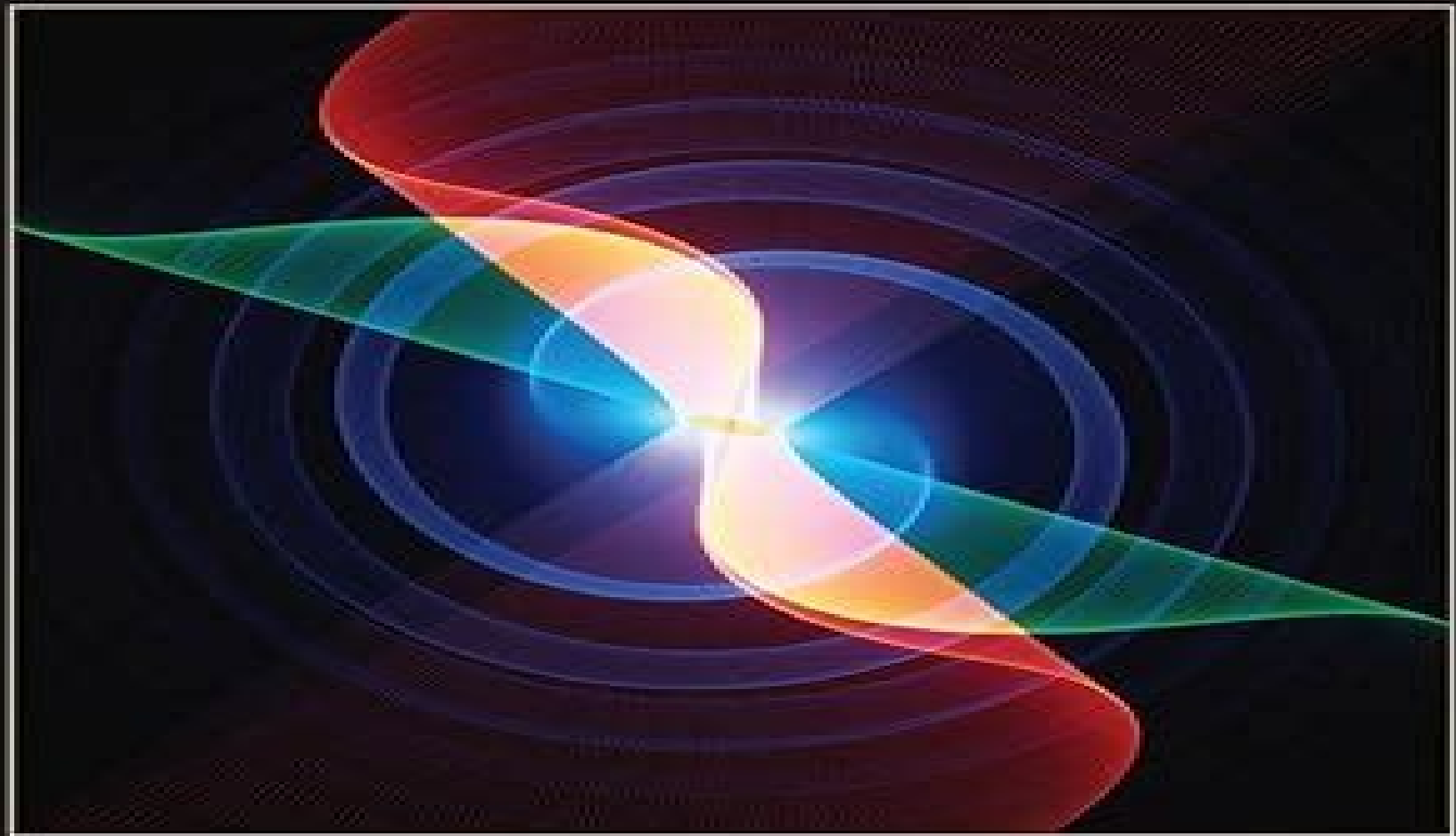


STRATEGIC MANAGEMENT

CREATING VALUE IN TURBULENT TIMES



PETER FITZROY / JAMES HULBERT

Strategic Management Creating Value In Turbulent Times

Mark Anthony Camilleri



Strategic Management Creating Value In Turbulent Times:

