

ممارسات الإدارة الإستراتيجية في الشركات العائلية
في إطار انضمام المملكة العربية السعودية لعضوية منظمة التجارة العالمية:
دراسة استطلاعية على محافظة جدة

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المستخلص

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**STRATEGIC MANAGEMENT PRACTICES of FAMILY BUSINESESS in
LIGHT of the ACCEPTANCE of SAUDI ARABIA to the WORLD TRADE
ORGANIZATION:**

SURVEY STUDY on JEDDAH GOVERNORATE

Khalid ali Mohammed Baghlaf

Abstract

The research concentrates on the available capabilities and the current prevailing practices in family businesses in the area of strategic planning, and exploring the expected impacts of joining the Kingdom of Saudi Arabia to the membership of the World Trade Organization on the family businesses and the strategies to diminish the effects of such impacts. The researcher followed the descriptive method where a valid and reliable questionnaire was designed. It was administered and distributed to a sample of (400) family business, with a response rate of (23.5%) of the sample size.

The main research findings are: (1) A majority of top management of family businesses did not attend any training programs or conferences or symposiums in strategic planning or subjects related to family businesses, (2) A majority practice strategic planning and understand its importance, (3) There is neutrality about the availability of the requirements and capabilities of strategic planning, (4) There is disagreement and neutrality regarding any expected negative impacts on family businesses due to the acceptance of Saudi Arabia to the WTO, (5) The effective techniques to deal with the expected impacts of joining the WTO are: effective practices of strategic planning – transforming into public companies – and making alliances or cooperation and coordination with international companies.

The researcher proposed some recommendations of which: (1) Attending training programs, conferences and symposiums in the field of family businesses and strategic planning by the family business owners, (2) Understanding the expected impacts resulting from joining the Kingdom the WTO, and the ways and strategies to face them, (3) Establishing specialized centers in research and consultancy for family businesses in universities and Chambers of Commerce and Industry, (4) Encouraging and supporting research about family businesses by universities and research center.