

Competitive Advantage on the Road Again: Exploring Nuances through a Conceptual Review and Future Research Avenues

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Abstract : By giving an overview of previous arguments and findings concerned with the concept of competitive advantage, first, we define the overall concept of competitive advantage and discuss nuances of understanding such an important and strategic idea. Finally, by considering the major concerns of marketing academia, including globalization, AI-based technologies, consumer well-being, and internal cooperation between a firm's units, fruitful avenues to be explored by future studies are presented in the form of research propositions. In the end, relevant gaps mentioned by numerous studies that are worth investigating are demonstrated.

Keywords : artificial intelligence, competitive advantage, consumer well-being, cooperation, globalization, literature review, temporary competitive advantage

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