

The relationship between Alertness entrepreneurial and strategic supremacy

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Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 4 June 2021

Abstract:

The article is going to discuss the practical aspects of investigating the Alertness entrepreneurial development of an enterprise in the face of challenges of a new industrial society. The necessity of a systematic assessment of the Alertness entrepreneurial of strategic supremacy with a sectoral and territorial community as an important information resource of a digital technological platform and an object of regional industrial policy management has been substantiated.

Key words: strategic supremacy; business administration ,the Alertness entrepreneurial;

Introduction:

Recently, the solution to the problem of multifactorial assessment of the Alertness entrepreneurial of an enterprise is reflected in various methods [1] [2]. Analysis of the applied aspects of the application of existing methods allows us to state that many of them have significant limitations and also required a large array of initial data, which is far from always achievable in relation to competitors (especially foreign ones) [3]. If in relation to large companies the leading analysts of many investment funds and rating agencies subject to detailed analysis any information about financial and economic activities [5], then a quantitative analysis of the Alertness entrepreneurial positions of non-public companies (which is the absolute majority of domestic strategic supremacy) carried out quite rarely. The exception is the dynamic approach, which involves assessing the performance of an enterprise in dynamics.

Methodology:

This method allows us to assess the Alertness entrepreneurial of both a single company and a set of economic entities. This approach is of particular importance when evaluating strategic supremacy belonging to various forms of regional and sectorial clusters. Such an assessment requires the synthesis of the results of the analysis of Alertness entrepreneurial relations at the micro- and macroeconomic levels [4].

Using the example of a regional cluster of machine-building strategic supremacy - members of the NP "Union of Machine-Building Strategic supremacy of the USA " using the dynamic method, the dynamics of the Alertness entrepreneurial status of companies was analyzed, the main sources of the formation of their Alertness entrepreneurial advantages were identified, the content of the subsequent stages of monitoring was determined. Combination of macroeconomic and microeconomic levels of Alertness entrepreneurial research. The sectorial group of machine-building strategic supremacy selected as the object of analysis plays a key role in the gross regional product. Strategic supremacy predominantly produce non-interchangeable products, as a result of which they hardly enter into direct competition with each other. At the same time, having a similar industry specificity and regional affiliation, machine builders, of course, compete with each other for investor capital, government support, labor resources and other benefits. Therefore, a comparative analysis of the main economic parameters of these strategic supremacy has a very definite economic content.

The dynamic method for assessing the Alertness entrepreneurial status of an enterprise [1] is based on three methodological principles:

- Determination of key economic indicators of an economic entity's activity;

- Comparative assessment of key indicators in comparison with competitors;
- Analysis of time series of Alertness entrepreneurial indicators.

The implementation of the first principle consists of the orientation of measurements to the main sources of Alertness entrepreneurial advantages of the enterprise: strategic supremacy positioning, operational efficiency and financial condition [6]. Its strategic supremacy positioning ensures the sufficiency of its revenue. Operational efficiency means doing similar activities better than competitors. The third source of Alertness entrepreneurial is the financial condition of the company, which determines the viability property, the possibility of further functioning of the enterprise. Within the framework of the applied approach, the measurement of the Alertness entrepreneurial status of an enterprise is reduced to the assessment of its strategic supremacy positioning, operational efficiency and financial condition. The key indicators of the listed sources, respectively, are the dynamics of sales volumes, profitability of economic activities, as well as the level of liquidity. At the same time, a quantitative assessment of each of the sources of Alertness entrepreneurial carried out by comparing the key indicators of the analyzed enterprise with the corresponding indicators of competitors (here the second methodological principle is implemented) [7].

Considering these key indicators as coefficients of strategic supremacy positioning, operational efficiency and financial condition, it is possible to calculate the integral indicator of the level of Alertness entrepreneurial of the analyzed enterprise:

$$N = N_I \times N_R \times N_F,$$

Where N is the coefficient of Alertness entrepreneurial of the enterprise; N_I - strategic supremacy positioning coefficient; N_R is the operational efficiency ratio; N_F - coefficient of financial condition.

According to the second principle, the strategic supremacy positioning coefficient (N_I) is defined as the ratio of the revenue change index of the analyzed enterprise to the revenue change index for the sample of strategic supremacy for the reporting period. A sample is understood as a set of competitors, in comparison with which the Alertness entrepreneurial of the investigated enterprise is assessed. At the first stage of monitoring, the sample may consist of all industry participants, which makes it possible to assess the Alertness entrepreneurial status of an enterprise at the meso-economic level, reflecting its position in intra-industry competition.

Strategic supremacy from the standpoint of cross-industry competition. At the subsequent stages, the analysis of the Alertness entrepreneurial status of an enterprise is carried out at the microeconomic level by comparing the sources of Alertness entrepreneurial advantages with the strategic supremacy included in the sample - direct competitors.

The calculations were carried out on the basis of the companies' annual financial statements for 2015-2020. In order to ensure greater comparability of the research results, the strategic supremacy was classified according to the scale of its activity. The classification criterion was the amount of revenue for 2020 (excluding VAT and excise taxes). The selected period made it possible to analyze the dynamics of the Alertness entrepreneurial of strategic supremacy in the context of the devaluation of the USA national currency (which peaked in 2015–2020).

