

Call for Papers

Special Issue

Strategic Adaptation in a Dynamic Global Environment: Unleashing the Power of Dynamic Capabilities for International Organizational Performance

Submission deadline: 11th July 2024

Guest editors:

Razieh Sadraei, Coventry University, Ad9531@coventry.ac.uk

Vahid Jafari-Sadeghi, Aston Business School, v.jafari-sadeghi@aston.ac.uk

Reza Marvi, Aston Business School, r.marvi@aston.ac.uk

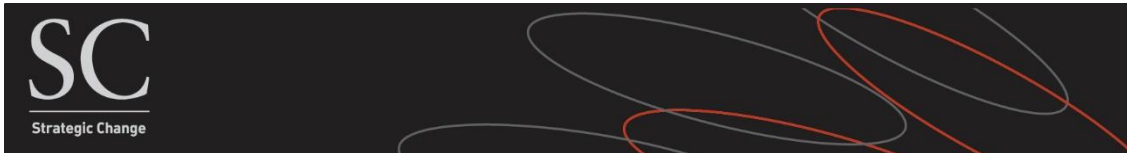
Esin Yoruk, Coventry university, esin.yoruk@coventry.ac.uk

Background

In today's fast-paced and interconnected global business landscape, organisations face the constant challenge of adapting their strategies to stay competitive and thrive in rapidly changing environments (Clohessy et al., 2020). The concept of dynamic capabilities forms the core of strategic adaptation. Dynamic capabilities refer to an organisation's ability to integrate, reconfigure, and build its internal and external resources and capabilities to respond effectively to environmental changes and seize new opportunities (Teece, 2007). Such capabilities enable organisations to not only to identify emerging trends and market shifts but also to seize those opportunities through rapid and effective resource allocation and adaptation of strategies (Ramos, Patrucco, & Chavez, 2023). As such, the definition of dynamic capabilities clarifies that they have the potential to generate value indirectly by altering the way a company conducts its business (Mikalef et al., 2019).

Several studies (e.g., Billiet et al., 2021; Bindra et al., 2019; Jiang et al., 2022) have emphasised the importance of dynamic capabilities in facilitating strategic adaptation in the ever-changing market environment. In this line, Teece (2007) argues that dynamic capabilities give organisations the agility and flexibility to respond proactively to changing market conditions. Organisations can adapt to dynamic environments and align with the dimensions of seizing and reconfiguring in dynamic capability deployment through their absorptive capability. This capability represents the underlying processes of sensing and shaping opportunities that are integral to dynamic capabilities (Wilden et al., 2017). This adaptability allows organisations to seize market opportunities and maintain a competitive advantage in a rapidly changing business environment (Zahra, Petricevic, & Luo, 2022).

However, strategic adaptation and utilising dynamic capabilities in international settings are not without challenges. The cultural and institutional contexts of different countries and regions can significantly influence an organisation's ability to effectively adapt and leverage dynamic capabilities (Al-kalouti et al., 2020; Hoeft, 2021; Yiu, Bruton, & Lu, 2005). Understanding the interaction between dynamic capabilities and contextual factors is

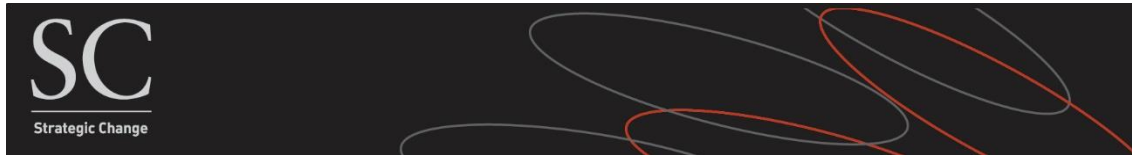


crucial for organisations operating in diverse international markets. As such, contextual factors provide operant and operand resources while simultaneously convey pressure which requires appropriate responses (Mikalef et al., 2019). Moreover, the dynamic global environment requires organisations to continuously explore and exploit new opportunities (van Lieshout et al., 2021). This calls for the effective management of innovation processes and the integration of innovation capabilities into dynamic capabilities (Teece, 2007). By aligning innovation with strategic adaptation, organisations can create a sustainable competitive advantage and achieve superior performance in international markets.

With this background, this special issue aims to explore the critical role of strategic adaptation in a dynamic global environment and examine how organisations can leverage dynamic capabilities to enhance their international organisational performance. By investigating the interplay between strategic adaptation, dynamic capabilities, and international success, this special issue seeks to provide valuable insights into effective strategies for navigating and succeeding in the dynamic global landscape.

