Empirical Analysis of Integral Strategic Alignment: A Case Study on Synchronous Dynamic Capabilities in Multinational Corporations

Casey Gonzalez
PhD
Massachusetts Institute of Technology
77 Massachusetts Ave, Cambridge, MA 02139, USA

Joseph Baker
Associate Professor
University of Oxford
Wellington Square, Oxford OX1 2JD, United Kingdom

Drew Lewis
Professor
University of Melbourne
Parkville, VIC 3010, Australia

Abstract. This study examines the role of integral strategic alignment in enhancing the dynamic capabilities of multinational corporations (MNCs). Using a mixed-method approach, data was gathered from 45 leading MNCs to evaluate the synergistic effects of strategic congruence. Findings reveal that integral alignment fosters resilience and adaptability, crucial for navigating complex global markets. The implications of these findings suggest strategic alignment as a pivotal enabler of corporate agility. By addressing the synchronization of dynamic capabilities, this study contributes to advanced management practices, providing actionable insights for global strategists.

Keywords: integral strategic alignment, dynamic capabilities, multinational corporations, corporate agility, strategic congruence, global strategists, management practices

Introduction

In the ever-evolving landscape of global business, the ability of multinational corporations (MNCs) to adapt and thrive in volatile markets is paramount. A significant challenge confronting these entities is the cultivation of dynamic capabilities that align with rapidly shifting strategic goals. Integral strategic alignment refers to the harmonization of a company’s internal resources and external pressures, which can bolster an MNC's competitive edge and resilience. In recent years, global markets have witnessed unprecedented changes influenced by technological advancements, geopolitical tensions, and shifting consumer preferences. As a result, MNCs are under immense pressure to recalibrate their strategies and dynamically adapt to these changes. The strategic alignment of capabilities offers a pathway to achieving this agility, allowing corporations to preemptively respond to external challenges while optimizing internal processes. This paper presents an in-depth empirical analysis of the integral strategic alignment within MNCs, focusing on their synchronous dynamic capabilities. By employing a mixed-methods research design, this study investigates the impact of strategic congruence on corporate performance across 45 leading global corporations. The structure of this paper is as follows: First, the theoretical foundations of integral strategic alignment are examined. Next, the methodology and data sources employed in the study are detailed. The subsequent sections present the results of the analysis and discuss the implications for management practices. Finally, the paper concludes with recommendations for future research and practical applications for strategists in multinational settings.

References

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