

# THE DECISIVE IMPLICATION OF SWOT ANALYSIS FOR AN EXPLICIT ADVANCEMENT OF BUSINESS

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**ABSTRACT:** Global business is having the exclusive horizon to be dealt with. Both business leaders and followers should equally be concerned about to instigate the business along with their most distinguished objectives indeed. Because this sound infrastructure of business may change the entire scenario and more over leaders shall have to focus upon certain avenues to entrench the strategic floor of commerce in a very befitting manner. Such as location, business potential, sound manpower, their sequential thoughts, availability of resources, extensive education, product and services, business capital, cash flow, fund flow, occupational planning, appropriate decision making and so on. On the other hand, all the experienced leaders are truly authorised to incorporate one more very riveting concept in this entire paradigm of business. That is “SWOT” analysis. It is going to instigate an astounding commercial avenue of business. S-Strength, W-Weakness, O-Opportunity and T-Threats. These said dimensions will be functioning as the respective eye openers and it will be the very significant mediums for the leaders to select their productive business avenues as per the absolute requirements very minutely. Most importantly it has to be much cleared that an organization is significantly involved with a productive business but without any risk at all. That is how the entire infrastructure shall have to be formulated right from day one. On the other hand, all the leaders shall have to be very thoughtful and they shall have to be united to take their further steps not only to run the organization according their legitimate cohesion where both leaders and followers do understand upon both team building and self dependence indeed. In other words, strengths are equivalent to occupational celerity, weaknesses are related to our organizational refinements, opportunities are associated with the organizational elevations and most notably threats are conjugated with all the amendments in the end.

**KEY WORDS:** 1. Occupational paradigm, 2. Implications of SWOT analysis, 3. Contributions of leaders and 4. Organizational elevations.

## I. INTRODUCTION

Leaders are the best analytical wizards who do intend to clarify about 1. Desire of production, 2. Planning of production, 3. Process of execution, 4. Consequence of Execution and so on. Otherwise the beneficial commercial infrastructure will never be ensured from the perspective of an organization. Moreover leaders shall have to follow the same track to enrich their communal organizational goals in a different dimension. Therefore the solid analytical review is definitely functional out here which might be the most peerless avenue from the perspective of constructive advancement of occupational paradigm and on the contrary, perceptual acceleration of an organization at the same time.

In this regard, the concept of SWOT analysis shall be playing a sheet anchor role to create a healthy organizational culture in all the regards. Because the all-round survival of an organization shall be really conducive not only to provide the needful bread and butter but to amalgamate all the aspired people to reach the root of exclusive breakeven.

According to Habimana T., Mutambuka D. and Habinshtu P. (2018), the significant existence and the contributions of strengths, weaknesses, opportunities and threats have been focused here to enrich all the business enterprises. The fact is that this analysis is very imperative to regulate a very successful business.

**Strengths:** It is indeed very conducive spark of an organization and on the other hand, it is going to build an exclusive optimism amongst the entire individual who is associated to bring out the historic changes in their occupational spirits shortly.

**Compassion:** It should one of the attributes which is very costly for the entire managerial hierarchy to understand their respective domain of work. So that everybody will be able to understand about what to do and what not to do. Very important from the core of their professional elevation. Most notably their focus should not only to concentrate upon the individuality but for their existing

communality at the same point of time. This is how they may think of their collective progression with joy.

**Acceleration:** It is reflected from the previous point which is compassion. The fact is once the hierarchy is formed then the actual work force should immediately be in action. Most importantly everybody shall have to provide their best from the core of their self thinking expertise of knowledge and the estimation of consequential foresight. It is very important to accomplish the need of an organization and to deploy the right worker for the right assignment. As a result they shall be able to move for the best commercial peak along with their deserved manifestation and their communal contributions at the same point of time. This the acceptable track of acceleration which should immediately be the best organizational priority without any second thought.

**Combination:** It is indeed very imperative right at this moment. On the other hand, organization needs the skilled workers and passionate workers. So it should be a great combination as a whole. Because all the skilled workers will be conducive to train passionate workers in a mutually exclusive manner. Workers of both the kinds shall be able to recover their fundamental lacunas through different professional involvements in the end. As a matter of the fact is they will be proceeding simultaneously to ensure the best organizational avenue which would definitely be hazardless but very rousing for the unstopable organizational majesty.

