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WEAK SIGNALS

New Directions of Practice Approach in Strategic Management Research

- ***Definition of practice research approaches*** in the strategy field creating more rigorous studies and forwarding theory.— strategy activities, strategy workers, strategy tools.
- Strategy as practice getting into ***specific strategy fields*** – e.g., strategic HR as practice and strategic marketing as practice
- ***New Research methods***: new types of data available of empirical strategy work. Analysis of different types of data.