

## Propositions

- 1- When faced with a major technological disruption, incumbents with misalignment capability (multi-focused attention, flexible structure, and resource allocation) are more likely to survive as they can develop a complex innovation process to maintain a strategic relationship with customers including the ones who behave differently (Chapter 2).
- 2- Long-term orientation moderates the indirect relationship between absorptive capacity and new platform technology adoption in such a way that the indirect effect through managerial attention is weaker in countries with higher levels of long-term orientation (Chapter 3).
- 3- Firms that form a pluralized OI are more likely to overcome OI-driven cognitive rigidity by encouraging intrapreneurial adaptation projects. (Chapter 4).
- 4- When a firm has a pluralized OI, intrapreneurs are more likely to construct a sub-identity bricolage for their adaptation project (Chapter 4).
- 5- Intrapreneurial projects with a sub-identity bricolage that is in line with the meta-identity (established OI) are more likely to be placed in a separate (within the) organization (Chapter 4).
- 6- Reframing a problem radically can be a way forward when trying to adapt (Thomas Wedell-Wedellsborg, HBR, 2017).
- 7- “Voter anger causes politics to move beyond a competition of ideas and philosophies and into a zero-sum game. That weakens people’s commitment to democratic norms and values, such as tolerance and a respect for minority opinions” (Steven Webster, The conversation, 2020).
- 8- Living without the Tech Giants is getting (almost) impossible (Kashmir Hill, NY Times, 2020).
- 9- “The universe becomes strict if you try it too hard” (Hāfez, 1315–1390).
- 10- “Do not step in this journey without an advisor’s company. The way is darkly obscure! Alarm! There is a danger of being led astray” (Hāfez, 1315–1390).
- 11- As a PhD candidate, you open a blog to write about your research for the public. However, you are very likely to publish only one blog post (i.e., the first blog post: ‘Hey, I am here!’) until you graduate and even afterwards.