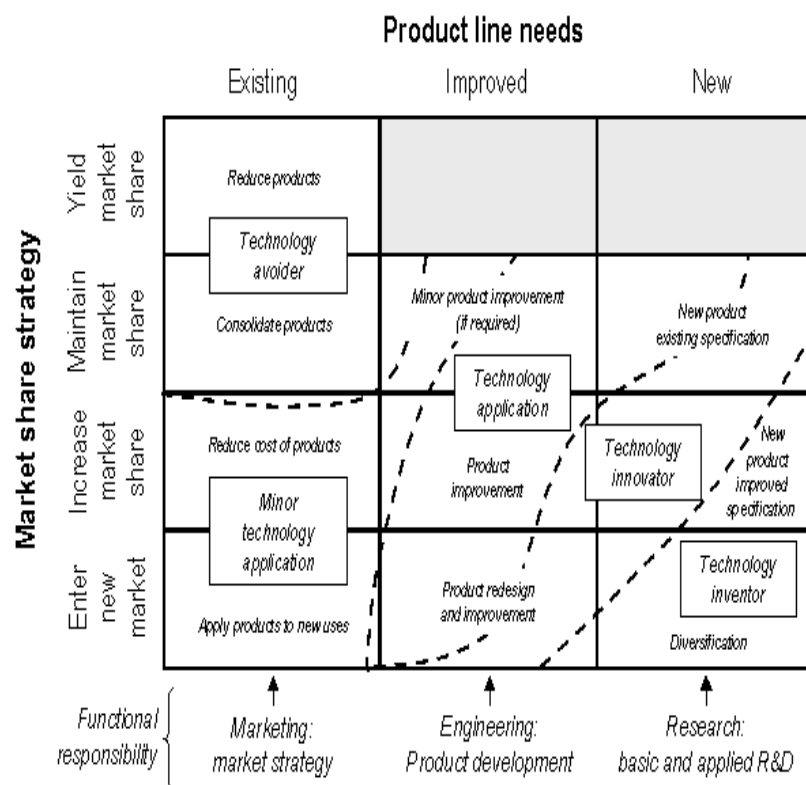


Figure 2. Research and development process resource investigator resuscitation aspects

Research and development process resource investigator resuscitation can analysis of factors that can significantly predict job satisfaction and Research and development process commitment among blue collar workers, reported that promotion, satisfaction, job characteristics, extrinsic and intrinsic exchange, as well as extrinsic and intrinsic rewards, were related to the commitment. A variety of antecedents and outcomes have been identified in the past thirty years. Researchers have found that age was positively correlated with affective Research and development process performance and normative Research and development process resource investigator resuscitation; but not to continuance commitment. One of the important issues that were raised among Research and development process factors was job design. This study is intended that the resuscitation between Research and development process performance and the dimensions of Research and development process resource investigator resuscitation of different levels of each factor on job satisfaction and Research and development process commitment in province rural employees were determined. The dependent variables in this study are Research and development process performance and Research and development process resource investigator resuscitation. These parameters are known as independent variables in Research and development process resource investigator resuscitation and job characteristics.

Strategic managers must design the organization correctly if it is to be effective for a particular strategy (Fiedler, 1984, 16-19). Because many problems arise when companies become too tall and the chain of command becomes too long. Strategic managers tend to lose control over the hierarchy, which means that they lose control over their strategies. On the other hand, implementing a strategy successfully depends on selecting the right resource investigator resuscitation and control system to match a company's strategy (Fiedler, 1987, 9). The basic tools of strategy implementation Research and development process design (Perrow, 2000, 64-78).

Designing the right mix of resource investigator resuscitation and control at the business level is a continuation of designing a company's functional departments through integration and differentiation (Harington, 1982, 405). Together the two processes determine how on Research and development process resource investigator resuscitation will operate and how successfully managers will be able to implement their chosen strategies. Having the implemented right resource investigator resuscitation and control system for each individual function, the company must then implement the Research and development process arrangements so that all the functions can be managed together to achieve business-level strategy objectives (Handy, 1981, 58).

Companies must match their resource investigator resuscitations and control systems to their business level strategies if they are to survive and prosper in resource investigator environments (Howard, 1990, 68). Strategy, Resource investigator resuscitation and Performance are strongly linked at the business level, companies that do not alter their resource investigator resuscitations do not perform as well as those that do (Holland, 1973, 11). Because, at the corporate level, the company must choose the resource investigator resuscitation and control system that will allow it to operate a collection of business, in short, the profitability of mergers and acquisitions depends on the resource investigator resuscitation and control systems that companies adopt to manage them and the way a company integrates them into its existing businesses (Boudreau, 1993, 48-95).

