

# **Strategic environment of the banking industry in UAE: An analytical study on First Abu Dhabi Bank**

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## **Abstract**

**Purpose of the Study:** To analyze the strategic environment factors those may have significant impact on the banking industry in UAE in general and on the First Gulf Bank in Specific.

**Study design/methodology/approach:** Qualitative approach, based on case-based analysis has been adopted in this paper. Relevant information and data have been collected from the available secondary sources and the same have been attempted to relate or to contextualize in the appropriate theoretical models such as PESTLE analysis, Porter's 5 forces model/analysis, SWOT analysis etc. related to the topic.

**Findings:** It has been found that the chosen organization, i.e., the First Gulf bank needs to continuously reinvent itself in the fast-changing strategic environment affecting the very dynamic banking industry in UAE. The models applied in the present case-based paper have attempted to identify the relative importance of the factors as per the appropriateness of the situations and have found the need of timely and adequate internal responses to the external challenges.

**Implications of the study:** The paper has the academic implications of introspecting into real organizational scenario in the very uncertain and challenging environment. The observations made in the paper can be immensely helpful for the furtherance of the study on the strategic environment analysis in a more advanced manner.

**Keywords:** Strategic environment, strategic environment analysis models/framework, qualitative research, implications of the study