A Normative Perspective on the Boundaries of Strategic Management

By

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All interested are welcome
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ABSTRACT

We outline a boundary model of strategic management, beginning with heterogeneous raw materials, on one boundary, which move through a series of firms until they become products (or services) that are valued by a segment of otherwise heterogeneous consumers at the other boundary. We show how organizational hierarchy provides one more boundary, how strategic moves can be illustrated and evaluated within the model's boundaries, and how integrating the resource, positioning and consumer perspectives can make value creation endogenous to strategic management. We suggest research paths that are especially likely to spur knowledge generation in strategic management.

Keywords: Strategic Management, Disciplinary Boundaries, Theory