Two groups of strategic supremacy of the regional machine-building complex were singled out: with revenues of up to 1 billion rubles and more than 1 billion rubles. Further, for each enterprise, the calculation of Alertness entrepreneurial ratios (N) was made in comparison with the competitors of the group (with a breakdown by reporting periods). For the purposes of factor analysis for 2017, both the final coefficients of Alertness entrepreneurial (N) and the coefficients of strategic supremacy positioning (N_I), operational efficiency (N_R) and financial condition (N_F) are given.

The results of assessing the Alertness entrepreneurial status of machine-building strategic supremacy are presented in the table, where companies are ranked by groups in descending order of the Alertness entrepreneurial ratio.

The results of the sectorial assessment at the macroeconomic level can be considered by strategic supremacy - members of the NP "Union of Machine-Building Strategic supremacy of the Sverdlovsk Region" as an information resource for clarifying the priorities of the strategic supremacy development of the regional association in sectorial

commodity markets, as well as lobbying the interests of the members of the association in the context of cross-sectorial competition in labor and capital markets of the region.

Table (1): Indicators of the Alertness entrepreneurial of machine-building strategic supremacy of the Sverdlovsk region

Group of companies	2013	2014	2015	2016	2017			
	N	N	N	N	NR	NI	NF	N
Large strategic supremacy								
Walmart	1,430	1,895	2,122	2,288	0,998	0,829	2,396	1,983
Amazon	0,776	0,888	0,626	0,639	0,851	1,569	0,891	1,189
Apple Inc.	1,962	0,680	2,003	1,254	1,007	0,627	1,881	1,186
CVS Health	0,799	1,044	0,794	0,678	0,961	1,254	0,972	1,171
ExxonMobil	1,812	1,732	1,442	1,370	1,102	0,892	1,149	1,130
UnitedHealth Group	1,221	0,467	0,774	1,335	1,000	1,068	1,030	1,101
Berkshire Hathaway	0,373	0,405	0,329	1,049	0,896	1,261	0,901	1,018
McKesson Corporation	0,892	0,722	2,193	0,939	0,990	1,002	0,993	0,985
AmerisourceBergen	1,186	1,926	0,892	0,820	0,998	0,957	0,980	0,936
Alphabet Inc.	1,388	0,395	1,205	0,956	0,963	0,866	0,966	0,806
Medium strategic supremacy								
Levi Strauss & Co.	1,347	1,390	1,350	0,943	1,005	1,301	1,196	1,564
Crown Castle	1,824	1,497	1,507	1,107	1,106	0,916	1,356	1,374
Simon Property Group	0,961	0,701	1,470	0,852	1,061	1,283	1,007	1,370
cerner	1,184	0,989	1,424	1,026	1,014	1,195	0,961	1,164
Post Holdings	1,369	0,899	0,741	0,729	1,006	0,994	1,103	1,103
Huntington Bancshares	1,07	0,99	0,87	1,09	1,03	0,94	0,95	0,92

	1	7	7	0	2	5	1	7
Ameren	0,71 4	0,59 6	0,50 3	1,33 4	0,86 0	1,38 4	0,73 8	0,87 8
TD Ameritrade	0,80 2	1,61 0	1,22 5	1,02 4	1,00 3	0,40 4	1,06 2	0,43 1

The performed calculations confirm the versatility of the dynamic method, which provides a quantitative assessment of the Alertness entrepreneurial status of an enterprise, and also allows monitoring the factors and sources of its Alertness entrepreneurial in conditions of a high rate of technological and organizational changes. The results of the assessment can be used as a basis for the development of a roadmap of measures to increase the Alertness entrepreneurial of economic entities, the choice of counterparties for joint entrepreneurial activity, substantiation of mechanisms of state regulation of structural transformations in sectoral markets and in the regional economy.

The activities of small businesses represent a certain style of market management. It is based on the continuous search for the needs of end users and their satisfaction through the organization of production, marketing, logistics, sales, management. The main goal of small businesses is to make a profit both from the sale of manufactured products, works or services, and from the use of existing property. At the same time, such activities carry risks associated with the lack of political and economic stability. The likelihood of entrepreneurial risks arising is due to mistakes or miscalculations in making managerial decisions, including in the field of finance.

No less important for small businesses is their position in the market, which is characterized, in particular, by the existing level of Alertness entrepreneurial [10]. Alertness entrepreneurial environment is an economic environment in which strategic supremacy - manufacturers of products and services are constantly in a state of struggle for consumers, suppliers, partners, including for a dominant position in the market. The Alertness entrepreneurial environment, the production environment of the enterprise are not static, they are subject to constant change. Small businesses usually have one (sometimes more) competitor in a particular market segment.

In most cases, the teller does not see the difference in the products and services of competing strategic supremacy. An enterprise operating in a Alertness entrepreneurial environment is not considered in isolation, but taking into account all relations and information flows connecting it with the subjects and infrastructure of the market. The very concept of "Alertness entrepreneurial" should be considered as one of the universal indicators of the market state of any economic entity, including small businesses. This indicator provides information to many market participants about the current position of the company in the current business environment. Together with the cost estimate, the use of this indicator is the most effective and significant.

The purpose of study is to examine the modern approach to manage the value of small businesses, assess the significance of the results obtained for the development of activities for the future and stabilize the position of the enterprise in Alertness entrepreneurial market environment.

