

THE IMPORTANCE OF SYNERGY

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Abstract: Comprehensive analysis of theoretical and practical knowledge is the basis for the development of fundamental knowledge of synergy, its evolution and current role in society. The purpose of this article is to identify areas where synergy is and highlight its importance in the business environment. There is a need to confirm that it was exploring cooperation in these conditions, the initial impulse for exploring synergetic effect caused by the appropriate strategic direction of the cooperating companies. The importance of synergies as a growing element in the framework of cooperation, which can be distinguished from the competition and create through it a unique strategy, which will provide a new added value for outbound interactive elements of a cooperative environment. For the success of strategic management for the creation of synergy effects within the cooperation grouping it is necessary to define the control unit - cooperative environment must be controlled because of the effective coordination and implementation of each activity. Identified the main Background of effective cooperative management within the theoretical and practical analysis affecting the creation of synergies are: Identification of cooperating relations, Determination of the responsibility and competencies, Redistribution of activities and combination of resources, Ensure communication with cooperative entities, Determination of control in avoidance of conflict or collusion.

Keywords: keywords synergy, synergy effects, cooperation, cooperation management, strategy management, business environment

JEL Classification: C22; C51; Q11; Q13

1. THE RANGE OF SYNERGY

Synergy in science has recently started to explore. By Haken [4] it was established on ground of physics and identifies it as a theory of the creation of new cooperation structures in systems with nonlinear dynamics, which can not only get by simply adding subsystems properties. Further it alleges that Synergetics itself exists, but is connected with other sciences they bring to the synergetic their ideas and have been studied by various scientific fields. According Vodáček and Vodáčková [17] indicates that synergetics is discipline that systematically deals with synergy. Consequential theoretical examination in the following text, bears out the proposition: Synergy refers to the cooperative effects of all kinds, from inanimate phenomena in physics for synergy in the world of human technology. The comprehensive theoretical examination of a number of authors [2], [3], [7], [9], [10], [17] led to the compilation of the areas in which synergy not only it exists, yet it is a part of them.

Synergy affects the evolution of different processes, interactions in various scientific fields such as biology (to change the quality of biological systems, problem selection, glucose, photosynthesis, solitons, cells - creating impulse, the heart), chemistry (chemical substances - reaction system, spatial and functional structure, thermodynamics), biochemistry (influencing their concentration), physics (oscillation in mechanical process spatial structures in hydromechanics, thermodynamics) and, not least management (managing, dynamic systems with a number of non-linear context), economics and sociology. In economics, there are methods for measuring and capturing synergies (provides mathematical, economic, accounting models); functional theoretical models and market dynamics (the

relationship of supply and demand). Social processes are also one of the sources of synergy that is presented in dynamics, time oscillation, modeling the evolution of social and cultural behavior. Synergy explaining how the current complex systems in astrophysics and cosmology (the formation of galaxies, the universe). The phenomena in ecology are also synergetic character: the interaction type of predator-prey (antagonistic systems), symbiosis interactions with the same food, ecological waves (systems, pests), Fichove laws of diffusion and many others. On the other hand, synergy reflected in the actual progress of technology and information (computer languages and their application in robotics, the number of transistors on a microprocessor combination of hardware and software, computers parallel connection).

2. STRATEGY MANAGEMENT

The success of each company is based on its strategy. It follows that the fact that an undertaking which does not have a well-formulated strategy and well-functioning system of strategic management, cannot survive in today's competitive world. Each business strategy is unique forming part. Porter's idea, which is confirmed by several authors, as [11], [13] is that sustained competitive advantage can only be achieved through a strategy.

What is the strategy and what is already the activity of operation, the performance of which is a necessary to achieve the strategic objectives? - The application of strategic management. This question corresponded several authors from the organization palladium [1] and all agreed that the right strategy is focused on the future, while operational activities are focused on providing value through current provision of basic measures business. The consistency between strategy and operational activities

creates success and provides the value of mutual synergy. Strategic management businesses need measuring instruments on which lay decision making and these instruments are applied within operational activities. Strategic objectives, instruments and initiatives help create a bigger picture of the strategies and operational processes.