Strategic Management Peter FitzRoy, James M. Hulbert, 2004 This volume offers a managerial perspective of strategic management which the authors define as the task of creating organizations that generate value in a turbulent world

Strategic Management Peter FitzRoy, James M. Hulbert, Timothy O'Shannassy, 2016-12-19 Strategy is often the capstone class in a business education dealing with the big questions of what companies decide to do innovate diversify acquire or even to employ a range of these strategies Benefitting from an international author team the latest edition of this textbook stands out in its global perspective With an emphasis on value creation integration of financial considerations alongside coverage of areas that are often missed in competitor texts such as financial implications for strategy corporate governance and business ethics The book also integrates a wide range of in depth case studies including Siemens AG Intel the Volkswagen Group PerkinElmer and the Tata Group Supplemented by a wide range of cutting edge online case studies and other internet resources this text will provide students and their instructors with everything they need to succeed in this tough environment *Strategic Leadership and Strategic Management* Shand Stringham, 2012-12 Leaders and managers face tremendous pressure to keep their organizations moving forward successfully It can seem like an impossible task amid economic uncertainty and hyper competition The roles of leader and manager tug us in opposite directions managers seek stability and predictability and leaders usually opt for turbulence and change With so many companies asking their best employees to be both leaders and managers it's no wonder that so much of the business world is dysfunctional This guidebook explains how leader managers work and how to succeed in both roles You can learn how to leverage competing requirements for leading and managing change formulate effective operational and developmental strategies make decisions that address complex challenges and opportunities and help people through the anxiety and trauma of change Whether you are a student seeking to understand the workplace an employee rising up the ranks or an active leader or manager Strategic Leadership and Strategic Management provides you with tools and knowledge to help your organization succeed

Managing Health Care Business Strategy George B. Moseley III, 2017-03-20 Managing Health Care Business Strategy is the definitive textbook on strategic planning and management for healthcare organizations It offers all the basic information on strategic planning and management within the unique context of organizations concerned with the delivery and financing of health care It does this by noting the singular strategic environment in health care explaining the special procedures and options available to health care organizations and providing real life examples in the form of case studies It includes not only a description of the basic multi step process of creating and then managing a strategic plan but also a detailed look at the role played by the key business functions finance marketing human resources information technology and law as well as specific strategic options merger acquisition reorganization joint venture and some of the popular tools for analyzing strategic situations balanced scorecard Six Sigma SWOT *Cyber Security Management* Peter Trim, Yang-Im

Lee,2016-05-13 Cyber Security Management A Governance Risk and Compliance Framework by Peter Trim and Yang Im Lee has been written for a wide audience Derived from research it places security management in a holistic context and outlines how the strategic marketing approach can be used to underpin cyber security in partnership arrangements The book is unique because it integrates material that is of a highly specialized nature but which can be interpreted by those with a non specialist background in the area Indeed those with a limited knowledge of cyber security will be able to develop a comprehensive understanding of the subject and will be guided into devising and implementing relevant policy systems and procedures that make the organization better able to withstand the increasingly sophisticated forms of cyber attack The book includes a sequence of events model an organizational governance framework a business continuity management planning framework a multi cultural communication model a cyber security management model and strategic management framework an integrated governance mechanism an integrated resilience management model an integrated management model and system a communication risk management strategy and recommendations for counteracting a range of cyber threats Cyber Security Management A Governance Risk and Compliance Framework simplifies complex material and provides a multi disciplinary perspective and an explanation and interpretation of how managers can manage cyber threats in a pro active manner and work towards counteracting cyber threats both now and in the future Uncertainty in Entrepreneurial