**Perception:** It has the long term engagement at all. In other words, the entire managerial hierarchy shall have to think about the resource such as: man power, collective education, technological advancement, perceptual planning, decision making, usage of inventory and the overall supervision will definitely be possible but sound perception is very imperative out here. Therefore both leaders and followers are truly concerned to have their best perceptual vive from the appointment of their professional journey.

**Estimation:** Organizational status might easily be estimated through this exclusive professional analysis. In this regard, all the leaders are magnificently trained upon some of the integral parameters such as: cash flow, fund flow, status of expenditure, estimated budget, gross profit, net profit and on the other hand, net loss and so on. It shall be really very conducive for our organizational leaders to judge the most deserved direction which an organization is largely dependent upon.

**Implementation:** The entire managerial hierarchy will be equally involved out here to share their best and most productive voices according to their potentials and merits. Therefore it shall be really advantageous for the leaders to

implement their thoughts as per the organizational requirements and the collective estimations at the same point of time.

According to Ghazinoory Sepehr, Abdi Mansoureh and Azadegan-Mehr mandana (2011), both the internal and external environment of an organization can be identified through SWOT analysis and it is equally conducive for extracting the reliable strategies at the same point of time.

**Weakness:** Organizational paradigm cannot be achieved without the persuasive influence and the pertinent reflection of sound communal performance. That is why segregation of work force shall have to be structured according to our organizational legitimacy. In this regard, all the leaders and followers shall have to be very alert and watchful to achieve their best speed of movements within the stipulated time frame.

Therefore an exclusive meeting shall have to be scheduled amongst each member of that hierarchy to detect their weaknesses and they shall have to move for the most pertinent preventions at the same point of time.

**Man Power:** It is somehow one of the biggest occupational challenges right at this moment. They are either less skilled or less experienced as well. In this regard, leaders shall have to detect their actual origin of problems and they shall have to implement them in to the real professional field. Otherwise the problem will never be detected at all. On the other hand, leaders shall have to prevent their difficulties in enriching their best qualitative measures which shall be definitely very conducive for a worthy commercial paradigm along with the best expansion of those combative personnel in a very beautiful manner.

**Lack of fund:** It is another very essential and one of the unavoidable weaknesses because it is somehow found that organization is initiated without the substantial fund. It is a very risky occupational circumstance where both leaders and followers shall have to enhance the volume of funds and on the other hand, they shall have to increase their exclusive business network and they shall have to sell the unique concept of product or services. Then only they will be able to extend their occupational magnitude within a very short while. On the other hand, they should create exclusive accumulated fund which is going to be really imperative not only to distribute the money on the basis of urgent needs but to secure the genuine business dealing along with their supreme communal competencies and high-end qualitative measures indeed.

**Misinterpretation of Thoughts:** It creates the unavoidable occupational hazard. Because entire hierarchy is entirely confused in case of any misinterpretation of thoughts at all. As a result leaders are not able to complete their

assignments within the stipulated time frame. Organizational hierarchy loses the destined occupational direction and that is really harmful for each associate to proceed under the most legitimate direction in the end.

**Lack of Education:** It has massive consequences at all. Because educational depth and the extensive academic learning may enhance the best organizational spirits and the it shall definitely energises to the entire managerial hierarchy without any fail. But it might be one of the absolute weaknesses because if leaders do not have the needful depth of education and on the other hand, if those deep rooted knowledge is not utilised properly then it is going to be a hazardous situation which shall have to be faced by the leaders invariably. It shall be an unavoidable organizational loss in all the regards.

**Improper Communication:** It shall have to be improved as per the requirement and the exclusive need of an organization. The fact is all the leaders shall have to communicate with their co-workers from each level of hierarchy. Most importantly proper communication may solve almost all the problems and on the other hand, each leader and follower can have the prosperous avenue to elevate their prescheduled organizational infrastructure.

