The Linkages between Horizontal Strategy, Person-Environment fit and Horizontal Fit: An Empirical Study

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Abstract

The main purpose of this paper is to identify relationship between horizontal strategy, person environment fit and horizontal fit. The selection of employees in the organization, based on their skills, capabilities and knowledge, so organization recruitment strategy or functions should associated to corporate or organization strategy. Horizontal strategy is corporate strategy which is very difficult to execute in the real world because there is no generalized and standardized methods. Today’s the best companies are horizontally integrated for achievement of sustainable competitive advantage that cannot easily imitated. Consequently, we are trying to determine the person-environment fit dimension is associated with horizontal strategy. Based on literature, seven hypotheses are posed on how all the dimensions of person-environment fit affects horizontal fit and horizontal strategy. The study uses a structured questionnaire which was developed using extant literature. The empirical data was drawn from 267 Indian organizations. The data was analyzed using regression analyses to validate these hypotheses and revealed that person-group fit is most significant and positive impact on horizontal strategy; and negative relationship between person job fit and horizontal strategy. Our present study is unique in terms of scope and its contribution to the theory and practice of horizontal strategy.

Keywords:
Horizontal strategy, Horizontal fit, person-environment fit, person-job fit, person-organization fit, and person-group fit

BIOGRAPHY

Pratima Verma is Doctoral Candidate in Industrial & Management Engineering at IIT Kanpur, India. She received her MBA in Finance and Human Resource Management from the Uttar Pradesh Technical University, Lucknow, India in the year 2011. She completed her graduation (B.Tech) in Information Technology in the year 2009 from BBD NITM, Lucknow. She has 1 year of experience in teaching. She is currently working in the field of horizontal strategy. She also awarded JRF/SRF in area of human resource management. She has published/presented four papers in international journals.

R.R.K. Sharma is a HAG scale Professor at Indian Institute of Technology Kanpur, in the Industrial & Management Engineering Department. He has an experience of 27 years in the field of education. His
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