Decision Making Panagiotis E. Petrakis,D. Konstantakopoulou,2016-04-29 Uncertainty in Entrepreneurial Decision Making fills an existing gap in understanding three key concepts of business management entrepreneurship uncertainty and strategy By extending the impact of uncertainty on entrepreneurship and the role of strategy in reducing uncertainty Petrakis and Konstantakopoulou emphasize that uncertainty can be converted into creative advantage Given that the business environment is changing both very quickly and very often any wrong decisions taken can lead to devastation This exciting new volume explains the reasons why we cannot see the complete the future and our position in it This uncertainty affects entrepreneurship and how it can be turned into a competitive advantage for businesses sustainability **Using Trends and**

Scenarios as Tools for Strategy Development Ulf Pillkahn,2008-09-26 Is my enterprise really prepared for future business What can I do to become more competitive Ulf Pillkahn s book is directed at all of those seeking answers to these questions executives in strategic positions business analysts consultants trend scouts marketing and product managers and research engineers The book presents the two most powerful tools for future planning environmental analysis based on the use of trends as well as the development of visions of the future through the use of scenarios While scenarios are generally regarded as a classical management tool it is expected that the importance of trends will gain tremendously in the coming years Pillkahn demonstrates how to build robust strategies by aligning the results of environmental and enterprise scenarios thereby offering entirely new insights Using Trends and Scenarios as Tools for Strategy Development convincingly illustrates why efficient observation of the environment of an enterprise is an absolutely essential factor for strategy development and

why strategy development only works if it is institutionalized as a permanent enterprise process It also addresses the issue of what information is needed to keep both processes running The book further describes how trends can be categorized and offers advice on how to glean the essential information from the vast variety of trends Information is provided on how scenarios are used as a holistic instrument for creating visions and pictures of the future and how the results of trend research and scenario techniques find their way into entrepreneurial strategy development An optimized strategy development process is also outlined Practical examples and real life pictures of the future round off Pillkahn's insightful discussion of future business planning *Urban Open Space Governance and Management* Märith Jansson, Thomas B. Randrup, 2020-04-08 This edited volume defines and compares central aspects of governance and management related to urban open spaces UOSs such as long term management combined governance and management and strategic management of UOSs Perspectives such as ethical considerations user participation and changes in local governmental structures frame the governance and management of UOSs Jansson and Randrup create a comprehensive resource detailing global trends from framing and understanding to finally practising UOS governance and management They conclude by promoting positive changes such as proactive management and strategic maintenance plans to encourage the creation of more sustainable cities Illustrated in full colour throughout this book is an essential read for students and academics of landscape architecture planning and urban design as well as those with a particular interest in governance and management of UOSs

Innovation and Learning Experiences in Rapidly Developing East Asia Rajah Rasiah, Thiruchelvam Kanagasundaram, Keun Lee, 2013-09-13 Technology and technical change is sector and industry specific embedded by locational institutions and organizations and integrated in global networks It is non linear in its emergence and movement and subsumed in the nature of micro meso and macro interactions Using evolutionary theory and its methodological complement of inductive research this collection showcases selected examples of innovation and learning experience in the rapidly evolving developing economies of East Asia Consistent with evolutionary postulations of technology and technical change this volume provides a range of empirically rich articles that elucidate innovation and learning experiences in East Asia The case studies range from the dramatic movement of button manufacturing in China to the globe's technology frontier to the rapidly expanding but without tangible technological catch up of garment manufacturing in the least developed country of Laos The rich selection of industry based national case studies provides a comprehensive account of technological catch up experiences that will be very useful for both scholars and policy makers This book was originally published as a special issue of Asia Pacific Business Review *Strategic Leadership for Turbulent Times* Mark Kriger, Yuriy Zhovtobryukh, 2016-08-18 In today's organizations it is no longer the CEO who acts as the sole strategic leader From single individuals to larger teams and networks leaders at all levels are infiltrating the formal organizational structure and making strategic leadership an increasingly complex endeavor In *Strategic Leadership for Turbulent Times* Kriger and Zhovtobryukh

shrewdly describe the true experiences of what employees encounter as internal and external environments evolve and how to uphold the personal and organizational values which affect both human and social capital They examine how leadership strategies are used in real situations and highlight the importance of managerial wisdom for sustainable growth Finally they offer advice for strategic leaders on leading effectively in highly turbulent economic social technological and multicultural times