**Insufficient Business:** It is indeed a major crisis. The basic cause is poor deliberation of work and along with the problem of time management. As a matter of the fact is they cannot acquire the noted appreciation from the clients at all. As a result they lose their spirits and on the contrary they are deprived to create the robust opportunities of various business dealings in both national and international levels. Therefore all the aforesaid weakness may give us the sound learning along with the spirited assurance to reach our communal organizational goal on time.

According to Srinivas Dr. D. (2019), this research manuscript says that SWOT analysis is definitely very qualitative and descriptive as well. Moreover this particular study has examined this study from the perspective of both historical and theoretical implications.

It is invariably very commendable that an organization can have plenty of opportunities to be grown up within a very short while. In other words, the entire organizational planning shall have to be properly executed by both the leaders and followers in a very befitting manner. Therefore leaders shall have to be absolutely thoughtful through the following:

**Perpetual occupational vision:** they shall have to fix the target and reach the destined vision very boldly. Because they shall have to survive alongside the best evident collective contributions which are really imperative to bring out the joy and they will be fostering the entire globe through this zealous operation of SWOT analysis.

**All-round guidelines:** It has to be prepared right from the very first day of an organizational operation. Because each associate needs the legitimate system to proceed accordingly. The reflection is that they will be really elevated from the perspective of both conception and participation. Now leaders shall have to analyse the needful guidelines very comprehensively. It shall definitely be grooming those aspired leaders and followers and in the same they shall have the enterprising zeal to work hard and they shall be concentrating upon the elaborative research for economical growth, sustainable speed of movements, departmental solidity and occupational furtherance.

**Foundation of Communal Support:** I feel this foundation is absolutely essential for an organization to be magnificently survived along with the all-round communal assistance. Most importantly it is very important for the entire managerial hierarchy to learn about this versatile participation and each associate from all the individual stature of hierarchy shall have to support either theoretically or practically throughout the best occupational journey. It is the radiant alert to establish an exclusive communal harmony and it shall be undoubtedly beneficial for an organization where both leaders and followers can have the equal opportunities to accept this learning under the supreme influence of SWOT analysis.

**Worthy Privileges:** Leaders do think about SWOT analysis in an expanded manner. Most importantly it shall be really ravishing for the employees because they may have plenty of occupational recognitions based on their spectacular contributions and the ideal participations to drag the organization in the maximum height through their communal understanding and phenomenal volume of business in terms of money, progression and acceptance as well.

**Exclusive Opportunity for Deployment:** Leaders are undoubtedly influenced to deploy their resourceful subordinates according to their merits, education, occupational viability, adoptability and the organizational preconditions because this SWOT analysis is very purposeful for an organization through which leaders may form an exemplary team and their great qualitative vibrancy respectively. So SWOT analysis is having an emphatic role for an elite organizational victory.

According to Wang jia and Wang Zhifeng (2020), the analysis of SWOT has been used to reflect the experience of response to the SARS 2003 according to the "China Health Statistics" various data and information have been collected indeed.

Organization is invariably uncertain because of some of the unavoidable threats at every now and then and it is definitely very uncertain in nature. That is why Leaders should be arranging the accumulated fund to make it up at the time of real crisis at all.

**Climate:** It may bring out the absolute deserter for an organization especially in the domain of production. The best communal effort will be in vein. It cannot be changed but leaders shall have to be utterly prepared to restrict the same up to a certain extent.

**Freckle Managerial Hierarchy:** it may cause one of the front line threats. Because if it is modified at every now and then and the concept of responsibility is shifted from personnel to another then an organizational structure might be in back foot. Therefore leaders should be stick to their premade thoughts and constructive planning as well. So that their occupational foundation will undoubtedly be balanced in the end.

**Highly Inelastic Demand:** It has a real possibility and it is possible in any manufacturing industry. As a result leaders do have to face at massive loss if they cannot satisfy the demand of customers. Therefore leaders should always be well aware about the future consequences.

**Poor estimation of budget:** It is very important because the entire organizational speed of movements largely depends upon this budget. Leaders shall have to calculate the same based on their consequential future and the volume of business and investment as well. Therefore in case this amount of budget is insufficient then it is a mighty problem and great occupational hazard at the same point of time.

