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ACTION STRATEGY AND ACTION KNOWLEDGE

Abstract:

Action strategy is about real time strategy making and implementation. It is outcomes driven to achieve intended ends. Action strategy arises in context of evolving future directed conditions and emerging opportunities and risks. Action knowledge provides information and insights about real time implicit and explicit knowledge underlying action strategy processes. The article addresses the nature, relevance, quality and use of action knowledge in action strategy processes. It advances the role of action knowledge and its contribution to formation of the underlying assumptions, choice making processes, reality testing and execution in action strategy deliberations, plans and performance.

Keywords:

strategy, action, action strategy, action knowledge, contextual competence, action inquiry, social construction or reality

JEL Classification: D80, L20, L29