



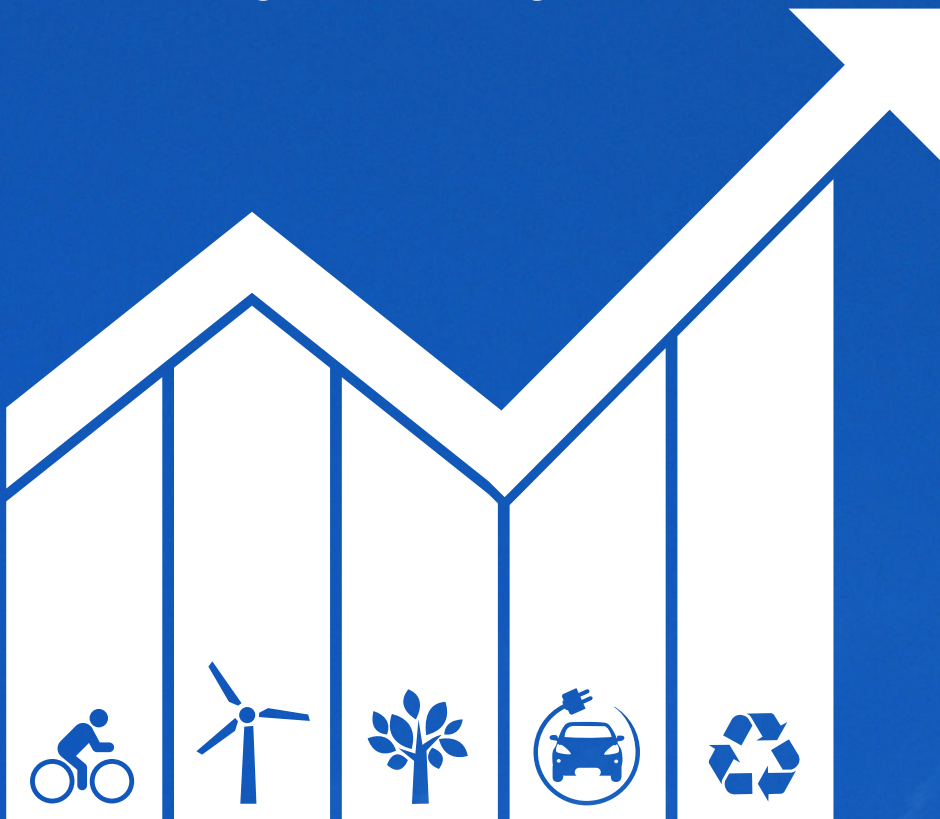
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# Identity reflexivity: a framework of heuristics for strategy

Greco, A., Long, T.B., & de Jong, G.





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## Abstract

The aim of this research is to investigate the relationship between (dual) organizational identity and individual heuristics—simple rules and biases—in the process of strategy change. This paper offers a theory on identity reflexivity as a cognitive mechanism of strategy change in the context of organizational hybridity.

**Keywords:** Sustainability, Heuristics, Ethnography, Identity, Hybridity, Strategy change