

THE MARKETING MBA PROFESSIONAL PREFERRED MENTAL MODEL AND THE STRATEGIC THINKING COMPETENCE: AN INTRODUCTORY STUDY

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ABSTRACT

The competence for strategic thinking is a management core requirement for success. Managers are required to ground their daily actions toward strategic objectives. Professors claim that professionals attending Marketing MBA programs have more difficulty in dealing with strategic matters to define alternative futures and possibilities and to prefer dealing on subjects more focused on here-

and-now operational issues. This paper presents results from the study of preferred mental models (thinking patterns) among professional attending Marketing MBA and concludes that one of the causes of the difficulties faced by them with the demands of strategic matters is the preferred mental model.