Business valuation is one of the levers of management and regulation of the financial and economic activities of the enterprise. Determining the value of a business helps prepare an enterprise for competition in the market, gives an idea of the possibilities and prospects of the company's development, and becomes the foundation for developing strategic supremacy directions for its development. In the process of evaluating an enterprise, alternative approaches are considered, the one that can provide the company with maximum efficiency and, consequently, a higher market price, is determined. Enterprise value (EV) is an analytical metric and represents an estimate of the value, taking into account all available funding sources. These sources may include debentures, preferred and common shares, and interest from external owners of the company. When calculating the value of a company, its market capitalization, net debt and minority stakes are taken into account [11].

According to the research results, it can be noted that the assessment of the value of small business in our country today is one of the most difficult and controversial issues. Let us consider the comparative characteristics of the qualitative parameters of large, medium and small businesses in order to understand the reasons for the ambiguity in the application of existing methods for assessing the value of companies (Table 2).

Table (2): shows the value of small businesses that is used locally in transactions, while for medium and mainly large businesses it is sold through shares and is of strategic supremacy importance. In addition, there is practically no marketing research in the activities of small businesses, which can negatively affect the position of the organization in Alertness entrepreneurial environment.

Parameter	Small business	Small and medium businesses	Medium and large business	Big business
purpose	Determined intuitively by market participants	Formed by market demand, enterprise development strategy, including intuitively	Formed by market demand, the development strategy of the enterprise, taking to account a specific of economy	Dominating the industries market systematically with strategic supremacy
Management	Authoritarian style, personal influence of the leader	Personal influence of the leader, counseling	Personal influence of the leader, limited team of specialists, involvement of external experts	Formed top management, a large team of specialists, functional organizational structure, con-
Product	Lack of planned activities, marketing research is practically not conducted	with key partners and specialists	Short-term and systematized long-term planning, conducting irregular mar-	counseling group
Parameter	Small business	Small and medium businesses	Medium and large business	Big business
Staff	Personal relationship "boss	Personal relationships	Cooperative relationships, organizational environment, some degree of motivation, increased trade union influence, workforce council	Strict hierarchy of relationships, cooperation
The cost	- employee ", a high degree of motivation and involvement in the activities of the enterprise	"Employer - a team of employees", some degree of involvement	Through promotions	in teams, lack of involvement (only

But the issues surrounding the value and management of small businesses are not well covered. The reasons for this are as follows:

- 1) The absence or inaccuracy of information complicates the assessment of the value of small businesses;
- 2) A large number of small businesses in the USA Federation use a simplified taxation system in their work;
- 3) Degradation of small and medium-sized businesses in the USA.

Consider the main performance indicators of small businesses. From Table (2): it can be seen that during the analyzed period there is a decrease in the number of small strategic supremacy in the considered subjects of the USA Federation. At the same time, there is an increase in the number of employees, as well as an increase in the turnover of strategic supremacy. In the turnover of strategic supremacy, sold products of non-own production prevail. This fact testifies to the following: among small businesses, the share of companies engaged in the production of products is low. USA small works are concentrated primarily in a services with work sectors.

Table (3): The main indicators of the activity of small strategic supremacy in the USA

Indicators	USA region		UK region		FRENCH region	
	2019	2020	2019	2020	2019	2020
Number of strategic supremacy	108 107	104 285	66 874	59 981	71 042	69 729
Units	391 617	472 806	276 666	285 013	252 535	252 600
Number of employees	362 325	434 757	245 630	251 443	233 578	234 090
People	1 200,2	1 408,1	888,9	972,1	835,5	1 151,3
- the average number of payroll employees (excluding external	440,8	600,8	460,6	500,8	305,0	318,8
part-time workers	759,4	807,3	428,3	471,3	530,5	832,5
Turnover of strategic supremacy, billion rubles	14,1	16,8	4,0	11,8	12,7	16,1

Let's consider the definition of the value of small business on the basis of the indicators presented in the figure. The appraisal of the value of a small business is carried out on a specific date.

The cost of a small business (C_{MB}) can be calculated using the following formula:

$$C_{MB} = P_A + T_3 + (A_3 - N_3) + A_C + C_N,$$

where P_A is the settlement assets of the enterprise; T_3 - commodity stocks; A_3 - accounts receivable; N_3 - accounts payable; A_C - funds on the account and at the cash desk; C_N is the market value of real estate.

With the developing, changing and renewing market conditions in the 21st century, strategic supremacy management and strategic supremacy planning have started to gain importance. Among some of the concepts that came with globalization, the concept of competition, strategic supremacy management and strategic supremacy planning has come to the fore.

Strategy is the most important function of an organization. It is an indicator of the path chosen by the business because strategy can be evaluated as making preparations and determining tactics against a situation that may result in positive or negative results. In this context, having a good strategy for a business means being more advantageous in an increasingly harsh Alertness entrepreneurial environment by constantly changing, by determining future goals.

Strategic supremacy Management:

Strategic supremacy management is a techniques that reveals what an organization does, its reason for being and the goals it wants to achieve in future. Strategic supremacy management is the special management style that does not eliminate a basic management functions such as planning, organization, execution and control, which is concerned

with the upper level. Strategic supremacy management is a process of planning, organizing, coordinating and controlling the work to be done in order to bring the organization to the desired position.

