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Frank T. Rothaermel is a professor in the Scheller College of Business at the Georgia Institute of Technology and an Alfred P. Sloan Industry Studies Fellow. He holds the Russell and Nancy McDonough Chair of Business and received a National Science Foundation CAREER Award. Rothaermel authored the textbook "Strategic Management. Concepts & Cases" published by McGraw-Hill. He held visiting professorships at the EBS University of Business and Law, Singapore Management University, and the University

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Introduction. Strategic management refers to the formulation and the implementation of the main goals and the key initiatives that have undertaken by the concerned management of the organization on the behalf of the owners of the concerned business organization (Rothaermel 2015).

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