Abstract

This study aimed to investigate the impact of pre-preparing organizational think tanks on improving strategic scenarios effectiveness, choosing as an applied study over insurance companies operating in Palestine. The researcher have chosen the insurance companies since they are considered to have the higher ability to benefit from building the scenarios among other financial institutions; thus, the accuracy in building the scenarios, has effect on strategic decisions with financial implications.

Research and studies remain rare in the field of exploring and developing organizational think tanks. Therefore the point of go of the research formulate the research problem by addressing two main question, and 8 sub questions.

The population of this study consisted of all insurance companies operating in Palestine (10) companies. The sample of the study consisted of the (9) companies, which represent 90% from the population. Unit of observation consisted of all employees in the top management “board of directors” in each of the companies, which is (35) employees. In order to achieve the objective of this study a questionnaire has been developed for the purpose of data collection, and distributed to the top management, the researcher received (28) questionnaire, and (1) questionnaire was not valid.

It can be concluded that the study achieved its objectives and goals in analyzing the effect relationship between pre-preparing organizational think tanks requirement and the key indicators of improving strategic scenario effectiveness. Thus the researcher would like to address the following result as follows:

To pre-prepare and to provide think tanks a special training programs such as; role playing and sensitivity towards competition have an impact on improving strategic scenarios planning effectiveness improvement, by achieving Return on Investment (ROI), dealing effectively with uncertainties, minimizing risks, and achieving learning and growth.

It was found that the most important role is pre-preparing organizational think tanks, because their capabilities and power will be used in strategic scenarios planning improvement. Therefore pre-preparing think Tanks has impact on strategic scenarios planning effectiveness.

It is recommended to have a common understanding about the importance of teaching the insurance fields and strategic scenario planning in the Palestinian universities. Also, Palestinian insurance companies are to pay more attention for think tanks inside of the company, and have policies to attract them from outside the company. In addition this study could be applied in other companies in other environments (other countries), and could be applied with other combination of the variables.

Impact of Pre-Preparing Organizational Think Tanks on Improving Strategic Scenarios Planning Effectiveness.

An Applied Study of Insurance Companies Operating in Palestine

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