Aspiration-driven Influences on Strategic Decision-making

Abstract

Allocating scarce resources to competing strategic investment opportunities may be one of the most critical choices managers make and a major determinant of firm performance. The idea is that internal decision makers use their better access to information to direct capital toward investments with the best return prospects while denying capital to investments with lesser potential for future returns. Using aspirations based in peer, historical, and social anchoring, this presentation will look at the capital allocation process, resource-picking, and market entry globally.