

The Strategy group at the University of Michigan seeks to make fundamental contributions to knowledge in the field of strategy through the major scholarly and practitioner journals and to disseminate that knowledge through the courses that we develop and teach at the BBA, MBA, PhD and Executive Education levels. Strategy or strategic management is concerned with the management of the corporation as a whole as opposed to the various functional areas such as marketing, finance, accounting, etc., all of which look at a single specific aspect of the firm. Scholars and students in strategy are united by a common interest in firm performance. Understanding why some firms do better than others and developing structured theories and explanations of firm performance is the distinguishing characteristic of strategy research and teaching.

Faculty in the strategy group at Michigan are both focused and diversified, recognizing the eclectic roots of strategy as a field. We are focused in that we are united by our interest in the core questions of strategy and firm performance. We are diversified in that the discipline bases and methodological training of the faculty is diverse by intention. Our faculty approach research from several different perspectives including economics, organization theory, social psychology, and sociology. We also strive to maintain methodological diversity. From inductive and case-method approaches to large sample archival studies to simulation and survey based primary research approaches and formal modeling, we employ a variety of approaches in our research. Similarly, the research questions that we ask span the full range of strategy discipline. From top management decision-making in large multi-business, multinational corporations to scope of the firm issues such as alliances and M&A's, from technology strategy and policy to service management and sociological influences on decision-making, we cover a broad range of theoretical issues. This makes our group, arguably, one of the broadest and most diversified in the country.

Our deliberate position of "strategy-centered but melding into the disciplines at both ends" provides several benefits consistent with our mission. First, we present variety with rigor which allows us to provide our students with faculty experts in a wide variety of domains. This has implications for all our constituents. For MBA's and executives it makes possible a series of classes in a broad variety of content areas. Indeed we have one of the broadest set of Strategy elective offerings in the country, with over 15 separate courses including Growth Strategies, Global Strategies, New Business Models, Technology Strategy, Business in China, Business in South East Asia, System Dynamics, Mergers and Acquisitions, Managing Alliances, Advanced Competitive Analysis, Intellectual Property and Competitive Strategy, Leveraging Resources, and Strategies for Consulting.

For our doctoral students, this position offers tremendous flexibility and a unique attraction to coming here. The odds are bright that whatever be your personal inclination or objective, or how your interests develop over time, there is a high likelihood that there will be somebody to work with and learn from. Further, to the extent that much knowledge is derived from exposure to divergent modes of thinking the variety is in and of itself a significant learning benefit for all our students and faculty. The evidence of the payoff to this approach is provided by the many awards our doctoral students win, and by their placement in the best business schools worldwide. Recent graduates of the doctoral program are engaged in research and teaching at Duke, Purdue, Illinois at Urbana-Champaign, University of Texas-Austin, and University of North Carolina among others.

This positioning also enables us to attract faculty of different stripes far more easily than other schools that are significantly more focused. Indeed as we build on the multidisciplinary nature of the field of strategy, we also build on our own strengths – we are a part of the University of Michigan, arguably one of the world's best places for interdisciplinary work. Our sociology, economics, organization behavior, political science and psychology departments are not only some of the best in the country, but even more remarkably, have well developed interdepartmental linkages and a long history of cooperation and interchange. Our faculty comes from the best business schools in the world - Harvard, MIT, Northwestern, NYU, Berkeley, Wharton, and Michigan, among others.

The pages that follow provide details on our research and teaching resources. Welcome to Strategy at Michigan!

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