

AGGRESSIVENESS - The posture adopted by a business in its allocation of resources for improving market positions at a relatively faster rate than the competitors in its chosen market.”

ANALYSIS - The trait of overall problem solving posture...referring to the extent of tendency to search deeper for the root of problems, and to generate the best possible solution alternatives.”

DEFENSIVENESS - Reflects defensive behavior and is manifested in terms of emphasis on cost reduction and efficiency seeking methods.”

FUTURITY - Reflects temporal considerations reflected in key strategic decisions, in terms of the relative emphasis of effectiveness (longer-term) considerations versus efficiency (shorter-term) considerations.”

PROACTIVENESS - Reflects proactive behavior in relation to participation in emerging industries, continuous search for market opportunities and experimentation with potential responses to changing environmental trends.”

RISKINESS - Captures the extent of riskiness reflected in various resource allocation decisions as well as choice of products and markets.”

FIGURE 4
STROBE DIMENSIONS
(Venkatraman, 1989a)