Scaling-up Solutions for Farmers Suhas P. Wani,K.V. Raju,Tapas Bhattacharyya,2021-11-17 This book provides a unique account of cross sectoral innovations through efficient partnerships based on the hands on experience of internationally renowned contributors specialised in the field of Science of Delivery The challenges and lessons learned from large development initiatives based in Asia and from the work undertaken by international research institutions such as the FAO are brought together in this book to benefit development agencies policy makers corporates post graduate students farmers organizations and those involved in supplying agricultural inputs and or buying agricultural produce particularly in developing countries within Asia and Africa Through a number of case studies the book describes how the consortium approach of capacity building for equitable and efficient benefits collective action and convergence will benefit millions of small farm holders in different regions of Asia

Knowledge Enterprise, The: Innovation Lessons From Industry Leaders (2nd Edition) Edward Huizenga,2014-10-01 The Knowledge Enterprise is a unique second edition about mastering business innovation Industry leading companies reveal the secrets and lessons of transition leadership the importance of customer engagement and the power of open innovation Building on the success of the first edition this book extensively develops the concept of the knowledge enterprise and business innovation The knowledge enterprise identifies the critical elements of the strategies and organisational dynamics relentlessly pushing all parts of the corporation towards breakthrough innovations It is about mastering innovation as the driving force to make a difference to society people and healthcare Where to play and how to win Traditional approaches don t work The book elaborates on the roadmap for future growth the strategic choices and the change provoking practices needed to realise the next level of company growth The second edition also reprises how the knowledge enterprise creates competences and assets that make the company distinctive to enter new business and markets The latest management thinking is integrated with intriguing and entirely new real world examples With vivid stories from leading companies like Royal DSM High Tech Campus Eindhoven Newtricious and Janssen Pharmaceutical companies of Johnson Johnson this edition reveals how to master business innovation and reinvent industry boundaries

Hybrid Governance, Organisations and Society Jarmo Vakkuri,Jan-Erik Johanson,2020-10-22 The era of hybrid governance is here More and more organizations occupy a position between public and private ownership And value is created not through business or public interests alone but through distinct forms of hybrid governance National governments are looking to transform their administrative systems to become more business driven Likewise private enterprises are seeing value gains in promoting public interest in their corporate social responsibility programs But how can

we conceptualize evaluate and measure the value and performance of hybrid governance and organizations This book offers a comprehensive overview of how hybrids produce value It explores the drivers obstacles and complications for value creation in different hybrid contexts state owned enterprises urban policy making universities and non profits from around the world The authors address several types of value contents for instance financial social and public value Furthermore the book provides a novel way of understanding multiple forms of doing value in hybrid settings The book explains mixing compromising and legitimising as important mechanisms of value creation Aimed at researchers and students of public management public administration business management corporate social responsibility and governance this book provides a theoretical conceptual and empirical understanding of value creation in hybrid organizations It is also an invaluable overview of performance evaluation and measurement systems and practices in hybrid organizations and governance *International Journal of Market Research* ,2007 Cooperate Giep Hagoort,2016-10-01 Cooperate The Creative Normal gives a comprehensive overview of the most dominant frameworks cases outlines and practical experiences on cooperation within the cultural and creative sectors and with the outside world Almost twenty writers all of them with hybrid positions in de cultural and creative sectors are sharing their research educational and practical experiences with the reader This reader can use the experience offered within his or her own practice This can be education and research policy making and or art management and cultural entrepreneurship The capacity to cooperate on creativity is a quality of the 21st century to contribute to a sustainable world **Strategic Response to Turbulence** Karol Marek Klimczak,Yochanan Shachmurove,2025-01-09 This cutting edge book brings together an international team of academics to paint a global picture of business strategy in response to recent shocks from the COVID 19 pandemic to rapid climate change **Essentials of Logistics and Management** Corynne Jaffeux,Philippe Wieser,2012-12-11 The logistician plays a critical role in the growth of his or her company in this third edition of Essentials of Logistics the conceptual framework in which all the stakes and themes of logistics is systematically analyzed with a strong focus on the role of the supply chain Indeed many elements are critical to the successful logistical strateg *Entrepreneurial Strategies for Value Creation in Times of Uncertainty* Wojciech Dyduch,2024-01-01 Entrepreneurial re orientation in the face of crisis Is it worth modifying entrepreneurial strategy Abstract PURPOSE This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation EO risk taking innovativeness and proactiveness Additionally it identified which types of reactions modifications in strategies lead to the most favorable changes in firm performance The external environment was determined based on the market situation that resulted from the emergence of the COVID 19 pandemic METHODOLOGY This is quantitative research The study utilized data from 126 small printing businesses operating throughout Poland Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and