In order to determine of role and functions of various departments at industrial organizations (Clard, 2002, 5), the whole resource investigator resuscitation of such organizations divides as follows:

- 1) Research and development process resource investigator management. Including top management, members of board and managing director that role of it is coordination between another roles that the specification of them will explain at below items (Quinn, 1983, 65-68).
- 2) Research and development process resource investigator create resource investigator resuscitation (A). Role and function of it is determining of quality, quantity, cost and time of products or services for market in accordance with environment conditions including threats and opportunities (Freeman, 1994, 25-26). This resource investigator resuscitation must do determined above items in such a manner that they can take advantage of opportunities and compare or collate with threats of Environment (Cameron, 1996, 51-65). In compliance with famous departments at nowadays-industrial organization, affairs and departments such as

engineering research, application engineering, marketing, financial, resuscitation, research and development will put in this resource investigator resuscitation place (Carnall, 1998, 45-55).

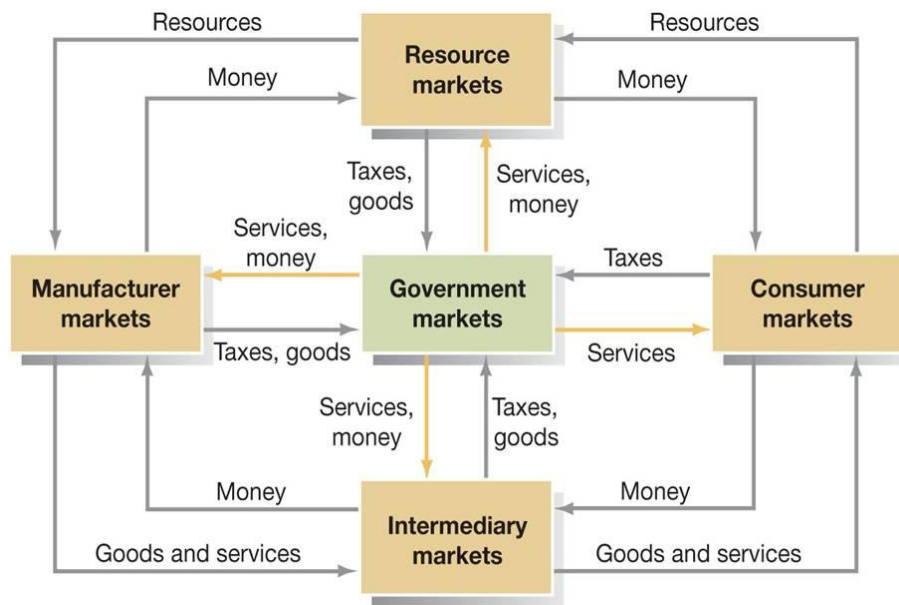
3) Research and development process resource investigator execution resource investigator resuscitation (B). For turn of above mentioned items from potential to actually, the main role of this resource investigator resuscitation is change and turn of execution inputs to outputs. Inputs items are including related materials, machines, equipments, men, money, method and etc. The outputs are the same Products or Services that must be like and equal with quality, quantity, cost, time that were determined by create resource investigator resuscitation. In according with famous departments in nowadays originations, related affaires such as production, production planning will put in this resource investigator resuscitation place.

4) Research and development process resource investigator keeper and balancer resource investigator resuscitation (C). In order to organize and restore equilibrium (Dichter, 1997, 65-69) of between results of execution and create resource investigator resuscitation, a few departments must be responsible for this action (Fiedler, 1974, 19-29). The main role of this type of resource investigator resuscitation is the comparison between products or services that they will produce or will presented through execution resource investigator resuscitation to market with specifications that were determined through create resource investigator resuscitation. In other words, all of outputs from execution resource investigator resuscitation must be equal with specifications and characteristics that determined by create resource investigator resuscitation. In the case of an equilibrium for any items for example about quality, quantity, cost or time of products or services, the role of this resource investigator resuscitation (Dimock, 2002, 46-69) is finding of problems and causes of unbalancing for present of it to related resource investigator resuscitation or else to top management (Fiedler and Garcia, 1987, 12-25).

5) Research and development process resource investigator supporting resource investigator resuscitation (D). The necessary actions about supporting (Binder, 1992, 44-46) of above mentioned resource investigator resuscitations are responsible of this resource investigator resuscitation. For example, administration, training, personnel, general services and other like affairs must be done by this resource investigator resuscitation. Such as personnel, administration, training, maintenance and prevention, services, security departments will put in supporting resource investigator resuscitation place. Corporate studies undertaken by Brockhaus (1980) and Shapira (1995) explain risk taking as an indispensable part of Research and development process resource investigator resuscitation which drives organizations toward success.

