

DOI: 10.19275/RSEP045

Received: 10.01.2018

Accepted: 16.04.2018

MEASURING VALUE CREATION FOR BUSINESS DEVELOPMENT: THE VIEW OF EXECUTIVE MANAGERS

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Abstract

On the assumption that value creation can be characterized as an element of fundamental importance for the quality of management, this study aims to know, through exploratory research, the vision that managers have about the challenges that they face, and the processes adopted to accomplish it. The text begins with a literature review that covers different perspectives of value creation, its importance to business and the reasons and ways for its monitoring and evaluation, such as performance indicators for its management. Based on these references, we conducted a qualitative research, collecting data by means of in-depth semi-structured interviews with managers of companies from different market sectors and sizes operating in Brazil. The findings reveal that those managers are conscious of the importance in monitoring and measuring the effectiveness of value creation as a condition to sustain competitive advantages, but the use of metrics and indicators for this purpose is not frequent. This study is expected to contribute to the reflection on the benefits that the management of value creation may provide to organizations business development.

Keywords: Value Creation, Competitive Advantage, Performance Measurement.

JEL Classification: D46, G32, M10.

Citation: Caldeira, A., Aderito da Silva, A., Medeiros Jr., A. & Miguel L.A.P.(2018). Measuring Value Creation for Business Development: The View of Executive Managers, Review of Socio-Economic Perspectives, Vol. 3(1), pp. 97-116. DOI: 10.19275/RSEP045.