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Editorial Note

**Reinventing Cross Functional Synergy For Resilient
Survival, Opportunity Sensitivity and Serial Growth of
African Business Firms**

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Introduction

The explicit core intent and unique title of AJHRMOS are a disclosed declaration of its uncompromising dedication to leading rigorous and innovative advanced research on anchoring and routinizing cross functional synergy in African business firms across the continent. Cross functional synergy is urgently becoming a predominant action rather than a luxury option for equipping business firms with built-in effectiveness, efficiency and adaptability. In today's highly turbulent, risky and crisis-centric business environments, African business firms critically needs such built-in institutional strengths to enjoy the indispensable levels of resilient survival, opportunity sensitivity and serial growth to remain competitive in such uncertain business horizons.

Core Theme and Philosophy

This editorial note claims that there are three main business research streams that hold substantial potential to augment theoretically and empirically the academic and professional agendas of building and sustaining Cross Functional Synergy across African business firms.

Research Stream One should emphasize organizational development that ensures cross functional synergy for securing resilient survival of business firms.

Research Stream Two ought to highlight cross functional management of innovation and motivating Cross Functional Synergy champions for triggering opportunity sensitivity as an ultimate front line for business firms.

Research Stream Three must focus on managing intellectual cross functional capital and rethinking business performance within cross functional benchmarks for fulfilling unprecedented levels of serial growth for business firms.

All the papers of this issue are sending clear conceptual and empirical signals of the cruciality and instrumentality for anchoring cross functional synergy in a rich variety of Business Contexts in Africa.

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