

Promoting Ambidexterity in Established Firms: The Role of the Organizational Context*

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Abstract

The research study attempts to understand the relationship between the three variables, organizational context, environmental dynamism and ambidexterity, that exists in organizations. For establishing the relationship between these three variables, an empirical study is conducted in eleven established firms. The study is done through a predicted relationship and the findings of the research suggest that organizational context mediates the relationship between environmental dynamism and ambidexterity. It clearly suggests that the combined effect has a much stronger relationship suggesting a case of moderating effect or interaction effect. Thus organizational context has a moderating effect and basically plays the role of a catalyst or interactive effect in the relationship between environmental dynamism and contextual ambidexterity.

Key words: *Ambidexterity, Organizational context, Environmental dynamism, Alignment and Adaptability*