

Ideas for future research: The Practice of Strategy

Professor Véronique Ambrosini

Cardiff Business School

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Some necessary avenues (?)

- Quantitative practice research
- Interdisciplinary practice research
 - Organisational behaviour (role of personality; motivation; communication; team working etc)
 - Human resources (types of contracts; recruitment; performance appraisal)

Other avenues

- Studying the managerial activities in the deployment of dynamic capabilities
- Understanding the 'doing' of strategy throughout the organization
- Understanding how different types of external and internal context influence doing
- Developing ways of linking specific micro processes not only to business outcomes, but to firm level performance