REFERENCES

Aaker, D. A., & Moorman, C. (2023). Strategic market management. John Wiley & Sons.

Alam, M. Z., Rahman, M. S., & Rahman, M. S. (2019). A Random Forest based predictor for medical data classification using feature ranking. Informatics in Medicine Unlocked, 15, 100180.

Azadegan, A., Mellat Parast, M., Lucianetti, L., Nishant, R., & Blackhurst, J. (2020). Supply chain disruptions and business continuity: An empirical assessment. Decision Sciences, 51(1), 38-73.

Cuervo-Cazurra, A., Gaur, A., & Singh, D. (2019). Pro-market institutions and global strategy: The pendulum of pro-market reforms and reversals. Journal of International Business Studies, 50, 598-632.

Fisher, A., Rudin, C., & Dominici, F. (2019). All models are wrong, but many are useful: Learning a variable's importance by studying an entire class of prediction models simultaneously. Journal of Machine Learning Research, 20(177), 1-81.

Habersang, S., Küberling-Jost, J., Reihlen, M., & Seckler, C. (2019). A process perspective on organizational failure: a qualitative meta-analysis. Journal of Management Studies, 56(1), 19-56.

Hubbard, D. W. (2020). The failure of risk management: Why it's broken and how to fix it. John Wiley & Sons.

Kabeyi, M. (2019). Organizational strategic planning, implementation and evaluation with analysis of challenges and benefits. International Journal of Applied Research and Studies, 5(6), 27-32.

Kobrin, S. J. (2022). Managing political risk assessment: Strategic response to environmental change. Univ of California Press.

Leo, M., Sharma, S., & Maddulety, K. (2019). Machine learning in banking risk management: A literature review. Risks, 7(1), 29.

Manners-Bell, J. (2023). Supply Chain Risk Management: How to design and manage resilient supply Chains. Kogan Page Publishers.

Mugo, P. (2020). Porter's five forces influence on competitive advantage in telecommunication industry in Kenya. European Journal of Business and Strategic Management, 5(2), 30-49.

Namugenyi, C., Nimmagadda, S. L., & Reiners, T. (2019). Design of a SWOT analysis model and its evaluation in diverse digital business ecosystem contexts. Procedia Computer Science, 159, 1145-1154.

Nicotera, A. M. (2019). Origins and traditions of organizational communication. Routledge.

Sax, J., & Andersen, T. J. (2019). Making risk management strategic: Integrating enterprise risk management with strategic planning. European Management Review, 16(3), 719-740.

Settembre-Blundo, D., González-Sánchez, R., Medina-Salgado, S., & García-Muiña, F. E. (2021). Flexibility and resilience in corporate decision making: a new sustainability-based risk management system in uncertain times. Global Journal of Flexible Systems Management, 22(Suppl 2), 107-132.

Steiss, A. W. (2019). Strategic management for public and nonprofit organizations. Routledge.

Tawse, A., & Tabesh, P. (2023). Thirty years with the balanced scorecard: What we have learned. Business Horizons, 66(1), 123-132.