Life Cycle Management: A Remark

Zuhu Xui*

Department of Management, Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai 519085, China

Introduction

The book Strategic Management for the Public Sector was developed specifically with managers and postgraduate MBA and MPA students in mind. It will also be appealing to public sector managers and employees who are looking for a simple book to read for their own independent personal growth. Government is rife with strategy, and many methods associated with it, such strategic planning and management, are common tools used by public administrators and politicians. The public manager or policymaker of the twenty-first century is in fact faced with a wide range of issues, all of which call for efficient strategies: What kind of public value does he or she hope to produce? How will they accomplish this? In addition, Aspirations and the skills required to fulfil them are connected through strategies. By taking into account both existing capabilities and the potential need to generate new ones, strategy means the conscious as well as emergent (re)alignment of ambitions and capabilities, ensuring that aspirations may be attained or, alternatively, that they need to be adjusted. Strategizing is applicable to any entity where goals and capabilities need to be linked (e.g., individuals, teams, organisations, coalitions, communities), hence it is not just restricted to single organisations [1-3].

Discussion

Providing solutions to problems and frequently laying forth a future vision. Including organisational design, resource management, performance measurement, and change management, strategic management also connects strategic planning to strategy execution. Even legislative initiatives around the world have incorporated elements of both strategies, forcing public organisations to adopt them (e.g., the Government Performance, Results and Modernization Act in the United States, Best Value in England and Wales, and the Policy and Management Cycle in Flanders). A public organisation or other institution that lacks a clear strategy is the reactor. It does not prioritise achieving great competencies and has low aspirations. Reactors are typically followers who wait for orders from their institutional surroundings before taking action [4-6].

Conclusion

This study offers timely guidance for Chinese film and television companies on how to handle the COVID-19 epidemic crisis, as well as recommendations for organisational resilience capability combinations that are more suitable for various companies to boost firm performance in accordance with firm size. Our findings demonstrate that concurrent organisational resilience skills must be identified, organised, and made sure that their effectiveness is dependent upon the company size in order for a firm to perform sustainably in the face of adversity. The study's findings imply those crisis leaders' decisions in coordinating organisational resilience capabilities might lessen damages and achieve sustainable firm performance during the COVID-19 crisis. It is difficult for businesses to respond to and recover from a terrible crisis situation.

Acknowledgement

None.

Conflict of Interest

None.

References

1. Bowen, Glenn A. "Document analysis as a qualitative research method." *Qual Res J* (2009).

2. Amiot, Catherine E., Christophe Gahgné and Brock Bastian. "Pet ownership and psychological well-being during the COVID-19 pandemic." *Scientific reports* 12 (2022): 1-14.

3. Milton, Sansom. "Syrian higher education during conflict: Survival, protection, and regime security." *Inter J Educ Dev* 64 (2019): 38-47.

4. Şen, Asım. "Democratization of University Management for Quality Higher Education." Procedia-Soc Behav Sci 58 (2012): 1491-1504.

5. Toma, Simona-Valeria. "Identifying the risk in higher education institutions." *Proc Eco Fin* 15 (2014): 342-349.

6. Couch, Daniel. "Conceptualising quality following conflict: Afghanistan's higher education policy." *Asian Edu Dev Stud* (2019).

Address for Correspondence: *Zuhu Xui, Department of Management, Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai 519085, China, E-mail: zuhux@gmail.com*