

INÉRCIA ESTRATÉGICA E O PAPEL DA EQUIPE DE ALTA GESTÃO NA IMPLEMENTAÇÃO DA ESTRATÉGIA

*STRATEGIC INERTIA AND THE ROLE OF THE TOP MANAGEMENT TEAM IN
STRATEGY IMPLEMENTATION*

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Objetivo do estudo

This study aims to investigate how top management team's characteristics contribute to strategic inertia, strategy implementation and competitiveness. By integrating Upper Echelon Theory, strategy implementation, and strategic inertia concepts, it proposes a model to clarify how managerial attributes can create

Relevância/originalidade

The study's relevance and originality lie in its integration of established theories to fill a gap in the literature. It proposes a model linking top management characteristics to strategic inertia and implementation, clarifying how managerial attributes can foster rigidity or flexibility.

Metodologia/abordagem

The methodology and approach of the study are qualitative and theoretical, based on a documentary analysis.

Principais resultados

The study proposes that a top management team's characteristics, like diversity and humility, influence strategic inertia and strategy implementation. Understanding this inertia is key to enhancing corporate competitiveness and performance

Contribuições teóricas/metodológicas

The study's main contribution is a model proposition integrating Upper Echelon Theory with strategy and competitiveness concepts. The model connects top management characteristics, strategic inertia, and strategy implementation to clarify sources of organizational rigidity and flexibility.

Contribuições sociais/para a gestão

Aspects of CEO succession and top management team formation, considering that diversity and humility can help overcome strategic inertia and improve strategy implementation for sustainable competitiveness

Palavras-chave: Strategic Inertia, Top Management Team, Strategy Implementation, Upper Echelon

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Study purpose

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Methodology / approach

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Main results

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Theoretical / methodological contributions

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Social / management contributions

Aspects of CEO succession and top management team formation, considering that diversity and humility can help overcome strategic inertia and improve strategy implementation for sustainable competitiveness

Keywords: Strategic Inertia, Top Management Team, Strategy Implementation, Upper Echelon