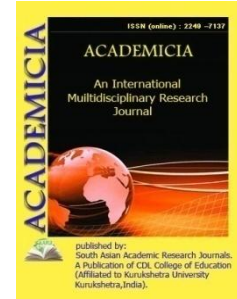




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A TAXONOMIC STUDY OF STRATEGY APPROACHES

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ABSTRACT

Authors offered many methods to strategy development, and instead of the word "approach," they used terms like "schools of thought," "perspectives," "frameworks," and "models." Planned strategy, emergent strategy, positioning strategy, and other mutually incompatible categories have been used to classify strategy, resulting in ambiguities in the taxonomy. The goal of this research is to see whether author groups are completely distinct or if they can be condensed into a few dominating methods, and the analysis relies heavily on Mintzberg's terminology. This research discovered that there are about six methods into which most of the groupings may be condensed after analyzing the categorization system provided by 13 renowned writers. Fit approach, Planning approach, Emergent approach, Positioning approach, Resource based approach, and Stakeholder approach are the methods. The act of collapsing reduces the number of groups, allowing for a more focused knowledge of strategy while also making the term more manageable from a researcher's perspective.

KEYWORDS: *Emergent Approach, Planning Approach, Positioning Approach, Stakeholder Approaches, Strategic Approach.*

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