Adapting to Environmental Challenges
New Research in Strategy and International Business

Emerald Studies in Global Strategic Responsiveness

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About the Book

The global business environment is as turbulent as ever and organizations must adapt to the changing conditions to survive and persevere. *Adapting To Environmental Challenges: New Research In Strategy And International Business* provides new promising insights on the effects of middle management involvement in adaptive strategy-making processes and applications of interactive control systems in the pursuit of more durable corporate outcomes. The empirical evidence suggests that responsible corporate behaviour drives higher market-valuations of firms and the application of green technologies is associated with more sustainable performance outcomes.

For international organizations that operate across a multiplicity of cultural contexts, the ability to manage responsible corporate behavior must be interpreted in the local contexts and not only in a headquarter context, which is the norm. Hence, multinational managers must appreciate and understand the cultural differences to disentangle the managerial challenges in dynamic global markets where resource-poor firms can forge their international market positions by offering advantageous value-to-price trade-offs induced by supportive cultural values.

*Adapting To Environmental Challenges: New Research In Strategy And International Business* provide new relevant perspectives and insights to understand strategic adaptation in international business contexts based on corporate responsible behavior and cultural sensitivity as the ingredients for agile operations and a resilient multinational organization.