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Research in Behavioral Strategy

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T. K. Das, *City University of New York*

This book series on behavioral strategy will cover the essential progress made thus far in the literature and elaborate upon fruitful streams of scholarship. More importantly, the book series will focus on providing a robust and comprehensive forum for new scholarship in the field of behavioral strategy. Through the ongoing release of focused topical titles, this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the field of behavioral strategy.

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- Behavioral Strategy for Competitive Advantage
- Culture and Behavioral Strategy
- Decision Making in Behavioral Strategy
- The Practice of Behavioral Strategy
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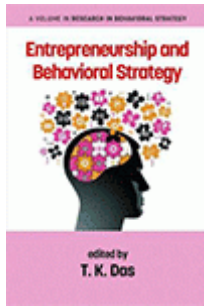
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Entrepreneurship and Behavioral Strategy

T. K. Das, City University of New York

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Behavioral strategy continues to attract increasing research interest within the broader field of strategic management. Research in behavioral strategy has clear scope for development in tandem with such traditional streams of strategy research that involve economics, markets, resources, and technology. The key roles of psychology, organizational behavior, and behavioral decision making in the theory and practice of strategy have yet to be comprehensively grasped. Given that strategic thinking and strategic decision making are importantly concerned with human cognition, human decisions, and human behavior, it makes eminent sense to bring some balance in the strategy field by complementing the extant emphasis on the “objective” economics-based view with substantive attention to the “subjective” individual-oriented perspective. This calls for more focused inquiries into the role and nature of the individual strategy actors, and their cognitions and behaviors, in the strategy research enterprise. For the purposes of this book series, behavioral strategy would be broadly construed as covering all aspects of the role of the strategy maker in the entire strategy field. The scholarship relating to behavioral strategy is widely believed to be dispersed in diverse literatures. These existing contributions that relate to behavioral strategy within the overall field of strategy has been known and perhaps valued by most scholars all along, but were not adequately appreciated or brought together as a coherent sub-field or as a distinct perspective of strategy. This book series on Research in Behavioral Strategy will cover the essential progress made thus far in this admittedly fragmented literature and elaborate upon fruitful streams of scholarship. More importantly, the book series will focus on providing a robust and comprehensive forum for the growing scholarship in behavioral strategy. In particular, the volumes in the series will cover new views of interdisciplinary theoretical frameworks and models (dealing with all behavioral aspects), significant practical problems of strategy formulation, implementation, and evaluation, and emerging areas of inquiry. The series will also include comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with potential for wider application of behavioral strategy. Through the ongoing release of focused topical titles, this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the subject of behavioral strategy.

Entrepreneurship and Behavioral Strategy contains contributions by leading scholars in the field of entrepreneurship with an interest in researching behavioral perspectives. The 10 chapters in this volume deal with a number of significant issues relating broadly to the behavioral aspects of entrepreneurship, covering topics such as entrepreneurial process orientation, a machine learning approach to reviewing the intersection of the entrepreneurship and behavioral strategy literatures, the temporalities of entrepreneurial risk behavior, entrepreneurs under ambiguity, disruptive business model innovations, international attention, entrepreneurial team formation, building alliances in new and small ventures, the role of insight in entrepreneurial action, and the effects of foreign competition on entrepreneurship activities. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the confluence of entrepreneurship and behavioral strategy.