Potential topics

- The Role of Dynamic Capabilities in Enhancing Organisational Resilience in a Dynamic Global Environment: Exploring how dynamic capabilities enable organisations to adapt and respond resiliently to environmental turbulence, uncertainty, and disruptions.
- The Influence of Digital Transformation on Strategic Adaptation and Dynamic Capabilities: Investigating how organisations utilise digital technologies and capabilities to adapt their strategies, business models, and operations in a dynamic global environment.
- Cross-Cultural Perspectives on Strategic Adaptation and Dynamic Capabilities: Examining how cultural factors influence the development and utilisation of dynamic capabilities for strategic adaptation in different global contexts.
- Managing Disruptive Innovations: Leveraging Dynamic Capabilities for Strategic Adaptation: Analysing how organisations effectively respond to disruptive innovations and leverage dynamic capabilities to adapt their strategies and business models in the face of disruption.
- The Role of Leadership in Driving Strategic Adaptation and Developing Dynamic Capabilities: Investigating the leadership styles, behaviours, and practices that foster strategic adaptation and facilitate the development of dynamic capabilities for international organisational performance.
- Dynamic Capabilities and Strategic Alliances: Enhancing Adaptation and Performance in Global Markets: Exploring how dynamic capabilities contribute to successful strategic alliances and enable organisations to adapt their collaborative strategies in a dynamic global environment.
- Environmental Scanning and Sensemaking for Strategic Adaptation: The Role of Dynamic Capabilities: Examining how organisations scan and make sense of their external environments to drive strategic adaptation and how dynamic capabilities facilitate this process.
- Sustainable Competitive Advantage in a Dynamic Global Environment: The Role of Dynamic Capabilities: Investigating how dynamic capabilities contribute to the creation and maintenance of sustainable competitive advantage in a rapidly changing and globalised business landscape.
- Organisational Learning and Knowledge Management for Strategic Adaptation: Leveraging Dynamic Capabilities: Exploring how organisations leverage dynamic capabilities to facilitate knowledge creation, transfer, and integration to support strategic adaptation and improve international organisational performance.



- The Impact of Industry Disruption on Strategic Adaptation and Dynamic Capabilities: Analysing how industries undergoing disruptive changes require organisations to adapt strategically and develop dynamic capabilities to remain competitive and thrive in a dynamic global environment.
- Strategic Ambidexterity and Organizational Agility: Investigating how organisations balance exploration and exploitation through strategic ambidexterity, facilitating adaptive responses to environmental changes while maintaining competitiveness in international markets.
- Dynamic Capabilities and International Market Entry: Analysing how dynamic capabilities influence the choice of international market entry modes, the selection of target markets, and the adaptation of strategies to specific cultural and regulatory contexts.

Meet the Guest Editors Paper Development Workshop (PDW):

The guest editors will organise special PDWs to develop the ideas and papers intended for submission. The workshop will be held during the 50th Academy of International Business- UK and Ireland Chapter conference on 4th - 6th April 2024 at Aston Business School, Birmingham, United Kingdom. All interested contributors will have an opportunity to present their work (at any stage of development) for discussion and feedback. Participation in the PDW is not a guarantee of acceptance of the paper for the special issue nor a requirement for consideration of papers for inclusion in the special issue. For more information about the workshop, please contact Razieh Sadraei (ad9531@coventry.ac.uk).

Submission guidelines

Authors are invited to submit their manuscripts electronically via the Strategic Change Journal online submission system (<https://onlinelibrary.wiley.com/journal/10991697>).

All submissions should adhere to the journal's guidelines, available on the journal's website. Manuscripts will undergo a double-blind peer-review process to ensure the highest quality and rigor. The journal also welcomes interdisciplinary perspectives and encourages collaborations between researchers from different disciplines.

Submission process and important dates

...

