

STRATEGIC CHANGE: THE CORPORATE PARADIGM SHIFT DUE TO POLITICAL AND ECONOMIC TRANSFORMATIONS: POLAND

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ABSTRACT

Phenomenon that has been more rarely discussed: the phenomenon of how macro national institutional changes lead to necessary micro level transformations. Through a case study that analyses the ten year evolution of the managerial paradigm of the Herbapol monopoly in Poland in the late XX century, we will illustrate the transformation of a paradigm process organizations need to go through to survive macro environmental transformations (Hurt & Hurt, 2009; Child, Tse & Rodrigues, 2013). A corresponding research questions is: what transformations managers need to make to corporate paradigms for their organizations to survive in radically changing macro systems?

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