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the other hand, strategic management entails the set of commitments, decisions, and actions designed and executed to produce a competitive advantage and earn above-average returns (Hitt, Ireland, and Hoskisson, 2001) Strategic management calls for choices to be made among competing alternatives (Stopford, 2001) Alterna-

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ers Hitt, Ireland, and Hoskisson (2011, p 6) defined strategic management as "the full set of commitments, decisions, and actions required for a firm to achieve strategic competitiveness and earn above-average returns" With a strong focus on outcomes, Makadok and Coff (2002) suggested that strategic management's purpose is to

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CURRICULUM VITA R. DUANE IRELAND RESEARCH PROFILE

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RESEARCH PROFILE My research focuses on the intersection between entrepreneurship and innovation and effective strategic leadership practices
Evidence shows that the most entrepreneurial