

**RELATING ORGANIZATION CULTURE AND STRUCTURE TO ENHANCE THE HORIZONTAL STRATEGY
IN CONGLOMERATES**

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ABSTRACT

Porter (1985) suggested that conglomerates may use horizontal strategy to enhance their effectiveness. In this paper, we give a framework that suggests suitable organization culture and structure which may enhance the effectiveness of horizontal strategy for conglomerates. We give few propositions related to effective implementation of the horizontal strategy.

Keywords: *Horizontal strategy, interrelationships, Culture, strategy & structure, and conglomerates*