performance during three periods the pre crisis period the initial phase of the crisis the full lockdown period and the second phase of the crisis the period of easing the restrictions The identification of the behavior types was carried out using cluster analysis FINDINGS The results of the research led to the conclusion that with a change in market conditions companies significantly change their levels of EO In particular the surveyed companies reduced their levels of EO during the outbreak of the COVID 19 pandemic At the same time this decrease was mainly due to significant decreases in risk taking The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness Moreover the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti crisis support measures for businesses Additionally it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies In particular it was shown that the lowest decline in performance during the initial phase of crisis could be observed in passive enterprises i e those that did not modify their entrepreneurial strategies did not alter their levels of individual dimensions of EO The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO IMPLICATIONS The research results provided insights for entrepreneurs in strategic management Specifically they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm s performance when market conditions change ORIGINALITY AND VALUE The study contributes to the literature concerning reactions to changes in market conditions This innovative approach considers dynamics where the changes themselves are variables In particular this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation Furthermore it provides an answer to how firm performance evolved regarding various reaction types using the example of the printing industry Keywords entrepreneurial orientation crisis management strategies strategy adaptation strategy modification business strategy risk taking innovativeness proactiveness crisis COVID 19 external environment small businesses firm performance cluster analysis entrepreneurial behavior Redefining rural entrepreneurship The impact of business ecosystems on the success of rural businesses in Extremadura Spain Abstract PURPOSE Regarding the growth of public policies fostering rural entrepreneurship the primary objectives of this work involve examining the concept of rural entrepreneurship identifying key aspects that differentiate it from non rural entrepreneurship and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures To achieve these goals the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem s impact METHODOLOGY After a review of the previous academic literature the characteristics of rural entrepreneurship have been delimited distinguishing it from non rural The research results have been obtained using a questionnaire after a descriptive

analysis of the sample and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26

FINDINGS This article explores the factors that contribute to rural entrepreneurship challenging the notion that geographic location is the sole defining characteristic Through the conducted investigation it has been determined that a company's classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities Other aspects such as a strong connection with the local community or the ability to create value are also essential in defining a rural enterprise Additionally it examines how business ecosystems can foster the growth and success of rural entrepreneurship

IMPLICATIONS This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship It's important to acknowledge that rural entrepreneurship requires specific resources that may not currently be available in business ecosystems To increase the number of viable rural businesses new resources tailored to rural entrepreneurship must be created leveraging the area's endogenous resources and growth models

ORIGINALITY AND VALUE This study examines the distinctive attributes of rural entrepreneurship with a deliberate departure from exclusive emphasis on geographical location or primary economic sector Drawing upon empirical research conducted among a cohort of rural enterprises the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses Instead a profound connection to and a heightened sense of belonging within the rural milieu emerge as pivotal determinants Furthermore rural entrepreneurship emerges as a promising avenue for the development of the region offering substantial growth prospects The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas

Keywords entrepreneurship rural entrepreneurship business ecosystems rural business success entrepreneurial ecosystem rural development strategies endogenous development rural ventures geographic location impact local community engagement policy implementation for rural areas value creation embeddedness Making of intrapreneurial managers Investigating unethical behavior risk taking and decision making speed as antecedents

Abstract PURPOSE The entrepreneurship ethics nexus draws considerable interest from researchers and practitioners with little resolution Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers' attitudes toward unethical behavior and their subsequent entrepreneurial intention EI in an emerging economy context Given the complex and multifaceted interplay between unethical behavior and EI we extend our investigation by including decision making speed and attitude toward risk to explain the relationship further We take a granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences

they pose on subsequent behavioral intentions

METHODOLOGY Primary data were collected from 214 Kosovan managers employed in companies from different industries Hypothesized relationships were tested by conducting hierarchical regression analyses

FINDINGS Our results indicate that managers with higher EI are not necessarily unethical overall We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher entrepreneurial intentions Focusing on dimensions of unethical behavior we find that managers who favor bribery are more entrepreneurially inclined Furthermore we find that managers who are quick decision makers and risk takers express higher EI

IMPLICATIONS Theoretically we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship contemplating that they are pervasive across contexts We provide important practical implications for managers especially in the corporate entrepreneurship and training context Managers are encouraged to foster an entrepreneurial friendly environment that abides by ethical standards Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs

ORIGINALITY AND VALUE This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non western context

Keywords entrepreneurial intention unethical behavior bribery risk taking decision making speed intrapreneurial managers entrepreneurship ethics nexus hierarchic regression analysis corporate entrepreneurship theory of planned behavior ethical standards entrepreneurship Entrepreneurial agility and organizational performance of IT firms A mediated moderation model

Abstract

PURPOSE The Information and Communication Technology ICT sector is playing an important role in the growth of the world s economy However limited knowledge exists concerning the underlying mechanisms and boundary spanning conditions under which entrepreneurial agility EA affects the organizational performance OP of IT firms This study draws on the Dynamic Capability Theory DCT to examine the effect of entrepreneurial agility EA on the organizational performance OP of Italian IT firms with the mediating role of open innovation OI and the moderating role of environmental dynamism ED

METHODOLOGY Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software

FINDINGS The results revealed that EA directly and indirectly influences OP of IT firms Moreover the mediation analysis unveils that OI plays a complementary partial mediation role in the EA OP nexus Finally ED moderates this focal relationship such that in the presence of high environmental dynamism the relationship between EA and OP gets stronger compared to low environmental dynamism

IMPLICATIONS The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and

opportunities swiftly by building a culture of innovation through the adoption of OI strategies inbound outbound and coupled to tap into the broader range of expertise and resources in the business environment To improve the link between OI and OP managers should prioritize building relationships with external partners such as customers suppliers and academic institutions IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers ORIGINALITY AND VALUE The study's value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA OP and ED as a boundary spanning condition that moderates the focal relationship This research highlights the interplay between EA OI ED and OP using the DCT as a theoretical foundation It is the first to examine such interrelationships in the IT sector In addition the study provides new insight for researchers focusing on the information technology IT sector Keywords entrepreneurial agility organizational performance IT firms dynamic capability theory open innovation environmental dynamism mediated moderation model structural equation modeling information and communication technology sector innovation management Decoding startup failures in Indian startups Insights from Interpretive Structural Modeling and Cross Impact Matrix Multiplication Applied to Classification Abstract PURPOSE Start ups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress However their vulnerability to failure continues to pose a persistent and significant obstacle In light of this the study intends to ascertain the various elements responsible for the elevated incidence of start up failures and examine their contextual associations It further aims to establish the hierarchical structure and identify the crucial factors of start up failure METHODOLOGY The paper uses the Interpretive Structural Modeling ISM approach to determine the structural hierarchy and interconnections among the causes of start up failures identified through the comprehensive analysis of existing literature and experts opinions MICMAC Cross Impact Matrix Multiplication Applied to Classification analysis is also being utilized to categorize these identified failure causes into autonomous independent dependent and linking factors by their driving and dependency powers FINDINGS A structural framework depicting the interrelationships among the factors has been derived showing the failure factor poor market positioning factor at the highest level and the lack of entrepreneurial efficiency at the lowest level of the model The results also revealed that lack of entrepreneurial efficiency poor management and external environmental issues are the most significant independent factors upon which all other failure factors rely It also categorizes poor market positioning as the dependent factor signifying its passive role in the failure of start ups IMPLICATIONS As previous literature has discussed the various factors responsible for the failure of start ups in isolation the current study fills out the gap in the literature by establishing linkages among those factors The study's insights emphasize the value of effective management teams and entrepreneurial skills in averting start up failures It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and

