

In today's increasingly complex and dynamic global business landscape, organizations are compelled to continuously adapt in order to sustain and enhance their competitive edge. Therefore, Future research might consider differences in strategic management approaches across industries and organizational scales to shed light on industry-specific challenges; it would also be useful to investigate the long-term implications of involving employees in strategic decisions, as well as the impact of digital transformation on strategy formulation and organizational adaptability.

Conclusion In conclusion, this research demonstrated how strategic management is fundamental for enhancing the organizational competitiveness in a rapidly changing environment with organizations needing to evolve in order to maintain the competitive advantage continually, the study discovered that strategic management is more than just the responsibility of top management; it is integrated across the organization and influences decision-making at all levels, a comprehensive strategy like this allows firms to assess and correlate internal capabilities with external market opportunities and risks, which leads to long-term success. Regarding the vital role participants play in the company, the vast majority of respondents were involved in the company's operational processes, contributing to the implementation of daily tasks, responsibilities, and duties by working as a team to ensure business improvement, increased efficiency, smooth operations, and the achievement of objectives. Organizations create a competitive advantage through customer satisfaction, innovation, and cost leadership these various constructs separate organizations from their competitors they enhance their ability to attract customers and maintain customers Furthermore, this study reveals that employee participation in decision-making establishes trust and belongingness elements of an integrated and committed workplace. By utilizing strategic tools such as SWOT analysis, PESTEL analysis, Porter's Five Forces, and the Balanced Scorecard, organizations can effectively navigate the complexities of their environments and enhance their overall competitiveness. By analyzing responses to the organization's competitive advantage, it is evident that individuals in organizations are aware of the necessity of a competitive advantage because it distinguishes companies from their competitors by offering unique products or services that enable them to attract customers, increase profits, and slow growth. The basis of a successful strategy is competitive advantage, which is achieved through several aspects, the most important of which are customer satisfaction, response to market changes, innovation, and cost, by defining the vision and future goals, analyzing the internal and external work environment, and allocating resources to achieve sustainable growth. The largest group, 63%, remains neutral, Results and Discussion The survey results, compiled from the participants' responses, indicate that the youth group, aged 22 to 30, both males and females, is the most represented in the research sample. This is essential because it contributes to strengthening mutual trust between leadership and individuals, fosters a sense of belonging to the organization, and contributes to achieving the organization's strategies and enhancing its attractiveness in the industry. Furthermore, the results were based solely on the questionnaire, without using more in-depth data collection methods such as interviews, which help us observe individuals' real reactions and facial expressions. This process involves the formulation, implementation, and assessment of decisions that guide an organization toward its long-term objectives, while simultaneously aligning its internal capabilities with external opportunities and threats (David & David, 2017). This is followed by improving

innovation and product development to enhance opportunities, followed by improving the market and cost leadership, meaning the company focuses on producing and selling products of the highest quality at the lowest prices. This indicates a lack of evaluation and implementation processes and weak mechanisms within the company, as developing a strong strategy requires the ability to implement it efficiently and take all aspects of the market into account. The research findings highlighted several key strategic tools that enable organizations to maintain competitive advantages and these strategic tools include goal setting, including employees in decision making, competitor monitoring, and adapting to changing customer needs. Strategic management transcends being a mere administrative task at the top level; it represents a holistic, organization-wide approach that influences decision-making across all departments. Through data analysis, the results showed that organizations primarily focus their strategy on customer satisfaction, as gaining customer satisfaction and trust achieves a competitive advantage in the market, enhances reputation, and builds brand loyalty. In overall, this analysis shows that strategic management has a role in enhancing the attractiveness of the organization by integrating employees into the company's decision-making processes and working within departments as a team with effective communication for the benefit of the organization. Based on our review, the capability to provide a coherent vision, scan both internal and external environments, and the ability to allocate firm resources appropriately is the key aspect of a successful basis, in the long term, when implementing strategy. Strategic management has become an essential function that empowers firms to foresee changes, allocate resources efficiently, and maintain a competitive advantage. Respondents were asked about the competitive advantage the organization focuses on, and four different options were identified: improving innovation, improving the market, customer satisfaction, and cost leadership. This indicates that competitive advantage has diverse sources and is not limited, but rather that the company has the ability to be unique and distinctive across multiple aspects. It also enhances attractiveness by strengthening trust between leadership and individuals and achieving the concept of participation and belonging. However, the study has also identified opportunities for improvement, such as with internal interaction and stronger guidelines for assessing the effectiveness of strategic decisions. Increased transparency, feedback, and strategic assessment will promote better decision-making and organizational agility. Young people possess many advantages, such as flexibility, high energy, the ability to adapt to technology and respond to changes, as well as a desire to learn and gain experience, which helps them understand the requirements of the labor market, develop their skills, and become more prepared for productivity. This group is the target group for the research, as they operate according to the defined standards and strategies implemented by management in organizations to enhance attractiveness and monitor the effectiveness of management plans. This means that market conditions must be taken into account and a thorough study of all aspects of the market, including competitors, suppliers, employees, and even customers, must be conducted to formulate a flexible, long-term strategy. The survey findings provide valuable insight into how organizations build and sustain competitive advantages. Finally, strategic management lays the groundwork for the firms eager to establish long-term competitive advantage in an uncertain and ever-changing environment. To study the role of company strategies in enhancing competitive advantage, we collected quantitative data through a

8-question survey. The most significant competitive advantage gained is customer satisfaction at 57.5%, followed by improved innovation at 16.2%, and improved market position at 11.2%. Firms that embrace a culture of collaboration, change, and continuous learning and can remain flexible and competitive helping them remain the leader in their industry going forward. The survey was distributed to employees and students undergoing training, with 81 respondents participating.

Research Methods

Age: The Question about age we will learn from it The majority From the responses their ages between 22 to 30 years old was 70.4% and 16% form age between 18 to 21 years old and 31.6% for their old 31 years and more

Gender: The gender a question responses was majority 81.5% refer to female response and the rest refer to male was 18.5%

What is your current position in the organization?: this question shows the current position of responses in their Companies .And 4.9% disagree, and 12.3 % of people are unsure

Which of the following competitive advantages has your organization gained through strategic management? This indicates that the business sector consists of young age groups in early career stages. When asked whether they participate and feel part of the decision-making process, most respondents felt involved in the decision-making process, felt their voices were heard, and their opinions were needed to improve and develop the business. When considering the effectiveness of strategic decisions and whether they are affected by market variables, the majority 44.2% were neutral on the issue, meaning they did not express whether they had an impact or not. This is a misconception about the concept of strategic management because it encourages participation.