



Strategizing with tied hands: Adaptive cognitive processing in the screening of bidding opportunities

Stingl, Verena; Geraldi, Joana

Publication date:
2018

Document Version
Peer reviewed version

[Link back to DTU Orbit](#)

Citation (APA):

Stingl, V., & Geraldi, J. (2018). *Strategizing with tied hands: Adaptive cognitive processing in the screening of bidding opportunities*. Abstract from 34th EGOS Colloquium 2018, Tallinn, Estonia.

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Strategizing with tied hands: Adaptive cognitive processing in the screening of bidding opportunities

Verena Stingl, Joana Geraldi,

Accepted for presentation at the 34th EGOS Colloquium, July 4th-7th 2018, Tallin, Estland.

Abstract

Sensemaking theory has illuminated how organizations influence the way in which individuals perceive their environment (Weick, 1995). Yet, organizations may not only shape *what* their members think about the world but also the very basal cognitive processes of *how* they think about it.

In this study, we explore the cognitive strategies emerging for screening of competitive bidding opportunities, and compare them to earlier findings of the entrepreneurial literature. The findings offer new insights for academia in three regards: first, by exploring the differences in selection of cognitive strategies for contrasting contexts, we provide empirical validation from outside the laboratory for theoretically suggested relationships between consciously or subconsciously adopted cognitive strategies and the decision context. Second, by situating the research in the organizational context, we enable the discussion of the role of organizational practices on the shaping of a specific decision context. Third, we expand the current research program of simple heuristics to a potential method from the neighbouring fields.