



SIG 13 - SM - Strategic Management

With our theme [Exploring the Future of Management: Facts, Fashion and Fado](#), we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

GT13_00 - Strategic Management General Track

Proponents:

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Short description:

Strategic management is about setting the direction of a corporation and steering it through challenges in its environment. The discipline “deals with (a) major intended and emergent initiatives (b) taken by general managers on behalf of owners (c) that utilize resources (d) to enhance performance (e) of firms (f) in their external environments.” (Nag, Hambrick, Chen, 2007). The purpose of this Strategic Management General track is to foster research in areas not covered by the other more focused tracks.

Long description:

Strategic management is about setting the direction of a corporation and steering it through challenges in its environment. The discipline “deals with (a) major intended and emergent initiatives (b) taken by general managers on behalf of owners (c) that utilize resources (d) to enhance performance (e) of firms (f) in their external environments.” (Nag, Hambrick, Chen, 2007). The purpose of this Strategic Management General track is to foster research in areas not covered by the other more focused tracks.

Keywords:

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Publication Outlet:

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AUTHORS GUIDELINES

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