

# Footprints

**The legacy of a visionary educator,  
thinker and leader**

**Festschrift in honour of Dr. John Felix Raj, SJ**



**Edited by  
Mourlin K,  
Manodip Ray Chaudhuri**

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## **Navigating the Future : Strategic Transformation in the Digital Business Era**

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### **Introduction**

The accomplishment of any organization is deeply influenced and processed by strategic management to calibrate with an ever-changing environment. Strategic management involves assessing the internal and external environment, setting objectives, executing plans, and evaluating performance (Alharbia, 2024). In organizations, strategic management has a significant influence on the development and implementation of strategies to achieve organizational goals and also guides managers in increasing productivity to build a competitive edge (Schneller et al, 2023). The proper implementation of strategic management by leaders helps an organization to overcome the competition prevalent in the business world. It also helps business leaders to analyze both the internal and external business environments

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**© St. Xavier's University Kolkata Alumni Association**

*First Edition : February, 2026*

**ISBN : 978-81-983122-4-2**

*Published by*

**St. Xavier's University Kolkata Alumni Association  
Action Area III B, New Town, Kolkata - 700 160, India**

*Printed & Bound by*

**Patel Printers**

**7, Dr. Suresh Sarkar Road, Kolkata - 700 014**

**Price : ₹ 400/-, \$ 20**

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