

Research Project

Strategic Planning and Performance in Brazilian Firms

The Strategic Management literature suggests that planning would be positively associated with performance. However, the empirical results are still somewhat mutually inconsistent and inconclusive. This study will evaluate the type and magnitude of the impact of elements of strategic planning and export planning on organizational performance and export performance, respectively. The study will initially be based on Brazilian companies, but understandings have already been maintained with foreign researchers for replication in other countries. Given the intricate relationship between (the dimensions and their constituent elements) the planning and performance constructs and the fact that the literature suggests that there would be various contingencies that would affect the size of the effects, as well as different configurations that could lead to similar results (equifinality), this study will seek to develop a reasonable level of methodological sophistication (for example, by applying various types of approaches such as contingency, configurational and also fuzzy logic based approach) that will help clarify the association between the two constructs.