Mobilizing corporate foresight potential among V4 countries – assumptions, rationales, and the methodology

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Abstract: The aim of the article is to describe the concept of the International Visegrad Fund project entitled “Mobilizing corporate foresight potential among V4 countries”. The goal of the project is to help companies of the region to advance their Futures Literacy (FL). The theoretical part of the article is devoted to the presentation of the FL notion and a theoretical framework that links the individual foresight capacity with the strategic foresight capacity of an organisation. A special emphasis in the article is put on a brief characteristic of the V4 region, scientific problem, purpose and the methodology employed in the project.

Keywords: corporate foresight; decision-making; foresight maturity; entrepreneurship; futures literacy; Visegrad region.

References