
**مطالعه تطبیقی اجزای تدوین بیانیه ماموریت شرکت‌های
فناوری اطلاعات داخلی و خارجی**

*

(// : // :)

:

»:

«

. []

. []

. []

. []

. []

. []

()

. [] []

:

:

. []

()

()

»:

»

. [] .«

. [] .«

[] [] [] []

. []
.[] [] []

.

.

.

: () .

. []

»: ()

. [] « » «

: ()

. []

()

. []

.

.

.

()

« » « »
.[]

»)

(« »

()

[].

()

:

•

•

•

.[]

.[]

()

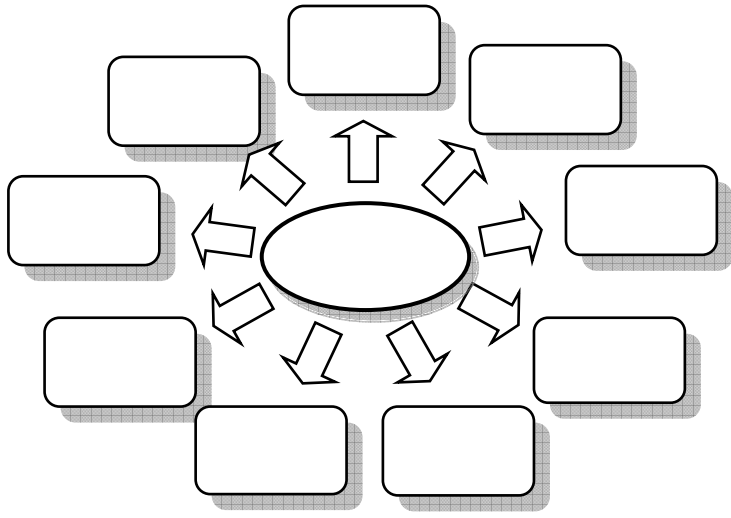
·
·

·
·
·

:()

		==	
		==	
—			
—			
—			
—			
—		==	
—		==	
		==	/

()



:()

. []

(ICT)

•

()

:

(Holding)

:

:

:

:

•
:

:

:

:

:

:

:

:

:

:

•

•

•

•

:

•

:

:

•

:

•

(HP)

:

:

:

:

()

:()

✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
x	✓	x	✓	✓	✓	✓	✓	x	✓	
x	✓	x	✓	✓	x	x	x	x	x	
x	x	x	x	✓	x	x	x	x	x	
x	✓	x	✓	x	x	x	x	✓	x	
x	✓	x	✓	✓	✓	x	x	✓	✓	
x	x	✓	x	x	✓	✓	x	✓	✓	
x	✓	x	✓	x	x	x	x	x	✓	
x	x	✓	x	x	x	✓	x	✓	✓	

-
- « ».().
2. Ansoff, H. I. (1988). "The New Corporate Strategy", New York, John Wiley & Sons.
 3. Bart, C. K. (1996 a). "The impact of mission statements on firm innovativeness", *International Journal of Technology Management*, Vol. 11, No. 3/4, pp: 93- 479.
 4. Bart, C. K. (1996 b). "High tech firms: does mission matter?", *The Journal of High Technology Management Research*, Vol. 7 No. 2, pp: 25- 209.
 5. Bart, C. K. (1997 a). "Industrial firms and the power of mission", *Industrial Marketing Management*, Vol. 26, No. 4, pp: 83- 371.
 6. Bart, C. K. (1997 b). "Sex, lies and mission statements", *Business Horizons*, Vol. 40, No. 6, pp: 9- 18.
 7. Bart, C.K. (1998). "Comparison of mission statements and their rationales in innovative and non-innovative firms", *International Journal of Technology Management*, Vol. 16, No. 1/2/3, pp: 64- 77.
 8. Bart, C. K. (1999). "Mission statement content and hospital performance in the Canadian not-for-profit health care sector", *Health Care Management Review*, Vol. 24, No. 3, pp: 18- 29.
 9. Bart, C. K. (2000). "Mission use and innovation in the airline industry: an exploratory investigation", *International Journal of Technology Management*, Vol. 20, No. 5/6/7/8, pp: 89- 475.
 10. Bart, C. K. (2001). "Exploring the application of mission statements in the World Wide Web", *Internet Research*, Vol. 11, No. 4, pp: 8- 360.
 11. Bart, C. K. and Baetz, M. C. (1998). "The relationship between mission statements and firm performance: an exploratory study", *The Journal of Management Studies*, Vol. 36, No. 26, pp: 53- 823.
 12. Bart, C. K.; Bontis, N. and Taggar, S. (2001). "A model of the impact of mission rationale, content, process and alignment on firm performance", *Management Decision*, Vol. 39, No. 1/2, pp: 19- 35.
 13. Bates, D. L. and Dillard, J. E. (1991). "Desired future position- a practical tool for planning", *Long Range Planning*, Vol. 24 No. 3, pp: 9- 90.
 14. Campbell, A. and Yeung, S. (1991). "Creating a sense of mission", *Long Range Planning*, Vol. 24, No. 4, pp: 10- 20.
 15. Coats, J.; Davis, E.; Longden, S.; Stacey, R. and Emmanuel, C. (1991). "Objectives, missions and performance measures in multinationals", *European Management Journal*, Vol. 9, No. 4, pp: 53-444.
 16. Collins, J. C. and Porras, J. I. (1991). "Organizational vision and visionary organizations", *California Management Review*, Vol. 34, No. 1, pp: 30- 52.
 17. Collins, J. C. and Porras, J. I. (1994). "Built to Last, Harper Business", New York, NY.

