论文

战略理论的隐喻、范式及整合意义

武亚军 冯晓岚 许德音

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摘要：

隐喻无论是在战略管理学的理论构建还是实证研究中,都具有非常重要的作用。每种战略理论,如竞争定位理论、资源基础观/动态能力理论、制度理论、战略演化和复杂性理论等都有其潜在的隐喻;这些隐喻归属于不同的范式,可以被用来解释组织战略现象,并且具有实证意义。同时,多范式的隐喻比单一范式的隐喻具有更强的解释力,因而,基于多隐喻整合的战略理论创新具有重要的方法论意义。此外,隐喻及其整合在战略学术多样性和战略实践方面也有重要作用。

关键词： 战略管理;隐喻;范式;理论构建;整合

Metaphors ,Paradigms and Its Integrating Implications in Strategic Management

Wu Yajun Feng Xiaolan Xu Dean

Abstract:

This paper links metaphor to strategic management,and argues that metaphors play important roles both in constructing theoretical models and in empirically testing strategy theories .We suggest that each theoryin strategic management has its own underlying metaphor . These theories include Position School,Resource-based View and Dynamic Capability Theory,Institution Theory,Evolution and Complexity Theory,and other theories in strategic management . The corresponding metaphors with each theory belong to different paradigms,and can be used to explain distinct organizational strategy phenomena,in a way similar to the statistical a pproach in empirical research . Meanwhile,multi-paradigm metaphors have greater explanatory power than single-paradigm metaphors .It is useful,therefore,to integrate theories in strategy research . The integrating methodology is illustrated by the theory development of combing Resource-based View(RBV) and Institutional Theory (IT) to set up a comprehensive competitive advantage theory . The implications of metaphor for academic diversity and strategic management practice are also discussed .

通讯作者：

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