

THE EVALUATION OF STRATEGIC MANAGEMENT APPROACHES THROUGH CULTURAL FITNESS

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Abstract

Although there is no doubt for the importance of strategic management, still debates continue about the different strategic management approaches. However, there has been little discussion about determining the best strategic management approach(es) that properly integrated with cultural factors. The aim of this study is to evaluate the strategic management approaches through cultural factors and propose a methodology that searches for the most appropriate ranking of strategic management approach(es). In the study, experts evaluated the strategic management schools as strategic management approaches using fuzzy VIKOR as a multi criteria decision making technique, and some rankings were obtained in accordance with different cultural dimension alternatives derived from Hofstede's cultural dimensions. The study presents a helpful method for the academicians and practitioners of strategic management to formulate and implement strategy to obtain an optimum culture-strategy fit result.

Keywords: Strategic Management Schools, Cultural Dimensions, Fuzzy VIKOR Method, Strategy-Culture Fitness.

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