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APPLICATION OF STRATEGIC DECISION-MAKING IN THE MISSION OF PROPHET MUHAMMAD (PBUH): A STUDY ON HIS VISITS TO TA'IF

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ABSTRACT

Studies show that successful personalities in human history were strategic in their decision-making process. As far as the Prophet Muhammed in human history is considered by some sociologists and historians as the most successful leader and administrator, this research attempts to highlight his decision-making process from his biography. However, his decision to visit Ta'if is being observed as an isolated incident and has not been studied as an integral part of his overall mission. Hence, the researchers intended to explore this event from leadership perspective and to understand the significant role of socio-political context in decision making process. The researchers used qualitative content analysis methodology along with SWOT analysis to study the literature of the Prophet's biography. This study revealed that the Prophet Mohammad' decision to visit Ta'if was a strategic that paved the way of reviewing entire his planning to become an extra-ordinary socio-political and religious leader in the history. This study highlights the significance of strategic decision-making skill of a leader and its role in making the successful leadership.

Keywords: Prophet Muhammad, Strategic Decision, Ta'if visit, SWOT Analysis.