Abstract Title:

Financialization and Business Strategy: The need for bridging efforts

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Abstract:

Paper conducts bibliometric analysis on impacts of financialization on business strategy. Results suggest efforts are needed to bridge concepts: (1) search in Web of Science of both terms returned 2 results; (2) search of “financialization” with term-grouping (VOSViewer) indicated lack of strategy concepts among frequent terms, which focus on macroeconomic issues.