-
18. Daniel, A. L. (1992), "Strategic planning– the role of the chief executive", Long Range Planning, Vol. 25, No. 2, pp: 10- 105.
 19. David, F. R. (1989). "How companies define their mission", Long Range Planning, Vol. 22, No. 1, pp: 7- 90.
 20. David, Fred. R. (1997). "Strategic Management", Prentice Hall International, Inc.
 21. Drucker, P. (1974). "Management: Tasks, Responsibilities and Practices, Harper & Row", New York, NY.
 22. Hill, C. W. L. and Jones, G. R. (2001). "Strategic Management Theory: An Integrated Approach", 5th ed., Houghton Mifflin, Boston, MA.
 23. Hitt, M. A.; Ireland, R. D.; Hoskisson, R. E.; Rowe, W.G. and Sheppard, J. P. (2002). "Strategic Management: Competitiveness and Globalization", Nelson Thompson Learning, Toronto.
 24. Hunger, D. J and Wheelen, T. L. (1996). "Strategic Management", Addison-Wesley Publishing Company.
 25. Ireland, R. D. and Hitt, M. A. (1992). "Mission statements: importance, challenge and recommendations for development", Business Horizons, Vol. 35, No. 3, pp:34- 42.
 26. Klemm, M.; Sanderson, S. and Luffman, G. (1991). "Mission statements: selling corporate values to employees", Long Range Planning, Vol. 24, No. 3, pp: 8- 73.
 27. Mason, J. B, and Ezell, H. F. (1993). "Marketing Management", Macmillan Publishing Company.
 28. Medley, G. J. (1992). "WWF UK creates a new mission", Long Range Planning, Vol. 25, No. 2, pp: 8- 63.
 29. Oswald, S. L.; Mossholder, K. W. and Harris, S. G. (1994). "Vision salience and strategic involvement: implications for psychological attachment to organization and job", Strategic Management Journal, Vol. 15, No. 6, pp: 89- 477.
 30. Pearce, J. A. II and David, F. (1987). "Corporate mission statements: the bottom line", Academy of Management Executive, Vol. 1, No. 2, pp: 14- 109.
 31. Pearce, J. A. II and Robinson, R. (1994). "Strategic Management: Formulation", Implementation and Control, Irwin, Homewood, IL.
 32. Saloner, G.; Shepard, A. and Podolny, J. (2001). "strategic Management", John Wiley & Sons, Inc.
 33. Sherman, S. (February 22 ,1993). "Andy Grove: How Intel Makes Spending Pay off", Fortune.
 34. Thompson, A. A. Jr. and Strickland, A. J. III. (1996). "Strategic Management: Concepts and Cases", 9th ed., Irwin, Chicago, IL.
 35. Want, J. H. (1986). "Corporate mission: the intangible contributor to performance", Management Review, Vol. 75, No. 8, pp: 46- 50.
 36. Wilson, I. (1992). "Realizing the power of strategic vision", Long