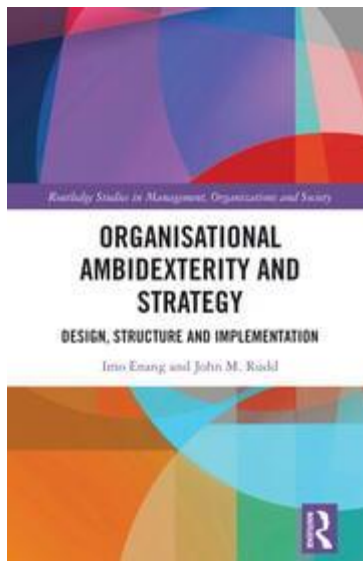




Book

Organisational Ambidexterity and Strategy

Design, Structure and Implementation

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ABSTRACT

Across the last 50 years, there have been increasing studies on Organizational Ambidexterity (OA). However, there has been a disproportionate focus on the theory underpinning OA with less recourse to the implementation of OA. The primary purpose of this book is to close gaps in the understanding of Organizational Ambidexterity Implementation (OAI) and its relationship with organizational performance. It identifies key components crucial for successful OAI, including dynamic capabilities,

organizational culture, organizational design and market orientation. The scope encompasses both qualitative and quantitative analysis, investigating the factors that drive or obstruct OAI and assessing performance disparities among organizations. This book is intended for academics, researchers, and professionals interested in corporate strategy with focus on the management of organizational resources and capabilities within organizational structure and design for performance improvement. It serves as a valuable resource for those seeking to understand how organizational culture, dynamic capabilities, market orientation, and design impact the successful implementation of ambidexterity and, consequently, overall organizational performance. Additionally, business leaders and managers can gain insights to help their organizations evaluate and enhance their abilities in these critical areas, ultimately fostering a culture of innovation and efficiency.

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