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In order to have a successful strategy implementation, it requires the right attitude, approach and commitment from employees which can only be influenced by culture. When a strategy match with company's culture, the culture will become a valuable ally in strategy implementation and execution. When it is not a part of the change strategy, management will usually find it difficult to implement the strategy successfully as well as achieving their target.

Importance of Organizational Culture in Strategic Management

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He is co-editor and contributing author of Globalization and NGOs (Praeger, 2003) and Handbook on Responsible Leadership and Governance in Global Business (Elgar, 2005) and co-author of the previous edition of International Management: Culture, Strategy, and Behavior (10th ed., McGraw-Hill/Irwin, 2015), the best-selling international management text.

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