their teams Furthermore the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation team dynamics and financial management to enhance the start up environment These initiatives may encompass entrepreneurship training financial assistance and mentorship through the Start up India Program Bharat Fund platform etc ORIGINALITY AND VALUE Previous studies on entrepreneurial failure are based on AHP Analytical Hierarchical Process content analysis and quality management methodologies This is potentially the first study using the ISM MICMAC approach that explores the complex world of start up failures in India and illustrates the relative influence and interdependence of various failure factors of start ups through a hierarchical model Keywords start ups failure factors start up failures Interpretive Structural Modeling ISM Cross Impact Matrix Multiplication Applied to Classification MICMAC entrepreneurial efficiency market positioning management competency external environmental issues failure prevention strategies Indian entrepreneurship skill development The effectiveness of agile leadership in practice A comprehensive meta analysis of empirical studies on organizational outcomes Abstract PURPOSE The COVID 19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast changing environment making agile leadership a prominent business trend Agile leadership improves innovation efficiency employee performance and team effectiveness However there is limited research on agile leadership s effects on organizational outcomes Thus this study provides a meta analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational employee customer financial and social environments METHODOLOGY The study has two phases the first phase performs bibliometric literature analysis and the second phase performs meta analysis In the bibliometric literature analysis 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar and their type of publication year of publication countries involved in agile leadership research keywords involved and their association are examined For the meta analysis 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies along with their standard regression coefficients and correlation coefficients that represent the relationship between agile leadership or agile leaders and that of other factors were extracted and examined FINDINGS The study found that there was a significant rise in publications on agile leadership after 2020 and Turkey the United States and Indonesia were involved more than other countries Moreover agile leadership is studied more in terms of operational outcomes and employee outcomes The results of the meta analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust 0.93 organizational performance 0.90 organizational effectiveness 0.89 individual career success 0.89 and innovation management 0.81 Thus it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes Agile leadership characteristics such as digital innovation trust competency result orientation and wisdom are significant for organizational growth team collaboration team effectiveness and organizational innovation IMPLICATIONS Identifying agile leadership concepts helps assess the progress