CONTENTS: About the Book Series. Entrepreneurial Process Orientation and Multiple Perspectives of Entrepreneurship, *David F. Jorgensen and Frances Fabian*. Intersection of Entrepreneurship and Behavioral Strategy: A Literature Review Through Machine Learning, *Burak Cem Konduk*. The Temporalities of Entrepreneurial Risk Behavior, *T. K. Das and Bing-Sheng Teng*. Entrepreneurs Under Ambiguity: A Prospect Theory Perspective, *Corina Paraschiv and Anisa Shyti*. Dynamic Responses to Disruptive Business Model Innovations: Rational, Behavioral, and Normative Perspectives, *Oleksiy Osiyevskyy, Amir Bahman Radnejad, and Kanhaiya Kumar Sinha*. Behavioral Strategy and International Attention: Theory and Evidence From Dutch Small and Medium-Sized Enterprises, *Jiasi Fan, Gjalt de Jong, and Hans van Ees*. Partnering With Whom and How? Institutional Transition and Entrepreneurial Team Formation in China, *Chenjian Zhang and Guido Möllering*. Building Strategic Alliances in New and Small Ventures: A Review of Literature and Integrative Framework, *Alice Comi and Martin J. Eppler*. The Role of Insight in Entrepreneurial Action: A Preliminary Exploration, *Lincoln Brown and Joan L. Brown*. Exploring the Relationship Between Foreign Competition and Entrepreneurship in a Host Country, *Ana Venâncio and Farzana Chowdhury*. About the Contributors. Index.



Behavioral Strategy for Competitive Advantage

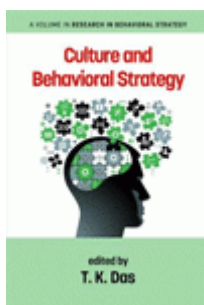
T. K. Das, City University of New York

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Behavioral Strategy for Competitive Advantage contains contributions by leading scholars in the field of behavioral strategy research. The 8 chapters in this volume deal with a number of significant issues relating to how behavioral strategy may serve to create competitive advantage, covering topics such as decision change timing, top management regulatory focus, cognitive foundations of pricing decisions, short-termism in HRM, and the effects of managerial role enactments on alliance performance. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the role of behavioral strategy in enhancing competitive advantage.

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Culture and Behavioral Strategy

T. K. Das, City University of New York

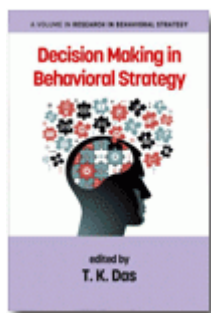
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Culture and Behavioral Strategy contains contributions by leading scholars in the field of behavioral strategy research. The 10 chapters in volume deal with a number of significant issues relating to the intersection of culture and behavioral strategy, covering topics such as cultural diversity and strategic choice, the cultural intelligence of executives, business model innovation in entrepreneurship, paradoxical frames in culture and behavioral strategy, culture in M&As, network citizenship behavior, and organizational routines. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the confluence of culture and behavioral strategy.

CONTENTS: About the Book Series by *T. K. Das*. Cultural Diversity and Strategic Choice: The Role of the Repatriated Executive, *Mzamo P. Mangaliso; Leah Z. B. Ndanga*. The Case of Executives' Cultural Intelligence in Behavioral Strategy: An Introductory Essay and a Research Agenda, *Arash Najmaei*. Entrepreneurial Breakthroughs Theory: A Holistic Framework for Studying Business Model Innovation, *Punit Arora*. Culture, Paradoxical Frames, and Behavioral Strategy, *Joshua Keller; Erica Wen Chen*. Culture in Mergers and Acquisitions: A Critical Review from the Perspective of Behavioral Strategy, *Magdalena Langosch; Killian J. McCarthy*. Network Citizenship Behavior: Toward a Behavioral Perspective on Multiorganizational Networks, *Keith G. Provan; Jörg Sydow; Nathan P. Podsakoff*. Organizational Routines in Global Sourcing, *Elisabeth Kjellström*. Effects of Culture on Behavioral Strategies: The Case of SMEs in the Health and Food Sectors, *Mantiaba Coulibaly-Ballet; Djamilia Elidrissi; Zorana Jerinic*. Interpretive Schemes in Cross-National Alliances, *T. K. Das; Rajesh Kumar*. Comparing International and Domestic Joint Ventures: Aspects of Management and Performance, *Merve Bener; Keith W. Glaister*. About the Contributors. Index.