Strategic supremacy management can be called a roadmap for the future. There are variable actors to use as you walk this roadmap. Aiming to manage the future and giving the organization a dynamic structure can be achieved by providing sufficient benefit from these actors. Only in this case will it be possible to achieve perfection in the strategic supremacy management that will be implemented.

There are certain tools used in strategic supremacy management, they: situation analysis (SWOT), portfolio analysis, Q-Sort analysis, vision-mission statements, scenario analysis, search conference, brainstorming, delphi technique and nominal group technique. Apart from these tools, there are tools such as quality circles, cost-benefit analyzes and risk analyzes. It also includes open group discussions that support these techniques are utilized. The basis for using tools is a proactive approach to achieve goals. Measures to be taken against all kinds of changes that may arise will help to achieve the goal.

SWOT Analysis in Strategic supremacy Management:

One of the most important issues of strategic supremacy management is SWOT analysis. SWOT analysis is an analysis technique that allows to evaluate the internal and external environment of an organization. SWOT is both a “current state” analysis and a “future state” analysis that helps to identify and predict what the future state of the organization will be.

Strategic supremacy management generally consists of strategic supremacy awareness, selecting and assigning strategists, strategic supremacy analysis, strategic supremacy orientation, strategy formulation, strategic supremacy implementation and strategic supremacy control. For success in organizations, the status of employees, technology structure, performance indicators, competition conditions play an important role. For SWOT Analysis, external situation analyzes such as customer analysis, competition analysis, market/market analysis, environmental analysis are needed in addition to the situation assessment in strategic supremacy management.

Portfolio Analysis:

Portfolio analysis is the analysis used in determining the strategy in the organization. portfolio analysis, For organizations, it is the process of estimating the benefit that will be provided at the end of evaluations made according to various measures to guide the choice of strategy to be followed in the market.

Nominal group technique:

Nominal group technique is one of the process improvement methods and is one of the problem solving techniques. There are two evaluations in problem solving. One is traditional arrangements involving analysis, diagnosis and resolution, and the other is the evaluation of the quality approach to ensure continuity in obtaining results using new methods.

In problem solving methods and techniques; Brainstorming, which aims to benefit from the creative capacity of a group consisting of a certain number of individuals; Pareto diagram that reveals the causes and priorities of the problem; Fishbone Diagram is used as an analysis method, which helps to identify the causes of the problem and includes sub-causes among the reasons determined by each member.

Vision and Mission in Strategic supremacy Management:

In strategic supremacy management, before the creation and implementation of strategy plans, the creation of vision and mission statements is of great importance. There is a relationship between the concepts of vision and mission, which are among the values in the strategic supremacy management process. The vision is a component of the organization's purpose and target values. Mission, on the other hand, is the concept that shows what the organization wants to achieve with the goals, and what the values of the organization are important for managers and employees in the process of achieving the goals.

In the vision and mission statements, there are statements that define success and opinions that explain how success will be measured. In addition to all these, there are understandings that care about the excitement, determination, work determination and work ethic in the organization in the vision and mission statements.

Related work:

In the early 1980s, Strategic supremacy Management began to gain importance in the face of increasing competition all over the world. This management technique, which enables the determination of future goals and targets and the determination of the necessary actions to reach these goals, includes four elements: Vision, Mission, Strategy and Action.

The existence of innovation in management emerges as an undeniable fact. The goal of survival and growth and the motivation to grow, which are included in many vision and mission statements, develop in parallel with the change in today's conditions, and it is understood that this situation can only be achieved through innovation.

Vision and mission are indispensable values in order to benefit from new technologies and achieve success in management. which is an intellectual point of view from the known to the unknown for defining the future, expressing the goals for the future; the mission, which includes the works for the vision to be achieved in the future; Strategic supremacy planning, which shows which ways will be used in the future to reach these goals, and action, which determines the ways to be followed within the framework of strategies, are among the basic values of strategic supremacy management [12].

Benchmarking in Strategic supremacy Management:

Another important development in the 2017s was the management technique called "benchmarking", which is one of the most important tools of strategic supremacy management. Benchmarking means comparing work done in one organization with work done in another workplace. Benchmarking, which is expressed as "Adaptation of Best Practices", which means determining the reference point, is applied between units or departments within the organization itself, as well as to find the best practices by making comparisons with other organizations.

Benchmarking is defined as the continuous and systematic evaluation of the processes of the strategic supremacy in order to reach the performance targets rationally and to adapt the best practices to the business processes. Benchmarking is a systematic process developed to increase the performance and Alertness entrepreneurial of an enterprise, to ensure organizational development and to evaluate the products, services and processes of organizations in their own fields. In this process, sharing of experience and knowledge is essential, and it is important to devote time to creativity and development.

Benchmarking as a strategic supremacy management tool is to use all resources effectively and efficiently so that organizations can survive in the long term and provide sustainable Alertness entrepreneurial advantage. For this, research studies are needed. Strategic supremacy consciousness has a great place in every research study conducted in strategic supremacy management. Strategic supremacy awareness is the continuation of the existence of the enterprise by making continuous analyzes in organizations. Success in strategic supremacy management can only be achieved with strategic supremacy awareness. Strategic supremacy awareness increases efficiency and effectiveness.