of empirical research improve leadership theories and models and identify potential growth opportunities The success of agile leadership depends on factors like a company's culture industry and size and this can be studied further Furthermore organizations may need to adjust their strategies on customer service financial management and investment so that they better reflect the values of agile leadership ORIGINALITY AND VALUE This study classifies numerous different research models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study In addition this study identifies potential problem areas that need to be fixed and as a result it makes a contribution to the research on agile leadership Keywords agile leadership organizational outcomes operational outcome employee outcome interpersonal trust leadership practice organizational performance meta analysis digital transformation innovation management employee performance interpersonal trust team effectiveness COVID 19 strategic flexibility Relationship between entrepreneurial orientation innovative co branding partnership and business performance Abstract PURPOSE This study aimed to determine the relationship between entrepreneurial orientation EO innovative co branding partnership and business performance EO was analyzed through five dimensions innovativeness proactiveness risk taking competitive aggressiveness and autonomy METHODOLOGY As part of the first phase of brand management research the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire 280 responses were obtained of which 266 questionnaires were qualified for further calculations Incomplete questionnaires were eliminated Hypotheses were formulated regarding the positive impact of the five dimensions of EO innovation proactivity risk taking competitive aggressiveness and autonomy on business performance and innovative co branding partnership and the positive impact of innovative co branding partnership on business performance Structural equation modeling using partial least squares PLS SEM was applied to support the conceptual framework and proposed hypotheses The calculations were performed in Smart PLS version 4 0 9 5 FINDINGS The results indicate that three EO dimensions innovativeness proactiveness and competitive aggressiveness influence business performance There was no effect of risk taking and autonomy on business performance In addition three EO dimensions innovativeness competitive aggressiveness and autonomy influence innovative co branding partnership No effect of risk taking and proactivity was found on innovative co branding partnership This means that two EO dimensions innovativeness and competitive aggressiveness positively influence innovative co branding partnership and business performance Furthermore innovative co branding partnership was proven to influence business performance IMPLICATIONS for theory and practice The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions The practical implications relate to recommendations for managers Managers should make efforts to increase innovation market activity and competitiveness of the market offer It is necessary to monitor the actions taken in the context of their impact on selected market consumer product and brand performance In addition managers should analyze the possibilities of undertaking

cooperation of this nature to increase business performance ORIGINALITY AND VALUE This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co branding Compared to previous studies it has an advantage in research by introducing the issue of innovative co branding which can be used for the development of new business activities In addition this study focuses on several areas of business performance including product brand consumer and financial performance Keywords entrepreneurial orientation innovativeness proactiveness risk taking competitive aggressiveness autonomy innovative co branding partnership business performance Structural Equation Modeling SEM brand management market performance

Strategic Corporate Communication in the Digital Age Mark Anthony Camilleri, 2021-02-19 Strategic Corporate Communication in the Digital Age explores how contemporary communication approaches are crossing boundaries as innovative media formats and digital transformations offer new challenges and opportunities to academia and practitioners

Collection Management and Strategic Access to Digital Resources Sul H Lee, 2012-12-06 Learn to better control costs for print and digital resources from recognized leaders in library administration Academic libraries have been using electronic resources for several years yet library administrators still find that the evolution from print to digital takes meticulous planning Collection Management and Strategic Access to Digital Resources is a collection of eight presentations from the 2004 University of Oklahoma Libraries Conference focusing on the ways academic research libraries can successfully make the transition from print materials to electronic resources Respected authorities offer effective strategies to efficiently coordinate the use of digital materials in the contemporary research library As acquisition budgets tighten and fresh emphasis is placed upon finding strategies to afford needed resources library administrators find it increasingly difficult to meet the challenge of providing information to today's students and scholars Collection Management and Strategic Access to Digital Resources focuses on innovative practical solutions to difficult problems facing librarians and library administrators today and in the coming decade The book is carefully referenced and includes tables and charts to clearly explain data Collection Management and Strategic Access to Digital Resources presents and thoroughly discusses the impact of digital resources on libraries research and learning in history and science open access of research results beyond the print journal regime Association of Research Libraries ARL and electronic journal subscriptions an introduction to Ithaka not for profit organization that acts as an incubator for electronic projects and research for libraries evaluations and innovative alternatives of the rules and beliefs of electronic resource collection the historical and contextual considerations that have made collections cooperation difficult to achieve and a global resources network initiative that may answer the challenge transforming scholarship's role by offering access to the raw material of research offering new opportunities for access to a greater range of information the responsibilities of research libraries in a rapidly evolving digital world Collection Management and Strategic Access to Digital Resources is essential reading for senior library administrators in public special and academic libraries as well as

acquisitions reference collection development and systems librarians

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