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## AMBIGUITY IN ORGANIZATION THEORY

*From Intrinsic to Strategic  
Perspectives*

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# Ambiguity in Organization Theory

## From Intrinsic to Strategic Perspectives

Elements in Organization Theory

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**Abstract:** This Element presents and discusses the main trajectories in the evolution of the concept of ambiguity and the most relevant theoretical contributions developed around it. It specifically elaborates on both the intrinsic perspectives on ambiguity as an inherent part of organizational decision-making processes and the more recent strategic perspectives on discursively constructed strategic ambiguity. It helps illuminate the path ahead of organizational scholars and offers new avenues for future research. This is important given the ever more pervasive presence of ambiguity in and around organizations and societies.

This Element also has a video abstract: [www.cambridge.org/Organization Theory\\_Giulia Cappellaro\\_abstract](http://www.cambridge.org/Organization_Theory_Giulia_Cappellaro_abstract)

**Keywords:** ambiguity, decision-making, strategy, organizational discourse and communication, organizational change

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## Contents

1 Introduction	1
2 Ambiguity versus Other Concepts	3
3 Analytical Approach	7
4 Intrinsic Perspectives: Ambiguity as an Inherent Part of Organizational Decision-Making	8
5 Strategic Perspectives: Discursively Constructed Strategic Ambiguity	26
6 Trajectories in the Study of Ambiguity in Organization Theory and Future Perspectives	44
7 Conclusion	54
References	56