

FUTURE, STRATEGY, AND INNOVATION: A SYSTEMATIC LITERATURE REVIEW

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Introdução

In the contemporary business environment, integrating futures studies with strategic planning is essential for sustainable organizational development. This study explores the intersection of innovation, strategic planning, and futures studies, aiming to provide insights into how these elements interact to drive competitive advantage and organizational growth.

Problema de Pesquisa e Objetivo

The research problem addresses how futures studies can enhance strategic planning. The objective is to map the literature, identify central themes, and understand the role of innovation in strategic planning within an organizational context.

Fundamentação Teórica

The study builds on the theoretical frameworks of strategic management, innovation, and futures studies. It examines how concepts like dynamic capabilities, sustainable development, and corporate foresight integrate with strategic planning to foster innovation and competitive advantage.

Discussão

Findings reveal innovation as a pivotal element, with high betweenness centrality, indicating its crucial role in connecting various strategic planning concepts. The study highlights the interconnectedness of innovation with corporate strategy, sustainable development, and foresight, emphasizing its centrality in organizational strategies.

Conclusão

The integration of futures studies into strategic planning, with innovation as a key driver, is vital for managing uncertainties and achieving competitive advantages. This study underscores the importance of innovative practices in strategic planning, aiming to prepare organizations for dynamic future scenarios.

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