

FRACTAL ORGANIZATIONAL STRUCTURES: A LITERATURE REVIEW OF THEORETICAL FOUNDATIONS, PRACTICAL APPLICATIONS, AND EMPIRICAL GAPS

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Fractal organizational structures create an entire organizational transformation which uses fractal geometry patterns to establish adaptive systems that develop over time and generate new concepts during periods of uncertainty. The review combines theoretical foundations from scholars⁵⁻⁷ with empirical research evidence from BCG (2022, 2023)¹ and case studies^{2,3}. The system offers three primary benefits through its capacity to distribute decision-making authority while establishing effective information networks and developing fresh knowledge, yet design challenges and organizational culture barriers continue to create difficulties. The review establishes that P&G and Spotify demonstrate through real-world examples that fractals outmatch all other organizational structures when organizations need to achieve maximum flexibility, yet the review identifies specific areas that require additional numerical assessment.
