

MODE 0; a suggested innovative method for strategic studies in sustainable contexts

Overall research topic “*Return of Resources; Strategy and Management Control for a Sustainable Growth - focusing decoupling and the triple bottom line from an economists perspective*”

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M O D E 0 (Mode ZERO)

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Outlining a Model for Integrated Studies and Strategic Research for “Organizational Development and Growth”, from the viewpoint of innovative research in R&D, in a “sustainable” systemic context

ABSTRACT

This paper sets out to explore a new common research mode (MODE 0) for strategy research with a longitudinal design. The paper suggests a new research mode, based on present modes, to develop new epistemology, also covering ontological aspects in organizational and society research. Reflecting, innovativeness and learning are major components in this suggested new strong mode for basic line research.

Forthcoming strategy research will demonstrate this. The new mode is proposed to be conducted in research where a researcher have personal *experience* from practice and aims for highest quality in the findings, especially where the research is planned to be evidenced with action based, experimental or participatory research.

As a consequence of the impact from an ongoing digitizing and transformation in all sectors of society, we can foresee an extended need of new types of /business/ models for decision making, long term management and learning and in various sustainability contexts.

When creating new models, taking into account our history, our culture and ethics of today, for future strategies and decision making, researcher has to find research modes with more longitudinal designs. New models or methods shall in the end help strategic decision makers of today to value the tomorrow effects from strategy decisions - in various organizational and societal contexts, in their respectively agendas of sustainability.

Strategy researchers though have to take into account actual research modes when creating new models.

There is an inter- as well as intra-organizational focus on strategies and the role of the organization as creator for building *sustainable values* in creating new resources in terms of products, services and skills. On organizational level of similar ontological and epistemological understanding, in society and corporations, the conditions for strategic research in techno/ecological, social and financial areas are rather connected. A common research mode seems therefore possible to evaluate.