As reported by the authors Yoffie and Cusumano [18] in the book *Strategies of successful*, the key for success in achieving the vision is to focus on long-term plan for the future, but it is important to focus on the challenges of shorter period. From which we can conclude that it is necessary to have long-term plans, but if we do not have short-term plans, the latest information and do not do the update strategy in light of current (short-term) calls could cause problems and the enterprise does not have to get where they want to, respectively, may not achieve their goals.

A composition which has the potential to build synergies and synergies within the business environment is in terms of research problems to date precisely the strategy and strategic management. Identifying the main strategic direction is its orientation and future of the company, in assessing the current situation. The synergistic effect as referred to Kang and Sakai [8] appears in long-term interaction within international strategic alliances. It is important to exclude or the emergence of short-term effects that may represent partial effects that after summing up will constitute the overall effect of a longer period of time.

3. DISCUSSION – CASE STUDY SIPE

Particular relations in studied field are controlled by market environment. Market, as a place where are offered certain offers as an answer to certain demands or vice versa, creates natural area for concretized strategic management. There is no management hierarchy which would define exact bonds by the help of regulations and commands. Legislative regulations of the environment affects only certain activities such as tendering, tax burden, levies and other various payments and obligations to the legislative establishment on the territory.

Characteristics of bonds in the environment of Sipe consists of four basic interaction bonds, which are based on the following common background:

- Frequent and high intensity of interactions with cooperating companies in the current environment (lasting relationship for more than two years, focus on certain satial locality – high potential for business).
- Long-term cooperation relationships (two and more years, exceptions: direct competitors rarely cooperate).
- Provide medium or high performance in business activities (production capacity, size of demand).
- High competitiveness (attractiveness) in certain areas: price, quality, deadlines, partner relationships – alliances.

These bonds represent basis for cooperation environment in surroundings of company Sipe. It is important use this established base in forming strategic management of business as well as individual relationships in the environment.

On observation of a Sipe business environment it defined the problem of constant competitive struggle in gaining customer loyalty, particularly the price at which the quality and other features of the services provided receding into the background. Therefore it is necessary for this problem use the strategy in terms of cooperation more of its members, thus creating a system of cooperative management that this environment (defined by the system) will be efficiently managed. Its management, managing entity whose employees are ejected from each element of the environment.

For the success of strategic management for the creation of synergy effects within the cooperation grouping it is necessary to define the control unit, which will have the following tasks:

- Identification of cooperating relations, entities, cooperation conditions and obstacles.
- Determination of the responsibility and competencies for functions that entity represented in it (Manufacturer - Production of construction demand, the supplier - Delivery input sources, etc.).
- Redistribution of activities and combination of resources for their implementation within the established objectives.
- Ensure communication with cooperative entities.
- Determination of control, avoidance of conflict or collusion.

Cooperative environment must be controlled because of the effective coordination and implementation of each activity.

Interaction between units on the market (customers, sellers, competitors, suppliers, partners, employees and others) is composed of unsorted relationships and links. One way to better manage relationships and links in an environment is to drive in a defined system with control unit. Environment, in terms of development and progress needs to be managed. The basis of management is to know the system. The system output elements, relationships and links to be managed.

The individual flows, like relationships and the actual actors in an environment, imperfect system, is necessary to manage and regulate management tool by which it can meet the stated objectives of the individual entities, groups or society. Just it provides system management approaches, methods, techniques and procedures used in the management.

One area where the actual management came in and used to is concept of cooperative management. As the management entities and processes in a specific area for a specific objective, which has a synergistic effect and increases the competitiveness of stakeholders.

This paper builds on our previous publications: The growing importance of synergy effect in business environment [6]; and Cooperative environment as the basis for creating synergy [5]. From the perspective of the past to the present day can be seen cooperation in various contexts, not only in human history but also in the behavior of animals. Cooperation like the competition is innate. From this perspective, is necessary to considered as a means of cooperation which arises for different purposes in its examination of the environment in which it comes to

resource efficiency, technology, obtaining references, lower costs and more.

Theoretical and practical knowledge, detection in the area of company analysis Sipe highlight the importance of synergies as a growing element in the framework of cooperation, which can be distinguished from the competition and create through it a unique strategy, which

will provide a new added value for outbound interactive elements of a cooperative environment.

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