Strategic supremacy planning:

The change in the 21st century has closely concerned the future of organizations and has made it necessary for managers to make strategic supremacy plans in order not to be adversely affected by this change. Strategic supremacy planning is defined as a principled effort to produce basic decisions and activities and develop behaviors about what an organization is, what, how and why it does.

Strategic supremacy planning; demonstrates a disciplined effort in making decisions and producing actions while evaluating what, why and how relationships in the organization. Strategic supremacy planning expresses the path between the present of the organization and where it wants to be. In other words, it carries a long-term and future-oriented perspective. Strategic supremacy planning is a discipline that reveals and guides what the organization is.

Strategic supremacy planning is planning for results, focusing on results, not inputs. It is the planning of change; It tries to ensure that the change can be in the desired direction and supports the change. It is dynamic and drives the future. It needs to be constantly reviewed and adapted to changing circumstances.

The purpose of strategic supremacy planning :

It is the determination of how to use the organizational power in the most ideal way in order to benefit from the opportunities available in the environment.

Strategic supremacy planning can be called a guide in illuminating the future direction of the organization. In other words, it is the process of thinking about the future of the organization as a whole and giving direction. It can be said that strategic supremacy planning is a part of strategic supremacy management. Strategic supremacy planning is concerned with the management, execution, control and evaluation of resources. Strategic supremacy management ensures that the strategic supremacy plan is developed and updated. Strategic supremacy planning is the most important tool of strategic supremacy management.

While strategic supremacy planning is based on optimal strategic supremacy decisions, strategic supremacy management draws attention to the production of strategic supremacy results such as new markets and new technologies. Strategic supremacy planning is the beginning and foundation of strategic supremacy management. Therefore, it is seen that strategic supremacy management is more comprehensive than strategic supremacy planning.

It is known that strategic supremacy planning is about calculating and gaining Alertness entrepreneurial advantages in commercial relations. On the other hand, it is seen that strategic supremacy planning studies in public and non-profit organizations focus on efforts such as determining the needs of the target audience by evaluating the environment and estimating them.

Strategies take place as an effective tool in managing the dynamics between the resources of the organization and the external environment and motivating the employees. Innovation is a vital and indispensable value in organizations. For today organizations, which are heavily influenced by management approaches, to survive and achieve their goals, they need to have new technologies that are the determinants of innovation and a strong vision.

Performance:

Developing technology and changing social structure necessitated a radical change and transformation of management mechanisms. Performance is the ability of an enterprise to reach its goals by using its resources effectively and efficiently. It is the execution of the work in accordance with the standards determined in the organizations and the fulfillment and achievement of the expected goals in accordance with the conditions.

Performance is the demonstration of behavior in accordance with predetermined standards; It is the degree of convergence to the expected goals. Performance management includes the planning, implementation and control elements of strategic supremacy management, as it envisages the development of performance criteria along with strategies and the monitoring of the organization's progress towards strategic supremacy goals with these criteria. The long-term success of an organization is about getting results in performance management. As a matter of fact, it is possible to express performance management as a roadmap that will lead to success in the long run.

Organizational performance, which has a multidimensional and complex structure, consists of decision-making processes related to the strategy of an enterprise, the selection, implementation and evaluation of the tools to be used and the ways to be followed in order to gain and maintain Alertness entrepreneurial advantage in the Alertness entrepreneurial environment within the sector.

Organizational performance is seen as the evaluation of success in the general strategic supremacy objectives of the enterprise, as well as the growth in market shares, sales and profitability in relation to the achievement of organizational goals. Strategic supremacy planning is implemented by strategists working at lower levels. In the strategic supremacy management literature, there is a close relationship between strategic supremacy plans and performance appraisal.

Failure to establish a relationship between strategic supremacy implementation and strategic supremacy performance appraisal causes failures in strategic supremacy practices. Performance Management is a development and improvement process according to the performance criteria determined by each institution. The aim is to identify the current situation, to reveal what needs to be done to reach the point where it needs to be and to support its implementation.

Managing performance is about getting results. He makes the best of people and helps them realize their potential. It ensures the achievement of a common vision around the goals and objectives of the institution. It allows individuals and organizations to contribute to their goals.

There is a need for a performance process that uses information to determine long-term direction and then transforms this direction into specific goals, objectives and activities and tries to determine where the organization is at. Strategic supremacy performance management focuses the organization on this roadmap that will lead to success in the long run. The decisions taken and the goals set in the senior management of the organization are very important for the long-term success of an organization. Strategic supremacy performance management is a tool for organizations to realize their mission and reach their vision. The most important activity of management's control function is performance measurement and management. A manager should regularly measure the corporate performance of his business and work on corrective actions. Strategic supremacy planning rearranges the relations between the organization and its environment in a way that can be perceived. There is a close relationship between strategic supremacy planning and performance management. Performance management is of great importance for organizations. Organizational objectives and performance criteria play an important role in performance management. The criteria applied are different for each organization and may cause variability in achievements. The path followed in the work of the organization is related to the decisions taken by the senior management and the goals they set.

Performance management is one of the most important elements of the strategic supremacy management process. Whether the organization operates in accordance with the determined strategic supremacy goals and objectives and its development are monitored with the information provided by the performance indicators. Performance measurement is a systematic attempt to learn and explain how well a government responds to public needs in relation to the services it provides.

