



Strategic Orientation of Business Enterprises: The Construct, Dimensionality and Measurement (Classic Reprint)

By N Venkatraman

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Strategic Orientation of Business Enterprises: The Construct, Dimensionality and Measurement This paper reports the results of a research aimed at conceptualizing and developing valid measurements of key dimensions of a strategy construct termed Strategic Orientation of Business Enterprises. This construct is defined by addressing four important questions in terms of six key dimensions. An evaluation of the measurement properties indicated that the operational measures developed here largely satisfied the criteria for unidimensionality, convergent, discriminant, and predictive validity. Implications and lines of extensions are outlined. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-theart technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the...



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