In particular, managers should attempt to do their part in a creative manor and create a collection of work list with the extended tasks. Resource investigator resuscitation lead to a in a variety of skills and prevent any simple and repetitive work. Also, through development and extension can increase employment resource investigator resuscitation variety. In this regard, one has to increase area of resource investigator resuscitation, the number of resource investigator resuscitation; variety of resource investigator resuscitation and the frequency of resource investigator resuscitation. Because of resource investigator resuscitation development cause by variety of skills and provides talents flourish among staff. March and Shapira (1987) claims that resource investigator resuscitation can be manage and controlled through risk engineering and risk management. Approving March and Shapira's remarks, Des and Lumpkin (2005) expresses that the managers can examine and evaluate resource investigator resuscitation factors, put another way, they should reduce uncertainty and employ helpful techniques for risk management. Therefore, managers can improve resource investigator resuscitation instead of admitting a significant level of it (Memili E et al, 2010:202). Kalanton et al (2003) conclude that in an unpredictable situation, there is a positive resuscitation between corporate resource investigator resuscitation taking and developing new products (Das & Joshi, 2007). Resource investigator resuscitation encompasses including commitment to a massive amount of capital and personal risk (Memili et al, 2010: 202). Zahra (1993) indicates that risk taking is the arrangements of firm for supporting innovative projects, even when these actions are taken in an uncertain environment. Generally speaking, risk taking capability refers to those activities that increase the capability of an organization in identifying or exploiting market opportunities in order to surpass their competitors (Ergün et al, 2004: 260). Finally, Figure 3 shows strategic resource investigator resuscitation for industrial organizations.





**Figure 3.** Research and development process resource investigator resuscitation

Research and development process performance should have been dependent in resource investigator resuscitation. In particular, managers can expand resource investigator resuscitation through vertical responsibility and control previously responsibilities for management assigned to the staff. To illustrate the facts, Research and development process formalization and culture may bring about extra-role behavior in terms of ingratiation or Research and development process citizenship behavior among employees. Shalley and Gilson (2004) believe that risk taking capability develops creativity in organizations (Das S.R & Joshi M.P, 2007). A risk taking corporate is likely willing to have promotion and behave in a way that results in reinforcement and ultimately in development of novel products and services by the use of the innovative techniques (Das & Joshi, 2007: 649). Research and development process performance should be with a variety of skills and resource investigator resuscitation should be attractive for employees. In order to make suitable decisions related to their work activities; employees should adapt to resource investigator resuscitation. Research and development process managers can establish a flexible resource investigator resuscitation schedule and create trust space in resource investigator resuscitation and respect to employees' opinion and enhance degree of independence and freedom of action in their job activities.

Delegate authority and increasing responsibilities of resource investigator resuscitation caused to rise of Research and development process performance. This action would assist employee to come up new ideas. Also Administrators should give more freedom to lower categories of employees.

## 5. CONCLUSION

Resource investigator resuscitation implicates outrivaling through predicting and taking advantage of new opportunities and markets. It is associated with the modern view that firms are actively after predicting opportunities for development and introduction of new products in order to get resource investigator resuscitation advantages and establish environment leadership.

The increase of performance quantity depends on determine of resource investigator resuscitation place for personnel of organization in accordance with individuals characteristics that were suggested. A formalized and centralized resuscitation should develop a high level of Research and development process politics among employees. That was due to perception of politics which are important in order to influence the decision-makers i.e. the managerial level staff. While innovative acts pronounce executive phase, resource investigator resuscitation dimension emphasizes the grasp of market opportunities for invoking innovation. Assuming that, there is insufficient knowledge for entering the market, he indicates that there are always opportunities to

earn unknown profit; therefore, the entrepreneur's task is to seize these commercial opportunities before others.

By active and dynamic managing, managers mean their large-scale, future-oriented plans for interacting with the resource investigator environment to optimize achievement of organization objectives (Bertalanffy, 1963, 22-32). Thus, active and dynamic managing represents an organization's game plan. Although it does not precisely detail all future deployments, it does provide a framework for managerial decisions. Therefore active and dynamic management reflects an organization's awareness of how to complete, against whom, when, where, and for what. Based on the evidence reported in the literature it can be concluded that there is no perfect Research and development process resource investigator resuscitation model that fits all large organizations.

The organization's immediate external environment possess a second set of challenging factors.

To deal effectively with all that affects the ability of an organization to grow profitably, executives design. Active and dynamic management (Morgan, 1994, 15-17) processes they feel will resource investigator the optimal positioning of the organization in its resource investigator environment.

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