

STRATEGIC AGILITY AND ITS ACADEMIC FOUNDATIONS: EXPLORING THE KNOWLEDGE GAP AND THE PRACTICE GAP

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ABSTRACT

In a world characterized by constant change and uncertainty, the concept of strategic agility has gained prominence as a vital response for organizations grappling with volatile environments and unpredictable consumer needs. The growing interest in strategic agility, which addresses a prompt and flexible approach to tackling such challenges, is evident in both research and practice settings. However, the operationalization of the construct is still diffused and missing coherence, therefore a clearer understanding of the theoretical building blocks and how it manifests is needed. Thus, this research seeks to answer three key research questions namely: What influences have shaped the Strategic Agility literature?; What is the knowledge structure of this literature?; And how do they impact the concept? In order to shed light on the themes influencing the concept's development, on the knowledge structure of these underlying building blocks, and on the impact level of these themes on the strategic agility literature, a bibliometric analysis was conducted.

Our methodology involves several stages. First, we identify and trace the core literature that has significantly impacted the discourse on strategic agility. Next, we employ clustering techniques and incorporate expert insights to extract and validate the emergent research themes. This process enhances our understanding of the influencing themes of strategic agility. We also explore how these research themes have evolved over time and forecast their future trajectory, providing a glimpse into potential developments within this particular area of study.

The paper contributes to previous research by providing a more in-depth understanding of the research themes underpinning strategic agility, their weight in shaping the concept and their possible future trajectory. This analysis is the first of three planned studies; therefore, we will further discuss the implications and future research directions in the upcoming presentation.

Keywords: Strategic Agility, Bibliometrics, Research Themes, Knowledge Structure