

EDITORIAL

From capabilities to continuity: building resilient organizations across professions, technologies, and methods

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Abstract

This editorial introduces Volume 2, Issue 2 of Management Research Quarterly, which examines how organizations renew systems of practice amid institutional flux and technological turbulence. The issue advances a core argument: resilience is built by aligning capabilities with policy signals, market logics, and reflexive methods. First, Weng, Charman, and Reaksmeay show that policy-market synergy—amplified by digital tools such as BIM and modular design—accelerates sustainability transitions in China's prefabricated construction sector. Second, Nyamekye and Kwarteng reconceptualize dynamic capabilities as mechanisms of continuity in law firms, identifying interlinked factors that stabilize performance in an emerging economy context. Third, Bahadori and Ramjawan operationalize Bourdieu's theory of practice into a power-aware toolkit—mapping field, habitus, and capitals—extending it with gender capital and boundary spanning, and pointing to practice-based participatory action research. Finally, Zhang and Gao review An Introduction to Computational Advertising, connecting algorithmic advertising to debates on interpretability, fairness, and responsible AI. Together, these contributions underscore that organizational, institutional, and scholarly resilience is an ongoing process of alignment and reflexivity. Implications include adaptive policy design, capability architectures that balance tradition and transformation, and pluralistic, ethically grounded research that links theory to impact.

KEYWORDS

Organizational resilience; Policy-market synergy; institutional alignment; Dynamic capabilities; Bourdieu; theory of practice; computational advertising.

The second issue of volume 2 of Management Research Quarterly contributes to the understanding of how scholars and organisations can align policy, market, and methodological forces in current era of complexity and rapid change. This issue continues MRQ's efforts to study how organizations build resilience under institutional change and technological turbulence (Boyer 2024). Across its four contributions - spanning institutional theory, strategic management, sociological methodology, and digital communication - the issue explores one core question: how do systems of practice renew themselves under uncertainty? Each study reveals the mutual dependence between structure and agency, theory and method, global and local contexts.

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1 | INSTITUTIONAL ALIGNMENT AND SUSTAINABILITY TRANSITIONS

The article by Yongjun Weng, Kenneth Paul Charman, and Vann Reaksmeay analyses policy-market synergy as the key to developing prefabricated construction in China. Combining a qualitative case of the Shenzhen Meilin housing project with a national survey of 246 firms, the authors show that policy incentives succeed only when matched by market responsiveness and technological capacity (Weng et al. 2025). Their findings clarify how government direction and entrepreneurial innovation co-evolve to accelerate sustainability transitions. For policymakers, the study highlights adaptive incentives and feedback loops; for managers, it underscores the value of digital integration tools - such as BIM and modular design - that turn institutional ambitions into operational

reality. Beyond China, the model provides a blueprint for aligning regulatory and market logics in emerging industries. The study offers a grounded account of how institutional levers (Viainon 2024), ecosystem alignment (Vavřina and Drdla 2024), and firm capabilities (Nyamekye and Kwarteng 2025) combine to accelerate sustainability transitions in a complex industrial field.

2 | DYNAMIC CAPABILITIES AND CONTINUITY IN PROFESSIONAL SERVICES

Sylvester Nyamekye and Abdul Hamid Kwarteng investigate how dynamic capabilities underpin the long-term survival of law firms in an emerging economy. Based on interviews with Ghanaian partners and managers, they identify ten interlinked factors - ranging from client relationships and specialization to financial discipline and collaborative culture - that together create an architecture of continuity (Nyamekye and Kwarteng 2025). By reframing dynamic capabilities as mechanisms of endurance rather than short-term performance, the study enriches strategy theory with an indigenous, practice-based perspective. For law-firm leaders, it offers a pragmatic model balancing tradition with transformation; for scholars, it illustrates how qualitative research in local contexts can extend global management frameworks. This article resonates with MRQ's prior conversations about transformational leadership and business continuity (e.g., Sabbah (2024), Luo (2024), Baio et al. (2024), Ghrayche et al. (2025) and grounds them in the institutional realities of emerging markets (Rodriguez-Escobar 2024).

3 | TRANSLATING THEORY INTO METHOD: OPERATIONALIZING BOURDIEU

In their commentary of Lissillour et al. (2023), Mansoureh Bahadori and Shamila Ramjawan transform Bourdieu's theory of practice into a usable, power-aware toolkit for management research. Through three "methodological moments" - mapping the field, capturing habitus, and tracing capitals - they outline a reflexive yet structured approach to qualitative inquiry (Bahadori and Ramjawan 2025). By adding the notions of gender capital and boundary spanning, they expand Bourdieu's framework to address how inequality and agency shape organizational fields, thus contributing to the "practice turn" in management studies (Lissillour and Silva 2024). They suggest future research develop a protocol for practice-based participatory action research as a pragmatic pathway for scholars who want to interrogate power, inequality, and change with practitioners rather than about them. The contribution exemplifies MRQ's support for methodological pluralism and reflexive scholarship.

4 | COMPUTATIONAL ADVERTISING AND THE DIGITAL FRONTIER

Closing the issue, Jinhai Zhang and Xin Gao review Duan Chunlin's *An Introduction to Computational Advertising* (2024). The book situates advertising within a data-driven, algorithmic, and collaborative paradigm. Zhang and Gao highlight its comprehensive structure - Theory, Transformation, Practice, Exploration - and its relevance for the intersection of artificial intelligence, human creativity, and ethical governance (Zhang and Gao 2025). They commend the volume's integrative scope while urging stronger empirical validation and global applicability. The review connects computational advertising to current debates on algorithmic fairness (Sahut et al. 2023, Monod 2025), interpretability, and responsible AI (Chapuis and Guégan 2024), reinforcing MRQ's role in linking digital innovation with social accountability. Readers will find this review a useful bridge between rapidly evolving methods and the design of credible managerial research in digital markets (Wei 2024).

This issue emphasizes digital and computational frontiers (Desmarchelier 2024), sustainability issues (Liu 2024), AI marketing and AI-human interaction at work (Chapuis and Guégan 2024, Monod 2025) which are not new at MRQ. Together, these contributions form a coherent narrative about institutional alignment, organizational capability, methodological reflexivity, and computational intelligence as the pillars of modern management. Across regions and paradigms, the issue affirms that resilience - organizational, institutional, and scholarly - is not a fixed trait but a continuous process of renewal. For managers and policy-makers, it calls for aligning incentives with market signals and investing in ethical, adaptive systems. For researchers and educators, it encourages mixed, reflexive, and interdisciplinary approaches that transform theory into impact.

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CONFLICT OF INTEREST

The authors declare no potential conflict of interests.

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