Strategic supremacy planning has prioritized organizational advantages related to winning in commercial Alertness entrepreneurial environments. However, this situation differs in public and non-profit organizations, and the needs of the society are focused on, and strategic supremacy planning studies are focused on this target group. Using knowledge in achieving success is one of the key indicators. In this way, it is possible to evaluate at what point the work carried out within the organization is, to achieve certain goals, objectives and activities, but to obtain information. It is possible with proper use. The paths chosen to achieve these goals form the basic course of action. Strategic supremacy objectives determine the strategic supremacy direction of the organization as a whole.

Result:

Strategic supremacy management and strategic supremacy planning have gained a new dimension with the change and developmental values that have emerged over time. The new ideas that have emerged are necessary to ensure development in the organization and to make the organization successful. These ideas have brought with them a number of arrangements, and have structured elements such as strategic supremacy conditions at different stages, with different tools. Strategic supremacy management, which is a cycle of strategic supremacy change, has used determination and conceptualization studies such as external demands and opportunities, brainstorming, problem solving techniques, vision and mission statements, by directing basic policies, in order to maintain the existence of the organization and to provide an advanced and effective organization, accompanied by various analysis .

While strategic supremacy planning is based on optimal strategic supremacy decisions, strategic supremacy management has contributed to the production of strategic supremacy results such as new markets and new technologies. The strategy is to show in which direction the business will move in the future and to lock the business to its target according to the direction drawn in the direction of a certain route. If it is said that strategic supremacy planning is a part of strategic supremacy management, it should be considered that strategic supremacy planning is the most important tool of strategic supremacy management.

In examining the current situation in the organization as a whole, approaches based on the philosophy of getting closer to opportunities and staying away from threats are generally based on most of the strategic supremacy planning models. From this point of view, elements such as strategic supremacy planning and strategic supremacy management have formed the main values in ensuring their sustainability by aiming to integrate them in a life cycle of their own at different stages.

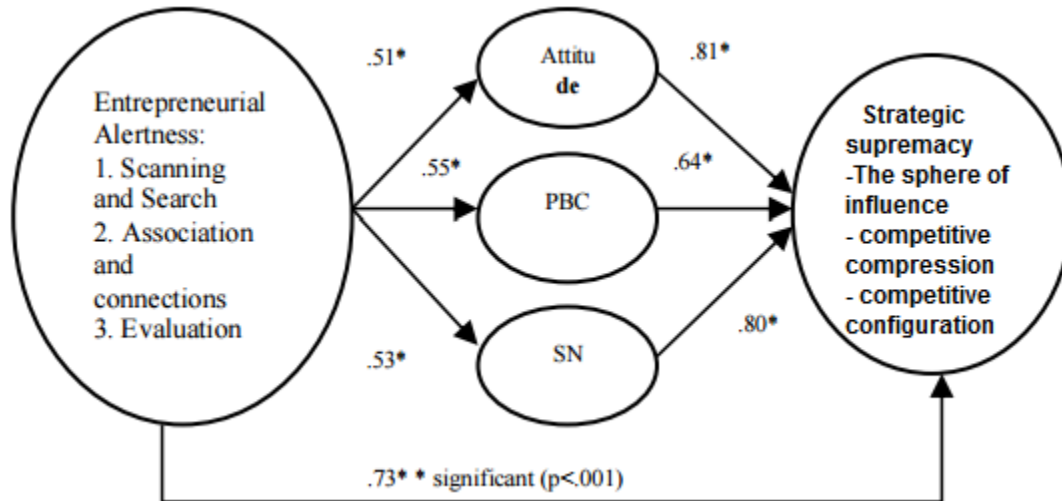


Figure 1: Structural Model

		Estimate	S.E.	C.R.	P	Result
EA	→ Attitude	.51	.140	8.416	***	Significant
EA	→ SN	.55	.122	7.464	***	Significant
EA	→ PBC	.53	.094	8.575	***	Significant

Table 3: Relation between Entrepreneurial Alertness and Antecedent of Strategic supremacy

		Estimate	S.E.	C.R.	P	Result
Attitude	→ EI	.81	.059	13.502	***	Significant
SN	→ EI	.64	.062	10.635	***	Significant
PBC	→ EI	.80	.053	12.010	***	Significant

Table 4: Relation between Entrepreneurial Alertness with antecedent of Strategic supremacy

	Variables	A	A1	A2	A3	A4	A5	A6	A7	A8
1	Information Management Performance	1								
2	Process Performance	.905*	1							
3	Employee Performance	.121*	.962*	1						

4	Technology Performance	,985*	,726*	,752*	1				
5	Strategic supremacy Entrepreneurship	,892*	,809*	,812*	,735*	1			
6	Entrepreneurial Culture	,520*	,555*	,424*	,483*	,702*	1		
7	Entrepreneurial Leadership	,616*	,548*	,561*	,543*	,824*	,538*	1	
8	Entrepreneurial Mentality	,912*	,989*	,890*	,663*	,898*	,479*	,513*	1
9	Strategic supremacy Resources	,500*	,613*	,542*	,512*	,814*	,399*	,389*	,548*