**Wrong Person, Wrong Position and Wrong Job:** It is absolutely a real threat of learning. Because this is an absolute error of judgement. That is why all the leaders shall have to create a panel of parameters and they shall have to fill the equation as per the rules and regulations, absolute organizational needs, their collective strengths and weaknesses and educational adequacy. That is how the best organizational outcome will be ensured and on the other hand all the workers will really be skilful along with their aspired organizational superiority.

## II. ROLE OF SWOT ANALYSIS IN SUSTAINABLE EDUCATION

**The Overview:** Education is the most indispensable social component that shapes the society. In this time of distress and challenge big question - Is Sustainability possible in this changing world?? Educational Institutions serve a number of Social and Economic functions. Having meaningful involvement in the educational eco system can be a catalyst of sustainability in Education. Human health, wellness and welfare depends upon sustainability in terms of creating a long-lasting solution for the problems identified in course of exploring the pathways of Global enrichment of socio-economic culture. This study focuses on finding Strengths, Weakness, Opportunities, Threats of Sustainable Educational Strategies (SEF) and key factors of development a strategic eco system.

**Background:** As the world is now fighting with a major threat which is not visible but clearly the negative impact on overall education structure is prominent. Right from Primary education to higher research everywhere there is a major shift in terms of pedagogy, training structure, content management and technology. Education for sustainability and Sustainable development goals – a research conducted by Esther Garcia Gonzalez, (et al, 2020) states that involving students in world problems can benefit them by making them understand the objectives of sustainable education and acquiring problem solving skills.

Educational units constitute a significantly distinct category of establishments due to the complexity they present compared to all other institutions. The fact that these organizational structures belong to this particular category of a community ingeneral, it assumes the urgent necessity to operate and even be administrated as effectively as possible so as to be in the position to achieve further advances of educational development. The process of their administration includes four certain distinct phases, which are: programming

- planning, organizational structure, leadership and directing that are all common in every kind of organization despite the category in which these institutions belong to. Many organizations plan their strategy without going through a formal strategic planning process. SWOT can help to formulate systematical strategies which are functional for the hassle free operations of the “Learning Pyramid”.

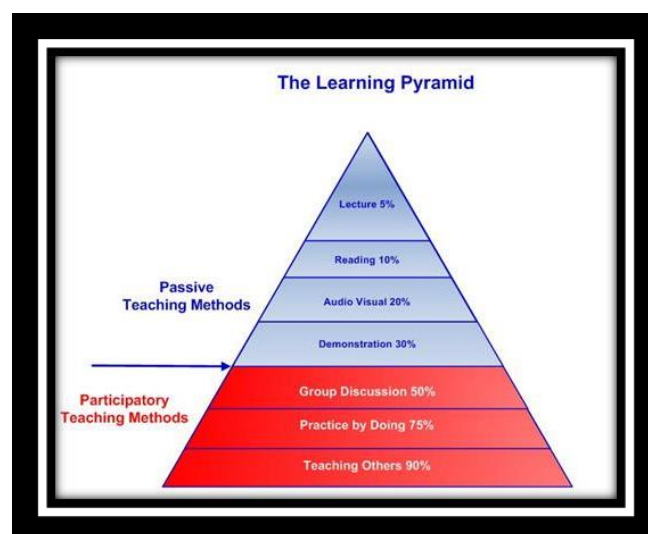


Figure: 1

According to Unsal Serkan and Agcam Reyhan(2019), this paper has deciphered about strengths, weaknesses, opportunities and threats in an educational institute along with the driven cameo by both teachers and parents.

**Practical Implications of SWOT:**

• Develop a strategic approach to the organization: Sustainability is a challenge in today's scenario as it requires participation of individual and collective researchers. At the time of initial framing of a sustainability model the current and future generation students must think about the scope of research in their own disciplines. The process of strategic planning can be seen encompass a few stages in developmental planning of an educational organization.

