

Research Project

Strategy Execution: Conceptualization, Determinants and Consequences

There are numerous academic studies and many textbooks about the formulation of the strategic plan and selection of a strategic positioning, as well as their determinants and consequences. However, the literature on strategy execution is relatively scarce and largely covered only in texts written by consultants and focused on practical guidance to managers. Scholars, however, have dedicated little attention to the conceptual dimensions of the construct "strategy execution" and on determining the consequences of its multiple dimensions. It is therefore necessary to carry out conceptual and empirical studies to outline the conceptual frontiers of the "strategy execution" construct and validate them empirically, as a requirement to carry on well-founded research on the relationship of "strategy execution" with other constructs (e.g., organizational performance, employee satisfaction etc.). This research project aims to contribute to fill this theoretical and empirical gap with studies on the conceptualization of the "strategy execution" construct and its relationship with other constructs.