Decision Making in Behavioral Strategy

T. K. Das, City University of New York

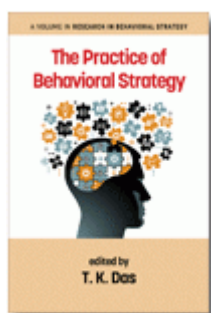
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Behavioral strategy continues to attract increasing research interest within the broader field of strategic management. Research in behavioral strategy has clear scope for development in tandem with such traditional streams of strategy research that involve economics, markets, resources, and technology. The key roles of psychology, organizational behavior, and behavioral decision making in the theory and practice of strategy have yet to be comprehensively grasped. Given that strategic thinking and strategic decision making are importantly concerned with human cognition, human decisions, and human behavior, it makes eminent sense to bring some balance in the strategy field by complementing the extant emphasis

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Decision Making in Behavioral Strategy contains contributions by leading scholars in the field of behavioral strategy research. The 10 chapters in this volume cover a number of significant issues relating to the decision making processes, practices, and perspectives in the field of behavioral strategy, covering diverse topics such as failures in acquisitions, entrepreneurs under ambiguity, metacognition, neural correlates of emotion, knowledge flows, behavioral responses, business modeling, and alliance capability. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on decision making in behavioral strategy.

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The Practice of Behavioral Strategy

T. K. Das, City University of New York

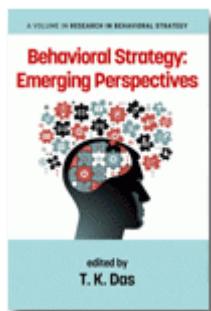
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The Practice of Behavioral Strategy contains contributions by leading scholars in the field of behavioral strategy research. The 9 chapters in this volume cover a number of significant topics that speak to the practice perspectives on behavioral strategy, covering diverse topics such as M&A decision making in the high-tech sector, scenario thinking, business modeling, project-based organizations, fair trade market certification, and the movie and insurance industries. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the practice of behavioral strategy.

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Behavioral Strategy Emerging Perspectives

T. K. Das, City University of New York

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Behavioral strategy continues to attract increasing research interest within the broader field of strategic management. Research in behavioral strategy has clear scope for development in tandem with such traditional streams of strategy research that involve economics, markets, resources, and technology. The key roles of psychology, organizational behavior, and behavioral decision making in the theory and practice of strategy have yet to be comprehensively grasped. Given that strategic thinking and strategic decision making are importantly concerned with human cognition, human decisions, and human behavior, it makes eminent sense to bring some balance in the strategy field by complementing the extant emphasis on the “objective” economics-based view with substantive attention to the “subjective” individual-oriented perspective. This calls for more focused inquiries into the role and nature of the individual strategy actors, and their cognitions and behaviors, in the strategy research enterprise. For the purposes of this book series, behavioral strategy would be broadly construed as covering all aspects of the role of the strategy maker in the entire strategy field. The scholarship relating to behavioral strategy is widely believed to be dispersed in diverse literatures. These existing contributions that relate to behavioral strategy within the overall field of strategy has been known and perhaps valued by most scholars all along, but were not adequately appreciated or brought together as a coherent sub-field or as a distinct perspective of strategy. This book series on Research in Behavioral Strategy will cover the essential progress made thus far in this admittedly fragmented literature and elaborate upon fruitful streams of scholarship. More importantly, the book series will focus on providing a robust and comprehensive forum for the growing scholarship in behavioral strategy. In particular, the volumes in the series will cover new views of interdisciplinary theoretical frameworks and models (dealing with all behavioral

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Behavioral Strategy: Emerging Perspectives contains contributions by leading scholars in the field of behavioral strategy research. The 9 chapters in this volume cover a number of significant topics that speak to the emerging perspectives in the area of behavioral strategy. The chapter topics cover both the broader issues, such as cooperative behavior in strategic decision making, cognitive orientation and biases of executives, dynamics capabilities in organizational change, and the development of metamangement practices, and the more focused discussions on a behavioral view of business modeling, the tenets of agency theory and Austrian economics, and the temporal dimensions of strategic risk behavior. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on behavioral strategy.

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