

Stakeholder thinking & context sensitivity Summary

TOPIC: The Impact of Context

SOURCE: Johns (2006) - The Essential Impact of Context on Organizational Behavior

KEY CONCEPTS:

Context is often treated as "noise" or control variables in OB research, but it should be central.

1. Omnibus Context

The broad environment (Who, What, Where, When).

2. Discrete Context

Specific task, social, and physical variables that influence behavior.

3. Context Effects

- Context as a Main Effect: Directly drives behavior.
- Context as a Moderator: Changes the relationship between X and Y.
- Context as a Mediator: Explains why X leads to Y.

APPLICATION:

In my research design, I must not strip away context to find "universal laws," but explicitly model how the specific context shapes the phenomenon.