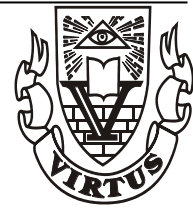


CORPORATE OWNERSHIP & CONTROL

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Cid Gonçalves Filho, Carlos Alberto Gonçalves, Vera Helena Lopes, Marcos Ferreira Santos

This paper aims to contribute to the study of the impact of strategic management concepts in micro and small company performance using the StratQual measuring. Micro and small companies are, in the Brazilian economic scenario, responsible for a considerable amount of jobs created, GDP's formation, income generation and the capacity of adapting to the market's necessities with agility and flexibility. Studies that were carried out by SEBRAE - "Serviço Brasileiro de Apoio às Micro e Pequenas Empresas" showing that micro and small companies formulate their strategies according to the perception that the entrepreneurs have of possible markets reactions.

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Mohammad Ahid Ghabayen, Ahmad Omar Hardan, Zaid Jaradat, Mohannad Alshbiel

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Nurulyasmin Binti Ju Ahmad, Afzalur Rashid, Jeff Gow

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Christian Kammlott, Jens J. Krüger, Dirk Schiereck

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