



## **SIG 13 - SM - Strategic Management**

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### **GT13\_00 - Strategic Management General Track**

#### **Proponents:**

ANABEL Fernández-Mesa, University of Valencia; Daniel Alonso-Martinez, Universidad de León; Ana García Granero, University of Valencia.

#### **Short description:**

Strategic management is about setting the direction of a corporation and steering it through challenges in its environment. The discipline “deals with (a) major intended and emergent initiatives (b) taken by general managers on behalf of owners (c) that utilize resources (d) to enhance performance (e) of firms (f) in their external environments.” (Nag, Hambrick, Chen, 2007). The purpose of this Strategic Management General track is to foster research in areas not covered by the other more focused tracks.

#### **Long description:**

Strategic management is about setting the direction of a corporation and steering it through challenges in its environment. The discipline “deals with (a) major intended and emergent initiatives (b) taken by general managers on behalf of owners (c) that utilize resources (d) to enhance performance (e) of firms (f) in their external environments.” (Nag, Hambrick, Chen, 2007). The purpose of this Strategic Management General track is to foster research in areas not covered by the other more focused tracks.

#### **Keywords:**

Strategic Management  
Management  
Strategy

#### **UN Sustainable Development Goals (SDG):**

Goal 9: Industry, Innovation, and Infrastructure, Goal 13: Climate action, Goal 17: Partnerships for the goals.

#### **Publication Outlet:**

#### **For more information contact:**

ANABEL Fernández-Mesa - [anabel.fernandez@uv.es](mailto:anabel.fernandez@uv.es)



## **AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>