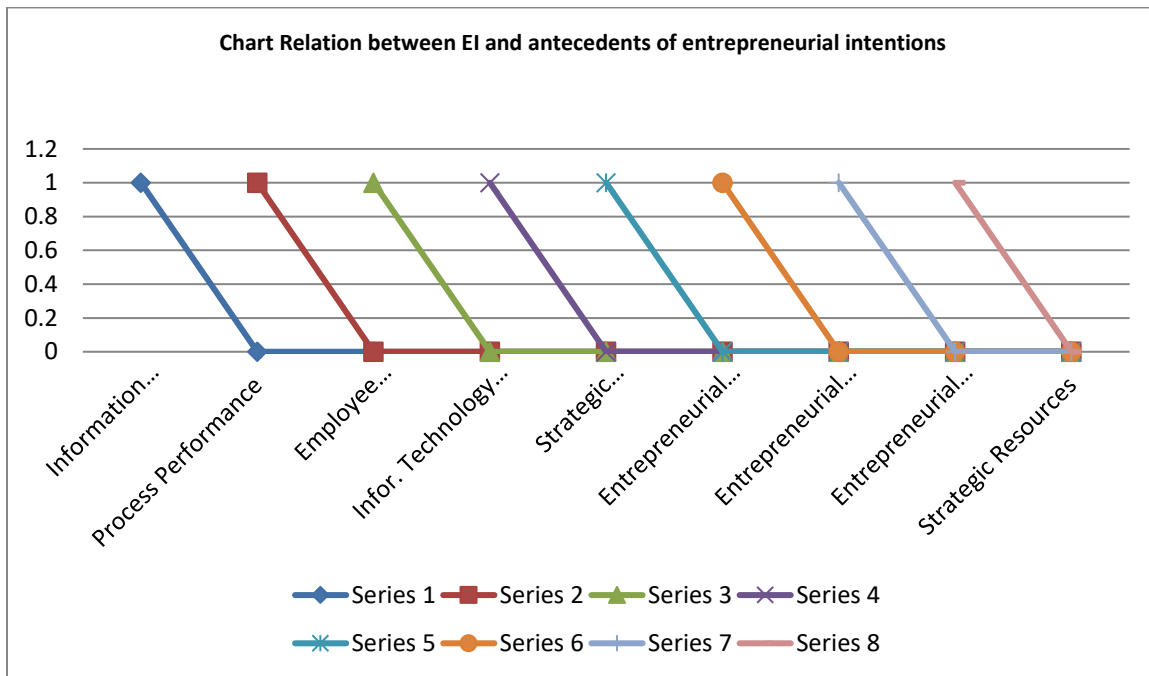


Table 5. Regression Analysis Results on the Effect of Strategic supremacy Entrepreneurship on Knowledge Management Performance and Its Sub-Dimensions

Variables	C	G	U	Q	S	S2	Adjuste.S2
Strategic supremacy Entrepreneurship1	,979	349,451	26,549	,000**	,892	,722	,709
Information Management Performance2	,937	258,311	23,244	,000**	,812	,593	,599
Strategic supremacy Entrepreneurship1	2,165	97,991	9,954	,000**	,735	,499	,495
Information Technology	,935	376,992	27,417	,000**	,899	,747	,745

