THE INFLUENCE OF CULTURE UPON SOCIETAL STRATEGY IMPLEMENTATION.
Edition No. 1

Description: An evaluation to increase our understanding of the influence of societal culture on strategy implementation within a developing country context. The lack of culture-strategy literature in developing countries underscores the original contribution of this study to academic research. The study also has practical usefulness that aims at helping organizations to better implement strategies and improve organizational performance. The research uses case studies and adopts an interpretivist paradigm, a nominalist subjectivistic epistemology and ontology, in order to gain deeper insight of the culture and strategy phenomena. Data are collected using in-depth interviews, supplemented by examining secondary sources concerning the cases, and by observing management and employees at their work places. The study concludes that Western management theory may not be universally applicable because it is associated with a particular society in a particular period. It is therefore imperative to develop relevant management theories and practices based on local conditions and circumstances, incorporating societal cultural values.

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