❖ Strategic Analysis: SWOT is a planning methodology, a strategic pathway that can help an organization to analyze internal strengths and external challenges. Strength inside the organizations are in control and this includes every element involved in the process of achieving the Goal. Anything that gives the organization an advantage to understand initiative, intention, resources and intervention considered as Strength. In a sustainable learning and development model, strategic decision depends upon the impact of the above- mentioned factors.

Weakness is also an internal factor but this category includes everything that keeps the business away from the Goal achievement process. Identifying the weaknesses is a process for an organization includes analysis of action, outcomes and consideration of the explicit and implicit assumptions. The barriers associated with Weakness analysis is lack of innovative practices or not taking into account the diversified scope of research and development.

❖ Strategic Choice: Strategic choice is a process-oriented approach and in case of learning, the pedagogical tools related to it can encourage the decision-making process. When we talk about the other two element of SWOT analysis, Opportunities and Threats – the relevanc can be clearly stated after several competitive analyses which organizations are supposed to conduct in order to achieve their optimal sustainability Goals. To ensure all the students acquire theoretical knowledge, understand practical implications their practice should be encouraged and their effort should be empowered by proper motivation and creation of ample opportunities. Setting out a path to sustainability, requires profound transformation and strategic choice can be made only after considering the skills, knowledge, values and attitude that can contribute to the process of achieving sustainability through real-world resolution.

❖ Strategic Implementation: In the last decade several researchers have emphasized on sustainable education and its imperative effect on

our society. The concept of sustainable development has been gradually accepted by different countries in various field like environment, technology and education. With the increasingly severe employment challenges due to the Global Pandemic and the intensification of Social and Economic polarization, the demand for new skills and expertise continue to rise, the current Education Eco-System in India needs to go through a major transformation to meet the need for cultivating highly skilled future leaders. SWOT analysis can identify the best survival and development strategies after a comprehensive analysis of Internal and External factors. When it comes to Strategic Implementation it should be primarily based on its Development Advantages, using the utmost potential of all the resources, eliminating Threats, overcoming weakness, eradicating disadvantages and finally achieving the ultimate Goal of the organization.

❖ Identifying New elements and critical success factors: To identify critical success factor a GAP analysis is extremely relevant. SWOT itself sounds easy but for organizations with multiple layers should focus on conducting a GAP analysis simultaneously in order to identify the pertinent lacunae and to initiate further research to bridge the gap between the organizational structure and their goals.

As per Los Santos Esmeralda de and Zanca Nursen A.(2018), Online education is continuously in public four-year Institutions and the Universities as well. So the access of SWOT analysis is really very significant here.

What are the important factors that have an impact on the higher education system and which are perceived to be a risk factor for the quality of the education system?

SWOT analysis can build a primary background if we try to find the answer of the above- mentioned question.

For example, if we make a list of factors impacting the quality of the education then the following will be on the top list.

**Impactful Factors Affecting the Higher Education System:**

a. Culture and Brand Image: The organization should invent strategic communication model to make the finest brand in the industry.

b. New product development: A carefully executed product development strategy, customer driven

product design and systematic product outcome can help organization to build a new customer base.

c. Staffing: Assessment of manpower need, identifying the potential and allocation of the manpower is one of the strategic challenges when it comes to Education.

d. Marketing and Advertising: A strategic Marketing Communication model gives the organization the power to overcome communication obstacles. Creating a compact Marketing and Advertising strategy helps organization to make a difference to achieve desired result in terms of Sales.

e. Financial Resources: Daily transactions, cash flow, capital investment, helps in operating day to day business, scaling up business and asset creation.

Shalaby Samah Anwar and Hassan Eman Arafa(2019), this specific study has an exclusive aim to find out the extensive occupational outcome of SWOT analysis in the post clinical debriefing strategy of their nursing students.

