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Altri autori (Persone)	BaumJoel A. C LampelJoseph
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Nota di contenuto	The globalization of strategy research: permanent pluralism or prelude to a new synthesis? / Joel A.C. Baum, Joseph Lampel -- Strategy as innovative design: an emerging perspective / Armand Hatchuel, Ken Starkey, Sue Tempest, Pascal Le Masson -- Taking "strategy-as-practice" across the Atlantic / Paula Jarzabkowski, Sarah Kaplan -- Strategy and strategizing: a poststructuralist perspective / Mahmoud Ezzamel, Hugh Willmott -- The strategy and identity relationship: towards a processual understanding / John A.A. Sillince, Barbara Simpson -- Rhetorical history as a source of competitive advantage / Roy Suddaby, William M. Foster, Chris Quinn Trank -- Where strategy meets culture: the neglected role of cultural and symbolic resources in strategy research / Elena Dalpiaz, Violina P. Rindova, Davide Ravasi -- Consuming strategy: the art and practice of managers' everyday strategy usage / Kimmo Suominen, Saku Mantere -- Beyond the hype: taking business strategy to the "bottom of the pyramid" / Kamal Munir, Shahzad Ansari, Tricia Gregg -- Strong in the morning, dead in the evening: a genealogical and contextual perspective on organizational

selection / Marie-Laure Djelic, Rodolphe Durand -- European and North American origins of competitive advantage / Thomas C. Powell, Noushi Rahman, William H. Starbuck -- Strategy research in the German context: the influence of economic, sociological and philosophical traditions / Günther Ortmann, David Seidl -- Collaborating to discover the practice of strategy and its impact / Elena P. Antonacopoulou, Julia Balogun -- Where is the 'I'? One silence in strategy research / Dalvir Samra-Fredericks.

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## Sommario/riassunto

The field of strategic management emerged and developed in North America before migrating to other parts of the world. Until recently, the relationship between North American strategy research and research elsewhere was asymmetric: North America led, other research communities followed. More recently, however, the interaction between North American strategy researchers and those working in other regions has evolved into a conversation. Oftentimes the conversation is collaborative and productive, but occasionally it is adversarial and provocative. While the globalization of strategy research has added considerably to our understanding, it has also brought about greater theoretical and methodological pluralism as formal, rhetorical, discursive, and practice perspectives (among others) emerge and gain traction within the field. For some, pluralism is a phase in the larger cycle of variation and consolidation that characterizes the evolution of strategy research. For others, it is a reflection of fundamentally different socioeconomic conditions and intellectual traditions around the world that is not only likely to persist, but also to give rise to distinctive and potentially irreconcilable schools of thought. Volume 27 of *Advances in Strategic Management* brings together various emerging perspectives in strategy research for further interaction and debate. By creating a forum for discussing issues at the interface of emerging perspectives and longstanding traditions, we aim to assemble a compendium that contributes to cross-fertilization among them, as well as a catalyst for future research countering the separatist logic that threatens to partition the field.

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