

DEVELOPING DYNAMIC CAPABILITIES THROUGH DISORGANIZATION: COGNITIVE FLEXIBILITY, RESOURCE FLUIDITY, AND ENTREPRENEURSHIP ORIENTATION MODEL

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Introdução

In today's rapidly evolving business environment, organizations are faced with the challenge of navigating uncertainty, volatility, and disruptive changes. Dynamic capabilities have emerged as a fundamental framework for organizations to adapt, innovate, and gain a competitive advantage (Teece, Pisano, & Shuen, 1997). Dynamic capabilities encompass the ability to sense market trends, and reconfigure resources to meet evolving challenges. Although formalized almost 30 years ago, there seems to be still room to go deeper in the understanding of the topic (Chen, Liu, Li, Xie, & Wei, 2023).

Problema de Pesquisa e Objetivo

We believe that a conceptual model for the relationship between disorganization and dynamic capabilities can be defined to fill the gap of how disorganization influences dynamic capabilities development. The objective of this paper is to propose a conceptual model in which cognitive flexibility, resource fluidity, and entrepreneurship orientation, function as mechanisms through which disorganization can positively influence the development of dynamic capabilities trying to respond to three hypotheses that are stated in the article.

Fundamentação Teórica

We explore the key concepts and theories related to disorganization, dynamic capabilities, cognitive flexibility, resource fluidity, and entrepreneurial orientation. The review provides a foundation for understanding the relationships between these concepts and their implications for organizational performance. Regarding our propositions, we argue that a moderate level of disorganization can facilitate the development of dynamic capabilities, which refer to a firm's ability to integrate, build, and reconfigure internal and external resources to address rapidly changing environments.

Discussão

In terms of implications for practice, the proposed theoretical framework in Figure 1 highlights the potential benefits of disorganization for the development of dynamic capabilities. Understanding these implications can help managers and policymakers make informed decisions about organizational structure and resource allocation. The main results that were achieved relate to the following topics, among others: Balancing disorganization and structure and encouraging a culture of adaptability and experimentation.

Conclusão

This paper has explored the potential benefits of disorganization as a positive influence on developing dynamic capabilities in organizations. The analysis of the relationships between disorganization, dynamic capabilities, cognitive flexibility, resource fluidity, and entrepreneurial orientation has provided valuable insights into the complex interplay between these factors and their implications for organizational performance. The findings suggest that an appropriate balance between disorganization and structure can facilitate innovation, adaptability, and responsiveness.

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