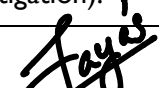


Canterbury Institute of Management (CIM)

ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
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Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - <i>Week 4</i>		
Due Date & Time	27/10/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 223	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> ✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's Academic Integrity and Honesty Policy available on the website. ✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course. ✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group. ✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation). 			
Signature:		Date:	24/20/24

MGMT402 Strategic Management

Reflective Journal - Week 4

Ayesh Jayasekara - CIM12137

Porter's Five Forces Framework

This framework although defined and published back in 1979, defines 5 forces that drives the competitive attractiveness of an industry or business. The five forces are,

- Threat of new entrants
- Bargaining power of suppliers
- Bargaining power of buyers
- Threat of substitutes
- Competitive rivalry among firms

These five forces would drive competitive standing of a business firm in both product and service based worlds. Indicating strong validation of the framework relevancy in modern economy backdrop. However, with the rapid development of technology, each business firm must operate in an environment which is driven by technology *ex. Internet*.

Debatable; Is it still valid?

According to (Isabelle et al., 2020), based on research conducted it is argued that this framework does not meet the complex operational requirements in modern world. Further research has emphasized on shortcomings of this framework such as ability to counter the impact of,

- Digitalization
- Competitor Innovation
- Globalization
- Government regulations

As a result, while the aforesaid framework is still relevant in core concept, it must not be utilized for critical decision making processes that drives the firm. For example threat of new entrants is extremely high with the impact of digitalization and market capitalization of countries such as China.

In conclusion, I believe the framework is conceptually valid in it's core definition but is no longer a tool for aid in critical decision-making within a firm.

Bibliography

Isabelle, D., Horak, K., McKinnon, S., & Palumbo, C. (2020). Is porter's five forces framework still relevant? a study of the capital/labour intensity continuum via mining and it industries. *Technology Innovation Management Review*, 10(6), 28–41. <https://www.proquest.com/scholarly-journals/is-porters-five-forces-framework-still-relevant/docview/2425004441/se-2>

Evaluation Comments