

# Promoting ambidexterity in established firms: The role of organizational context

Swarup Kumar Dutta

*Institute of Management, Nirma University, Ahmedabad*

## **Abstract**

The research study attempts to understand the relationship between the three variables—organizational context, environmental dynamism and ambidexterity—that exists in organizations. In the process of establishing the relationship between the three variables, an empirical study was conducted in six established firms to understand the role of context in facilitating ambidexterity in organizations. Thus, through a predicted relationship that organizational context acts as a mediator in the relationship between environmental dynamism (antecedent) and ambidexterity (consequence), the study is conducted and the nature of the relationship is studied.

**Keywords:** Ambidexterity, Organizational Context, Environmental Dynamism, Alignment, Adaptability.