### **Risk factors impacting The Quality Of Higher Education System:**

a. Operational Efficacies: Due to the ongoing pandemic scenario, the Indian Education system is facing major challenges in terms of Operations. Schools are closed for a long stretch. Parents are overprotective and scared as they are getting bombarded with contagious negative news circulating across the media. Teachers are losing jobs, trying to adapt new pedagogies, and scared of this continuing uncertainty of the education system.

b. Technology: The entire education system is going through a major and sudden change. The need to digitalize the current education scenario is bringing a radical change in the eco- system. Institutions are striving to implement technological advances in their system in order to provide quality education. The disruption in the traditional teaching method caused by the global pandemic is unprecedented and the sudden closure of face-to-face education has created a major gap between the teachers and students. When it comes to training industry professionals are getting advantage of World Class learning from international trainers with the help of digital networking platforms. But when it comes to institutional education the students and the teachers are facing major challenges in terms of technology.

c. Research & Development: The purpose of Research is to determine whether an intervention or strategy can improve outcomes under what are sometimes called “ideal” conditions. Efficacy and

effectiveness of research and development for the growth of a learning model is a challenge because of its changing dynamics in the Global perspective.

d. Strategic: With global diversity and evolution of learning patterns, education seeks balance between economic well-being, tradition, culture, and resources. The strategic analysis underlines the importance of three pillars of sustainable educational development. Society, Environment and Economy. There is no “one size fits all” strategy when it comes to sustainable education. Developing short term and long-term strategies using the result derived from SWOT analysis can maximize the positive outcome of the education eco- system.

e. Reputation: In an ideal situation, educational organizations have a lot of stake holders. Students, trainers and teachers, peers, government, investors, administrators, and academic researchers etc. Reputation management is a non-negotiable part of this particular eco- system and the key is to understand the degree of reputation in terms of the placement of the students, ranking of the institutes, financial achievements and employee satisfaction.

According to Schmidt Manuela and Hansson Erika (2018), the well being of “Doctoral Students” is a very imperative consideration for the well being of their academics in their entire careers.

The SWOT analysis of Education Model and making it a sustainable one takes a lot of intervention at different level. The Government policies, competitive advantages, Global trend, National Education policies, Cultural and Demographic influence everything plays a role here. So this is the most complicated stage which can affect a sustainable model. In the next point we will know more about Learning Environment and how SWOT can help us to identify the major challenges.

### **Critical Analysis Of Ideal Learning Environment:**

Learning is a complex process and through learning we are able to convert our experience and information into skills, expertise and knowledge. While understanding the SWOT analysis of a learning environment, it has been noted that Learning can be described as a process bringing together both the influences and experiences of cognition, emotion, and the environment in order to acquire, enhance, or make changes in one's knowledge, values, skills.

Actual learning is beyond classroom event. Social learning is considered one of the most important aspects of learning environment. This is a process where the learner gets exposed to this kind of

learning environment everyday and all day. The major challenge in applying SWOT analysis in this learning process is that it is not always dependent upon traditional learning theory. The cognitive and behavioural factors should also be taken into consideration while analyzing the learning environment. Though SWOT is an overall strategic tool to analyze the nature of learning environment but when it comes to sustainability one time SWOT analysis might not be effective to formulate strategies. Now -a day's informal learning is being promoted at every level to combat with the major challenges faced due to the outbreak of the pandemic. Infrastructure, Human resource and Budget – three major concerns faced by the educational institutions are forcing us to think about sustainable solution. Learning Environment is also facing major shift in terms of technology, motivation, and behavioural intervention.

Children facing mental health issues are a key threat considered in the next 5 years as quoted by “WHO”. Promoting continuous learning and also creating a sustainable education model can be rigorous and challenging. The constant encouragement towards the emerging research fellows can help to build a better learning environment. Students should consider themselves as independent learners and they should be able to perceive and identify their optimum qualities in order to create a better future in terms of sustainable education.

Nadira Sefat Ara, Shixiang Li and Chen Xing (2020), This extensive research manuscript evaluates both administrative and operational paradigm of all the secondary schools in Dhaka, Bangladesh.

### III. CONCLUSION

The most definitive of “SWOT Analysis” is equally consequential from both the perspective of organizational advancement and on the other hand, educational glory. Therefore both organizational and educational leaders shall have to take the paramount interest about this most distinctive analysis of progression where the exclusionary avenue of success is truly determined because this analysis is absolutely contemplative in the awaited future.

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