
**ECONOMY AND OPERATION
OF NATIONAL ECONOMY**

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ONE OF THE MAJOR BARRIERS
FOR SUCCESSFUL STRATEGY EXECUTION
IN THE ORGANIZATIONS OF EMERGING COUNTRIES**

Strategy is a theoretical model of organization development for which realization in practice appropriate mechanism creation and management is necessary. One of them is communicate the strategy with employees. Employees need to know that the company where they are working has a clear strategy and the management understands where they are going very well. This tells to employees to where their company is going, what priorities are and how their work matches with company's future plan. In addition it's critically important that employees' understand company's strategy. Those employees who understand company's strategy – work better. Everyday they make the decisions, which matches to company's long-term vision.

The real priority in the Company has those objectives and directions on which the employee are actively working and spend more resources – material, time and intellectual; and not those tasks that are only defined according the strategy.

Also, for Modern organizations it is important that initiatives are coming from lower-level employees. One possible solution is to communicate strategy with the employee. Today, in most parts of organizations the initiatives mainly come from the top to the down and not vice versa.

In such cases, the generation of ideas is taken up by the heads. As a result it is followed with a lot of negative consequences. The first is, that there is a lack of ideas, which does not give a chance for selection to choose the best among them. In addition, the ideas coming from the heads, as a rule, have no opponents and almost all of them are implemented, and consequently, most of them are unprofitable and inefficient. However no one is saying it openly, before the results are exposed.

Out of research results we can conclude, that strategy formation culture in the organizations in emerging countries is developing gradually. Managers feel the importance of this and are active in this direction. 82% of surveyed organizations' has quantitative/measurable goals (specific figures they should achieve in a certain period), though they pay less attention to have all these formalized, complete and declared.

Communication has a great importance for the organization's activities and its success. After the formation of the organization's strategy, the relevant employees must be informed, otherwise, they will not understand what to do and why. The best idea, a proposal, a plan will not be implemented without a communication.