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Abstract Abstract

The majority of studies discuss organizational performance from the viewpoints of environment and strategy. However, existing studies seldom discuss it from the viewpoints of execution.

The main purposes of this study develop strategy execution measuring model and examine it. The factors of strategy execution are as follows：strategy formulation capability, resources management capability, operational capability, organization/culture and integration capability. Thus, this study tests whether they can measure organizational strategy execution through quantitative approach. Finally, this study discusses the relation among strategy execution, environmental change management capability, customer relationship management performance and organizational performance.

In conclusion, these findings indicate the adequacy of this model. The results indicate that all strategy execution measuring factors have significantly positive impact on strategy execution. Furthermore, all constructs also have significantly positive impact, so the feasibility of this measuring model is high.

KeyWords：strategy execution, environmental change management capability, customer relationship management, organizational performance
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