Abstract: Strategic alignment remains one of the most widely shared and enduring aspects in the expansive management literature. The central hypothesis is that organisations will perform well when the resources in functional areas (e.g., marketing, supply chain, IT) are congruent with business strategy. However, any attempt to measure alignment raises a number of construct conceptualisation and measurement challenges. Drawing upon research from two ARC Discovery Projects this seminar will illustrate important challenges facing researchers when testing this theory.

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