Title: Towards an Integrative Framework of Situated Temporality: The Interplay Between Strategy and Organizational Identity

Friday, February 23, 2018 from 12:00-1:30 PM in the David Strong Building, Room C125

ABSTRACT
Organizational actors face the persistent challenge of navigating between the needs for short-termism and the opportunities offered by distant and open-ended time horizons. Negotiating such temporal dynamics is crucial for combining longer-term survival with ongoing change, and it demands that the ongoing interplay between past and future is explained through more dynamic models. We propose a model based on what we call "situated temporality" that helps explain how different combinations of near and distant pasts and futures are enacted at key events. We elaborate how situated temporality is enacted through the interplay between strategy and organizational identity. Based in longitudinal studies of a global brewery and dairy we argue how the interplay unfolds through shifting temporal orientations hereby overcoming long-standing dichotomies between past and future and between near and distant time horizons.