

Sample paragraph with corresponding Endnotes section:

The market strategy formulated for a product is a function of firm's experience with previous strategic positions the product has held.¹ It can be expected that decisions to modify a product's characteristics are a function of experience associated with the performance of past product introductions and existing product portfolio characteristics. It has been shown that performance feedbacks regarding strategic alternatives generate lock-ins that lead to organizational inertia.² The results of previous actions are accumulated in the organizational memory, establishing boundaries for subsequent firm actions and activities.^{3, 4, 5} This article discusses the practical relevance of these principles in light of new research findings from the North American automotive industry.⁶

Endnotes:

1. Barr, P.S., Stimpert, J.L., & Huff, A.S. (1992). Cognitive change, strategic action, and organizational renewal. *Strategic Management Journal*, 13(8), 15-36.
2. Burgelman, R.A. (2002). Strategy as a Vector and the Inertia of Coevolutionary Lock-in. *Administrative Science Quarterly*, 47, 325-357.
3. Sinkula, J.M., Baker, W.E., & Noordewier, T. (1997). A Framework for Market-Based Organizational Learning: Linking Values, Knowledge and Behavior. *Journal of Academy of Marketing Science*, 25(4), 305-318.
4. Cyert, R.M. & March, J.G. (1963). *A Behavioral Theory of the Firm*. New York, NY: Prentice-Hall.
5. March, J.G. & Simon, H.A. (1958). *Organizations*. New York, NY: Wiley.
6. The results are based on an empirical study of North American automotive industry between years 1980 and 2014.