Guest Editors contacts

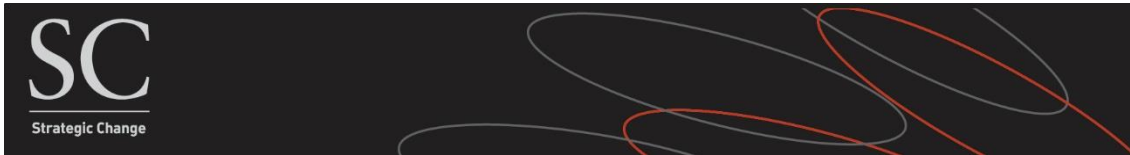
For any inquiries or further information, please contact the Guest Editors:

Razieh Sadraei, Coventry University, Ad9531@coventry.ac.uk

Vahid Jafari-Sadeghi, Aston Business School, v.jafari-sadeghi@aston.ac.uk

Reza Marvi, Aston Business School, r.marvi@aston.ac.uk

Esin Yoruk, Coventry university, esin.yoruk@coventry.ac.uk



Strategic Change Journal Editorial Team

Website: <https://onlinelibrary.wiley.com/journal/10991697>

Wiley

Editorial

Office

E-mail: strategicchange@wiley.com

Wiley Production E-mail: jscprod@wiley.com

References

Al-kalouti, J., Kumar, V., Kumar, N., Garza-Reyes, J. A., Upadhyay, A., & Zwiigelaar, J. B. (2020). Investigating innovation capability and organisational performance in service firms. *Strategic Change*, 29(1), 103-113.

Billiet, A., Dufays, F., Friedel, S., & Staessens, M. (2021). The resilience of the cooperative model: How do cooperatives deal with the COVID-19 crisis?. *Strategic Change*, 30(2), 99-108.

Bindra, S., Parameswar, N., & Dhir, S. (2019). Strategic management: The evolution of the field. *Strategic Change*, 28(6), 469-478.

Bindra, S., Parameswar, N., & Dhir, S. (2019). Strategic management: The evolution of the field. *Strategic Change*, 28(6), 469-478.

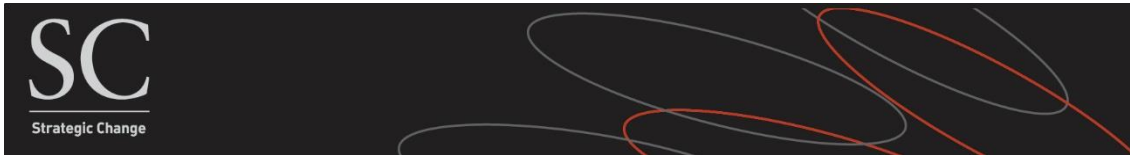
Clohessy, T., Treiblmaier, H., Acton, T., & Rogers, N. (2020). Antecedents of blockchain adoption: An integrative framework. *Strategic Change*, 29(5), 501-515.

Hoelt, F. (2021). The case of sales in the automotive industry during the COVID-19 pandemic. *Strategic Change*, 30(2), 117-125.

Jiang, Y., Qin, X., Virtanen, Y., & You, W. (2022). The impact of e-commerce on Chinese suppliers' upgrading in global value chains in a digitalised era. *Strategic Change*, 31(1), 57-74.

Mikalef, P., Boura, M., Lekakos, G., & Krogstie, J. (2019). Big data analytics capabilities and innovation: the mediating role of dynamic capabilities and moderating effect of the environment. *British Journal of Management*, 30(2), 272-298.

Mikalef, P., Boura, M., Lekakos, G., & Krogstie, J. (2019). Big data analytics capabilities and innovation: the mediating role of dynamic capabilities and moderating effect of the environment. *British Journal of Management*, 30(2), 272-298.



[Ramos, E.](#), [Patrucco, A.S.](#) and [Chavez, M.](#) (2023), "Dynamic capabilities in the "new normal": a study of organisational flexibility, integration and agility in the Peruvian coffee supply chain", [Supply Chain Management](#), Vol. 28 No. 1, pp. 55-73.

Teece, D. J. (2007). Explicating dynamic capabilities: The nature and micro foundations of (sustainable) enterprise performance. *Strategic Management Journal*, 28(13), 1319-1350.

van Lieshout, J. W., van der Velden, J. M., Blomme, R. J., & Peters, P. (2021). The interrelatedness of organisational ambidexterity, dynamic capabilities and open innovation: a conceptual model towards a competitive advantage. *European Journal of Management Studies*, 26(2/3), 39-62.

Yiu, D. W., Bruton, G. D., & Lu, Y. (2005). Understanding business group performance in an emerging economy: Acquiring resources and capabilities in order to prosper. *Journal of Management Studies*, 42(1), 183-206.

Zahra, S.A., Petricevic, O. & Luo, Y. (2022). Toward an action-based view of dynamic capabilities for international business. *J Int Bus Stud* 53, 583–600.