



SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T13_10 - Strategic Responsiveness and Organizational Adaptation

Proponents:

Torben Andersen, Copenhagen Business School; Simon Torp, University of Aarhus; Aylin Ates, University of Strathclyde Business School.

Short description:

Firms operate in turbulent global markets and must respond and adapt their business activities to persevere and thrive. This depends on an ability to sense environmental developments and take effective responsive actions in proactive, timely, and meaningful ways. It entails reconnaissance and initiatives in local business entities and rational forward-looking analyses at the corporate center. Yet, we need a better understand of how the response capabilities evolve as effective means to adapt the organization to the changing context. This track offers a focused venue to present new insights and knowledge to this end.

Long description:

Contemporary firms operate in turbulent global markets and must respond and adapt their business activities to persevere and thrive. This depends on an ability to sense environmental developments and take effective responsive actions in proactive, timely, and meaningful ways. It entails reconnaissance and initiatives at local business entities as well as rational forward-looking analyses at the corporate center. However, we know too little about the underlying response capabilities and need to develop a better understand of how they evolve as effective means to adapt the organization to the changing context.

The global market conditions are characterized by increasing specialization, interdependencies, and dynamic changes that require business activities to co-evolve across interacting corporate relationships creating requisite variety that will enable the firm to engage viable alternatives for the future. In unpredictable contexts, the ability to develop sustainable future solutions will thrive on innovative behaviors across network of collaborative relationships.

While these propositions sound plausible, we know little about how they can be executed effectively, and thus represents a need to develop insights and knowledge to fill this void and generate relevant scholarship for business and society.

To this end, the track offers a focused venue to present new insights and knowledge that can advance this essential and important field of study.



Keywords:

Strategic responsiveness
Organizational adaptation
Operational resilience
Response capabilities
Structural flexibility

UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

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For more information contact:

Torben Andersen - tja.int@cbs.dk

AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>