

STRATEGIC RENEWAL: DRIVING SUSTAINED ADAPTATION & CHANGE IN DYNAMIC ENVIRONMENTS**Track Chairs:**

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Abstract:

Many situations firms face nowadays involve strategic surprises that do not give sufficient warning to permit deliberate formulation and execution of strategy. Constant change has become the norm modern managers must cope with. Surviving under these conditions requires firms to continuously renew by revitalizing and transforming of their core activities, and seek new avenues for growth. Strategic renewal includes the process, content, and outcome of refreshment or replacement of attributes of an organization that have the potential to substantially affect its long-term prospects (Agarwal & Helfat, 2009: 281), and enables a dynamic strategic fit between the organization and its environment. This track will provide a platform for state of the art dialogue within and between these subjects focusing primarily, though not exclusively, on (1) the organizational, managerial, and dynamic capabilities for strategic renewal (2) co-evolutionary dynamics between firms and their environments, and (3) and organizing for renewal. Sample questions of theoretical and practical relevance include:

- What are the necessary multilevel capabilities for sustained strategic renewal?
- How do organizational capabilities and environmental factors interact at various levels of analysis and over time?
- How can knowledge-intensive firms manage the capabilities for (un)learning for sustained strategic renewal?
- What are the new organizational forms for sustaining strategic renewal over time?

- How do cognitive capabilities interact at different levels to influence the content, process, and outcome of strategic renewal?
- Which managerial capabilities are necessary for coping with pressures from the task and institutional environment?

Empirical, conceptual, and practitioner-oriented papers from a plurality of theoretical perspectives, units of analyses, contexts, and research designs are welcome, with particular encouragement for this integrating multiple theoretical lenses and/or methodological approaches. All submitted papers to our SIG will be reviewed on a double-blind basis by two reviewers.