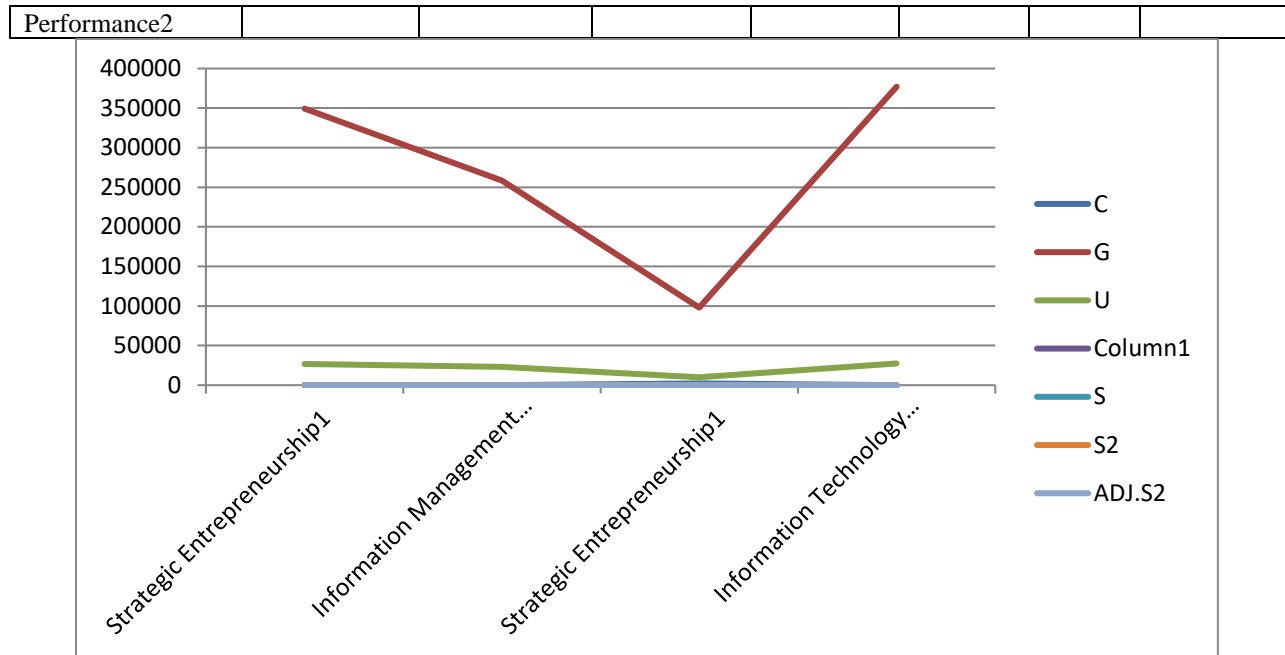


Chart Regression Analysis Results on the Effect of Strategic supremacy Entrepreneurship on Knowledge Management Performance and Its Sub-Dimensions

The regression model, in which the effect of strategic supremacy entrepreneurship on knowledge management performance was evaluated, was found to be statistically significant ($G=349,451$, $Q<0.001$). According to the model, there is a positive relationship between the two variables, and it was found that a one-unit increase in strategic supremacy entrepreneurship increased the information management performance by 0.979 units ($C=.979$). Strategic supremacy entrepreneurship was found to be an important factor in explaining the knowledge management performance, which is the dependent variable. The values related to the regression (Beta) coefficient are statistically significant ($U=26.549$, $Q<0.001$). In this model, the strategic supremacy entrepreneurship variable explains 60.8% of the change in knowledge management performance (Adjusted S Square = 1.719). It can be said that this value is a statistically significant contribution.

Regression models evaluating the effect of strategic supremacy entrepreneurship on knowledge management performance sub-dimensions, for information technology performance ($G=97,990$, $Q<0.001$), for process performance ($G=376,993$, $Q<0.001$), for employee performance ($G=258,311$, $Q<0.001$) was found to be statistically significant. According to the models, there is a positive relationship between the variables, and it was determined that the increase in strategic supremacy entrepreneurship contributed positively to the increase of information technology performance ($C=2,165$), process performance ($C=.935$) and employee performance ($C=.937$). Values related to the regression (Beta) coefficient of strategic supremacy entrepreneurship and knowledge management performance sub-dimensions; It is statistically significant for information technology performance ($U=9,954$, $Q<0.001$), process performance ($U=27.417$, $Q<0.001$) and employee performance ($U=23.244$, $Q<0.001$) (Table 5).

Conclusion :

In today' globalizing, changing, developing business world, where competition and information dependency are intense, advances in information and communication technologies have made it difficult for businesses to survive successfully. Businesses that want to survive and be successful in such an environment need to benefit from the principles of strategic supremacy entrepreneurship and to use and manage the knowledgeable effectively. For this reason, the effect of strategic supremacy entrepreneurship on knowledge management performance was tried to be determined in the research. The application part of the research was carried out on companies operating in the IT sector.

When the demographic characteristics of the managers participating in the research are examined, two features come to the fore. The participants have a high level of education (79.8% of them have undergraduate and postgraduate education) and have a long experience both in the field (53.9% of them 6 years and above) and in the strategic supremacy they work (53.9% are 11 years and above). found to be working. In the light of these data, it can be said that education and experience are important due to the information-intensive structure of the information sector.

The results obtained with the regression analysis revealed that strategic supremacy entrepreneurship and its sub-dimensions have a positive effect on knowledge management performance. Based on this result, the effective implementation of strategic supremacy entrepreneurship has a positive effect on the knowledge management performance by helping the knowledge management applied by the strategic supremacy. Entrepreneurial mindset dimension, which is one of the sub-dimensions of strategic supremacy entrepreneurship, has the most impact on knowledge management performance and all sub-dimensions. In this context, having an entrepreneurial mindset makes important contributions both to the successful implementation of strategic supremacy entrepreneurship and to increasing the performance of knowledge management. Entrepreneurial mindset makes the greatest contribution to employee performance among the dimensions that constitute knowledge management performance. Because of the entrepreneurial mindset directly affects the way employees approach events, their way of doing business, their performance, and their ability to work as a team. Employees with an entrepreneurial mindset contribute to creating opportunities, creating maximum value from these opportunities and providing strategic supremacy advantage. Entrepreneurial mindset increases the performance of the employees as well as the performance of the information management process and information technology. Therefore, it is beneficial for businesses that want to implement strategic supremacy entrepreneurship and increase their knowledge management performance, to employ employees with an entrepreneurial mindset.

Supporting employees by entrepreneurial leaders, creating an environment of trust, increasing their participation and creating an entrepreneurial culture environment will also increase the knowledge management performance of strategic supremacy. Entrepreneurial leadership practices in an entrepreneurial culture environment increase the knowledge management performance of businesses. While entrepreneurial leadership contributes more to increase employee and information technology performance, strategic supremacy management of resources and entrepreneur-oriented culture contribute more to increase the process performance of information management.

As a result of research, the conclusion that there is a positive and significant relationship between strategic supremacy entrepreneurship and knowledge management performance, the scope of the research should be expanded sectorally and regionally. In addition to these, it is thought that examining whether strategic supremacy entrepreneurship has an effect on organizational performance in future research will make important contributions to the subject.

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