

Competitive Advantage: Sustainable or Transient

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Abstract : This paper tries to find out from the available literature the status of Competitive Advantage. It has been stated a number of times that firms must strive to attain sustainable competitive advantage; but is the concept of sustainability of advantage still valid in this new diversified and too-rapidly changing world? The paper reaches a conclusion that the answer is “no”. Gone is the time when once attained position could easily be retained forever or at-least for a substantial amount of time. We live in a time which is very much globalised. We are used to a high level of competition from all directions. Technological advances, developed human capital, flexibility and end number of factors make the sustenance of competitive advantage difficult. This paper analyses competitive advantage from the view points of Michael Porter (who talks about sustainability) and Rita Gunther McGrath (who says competitive advantage can no more be sustained). It uses many examples and evidences from papers, journals and news. A research in this area is very much required (especially in a developing country like India) so that industries, firms and people can find out the suitable strategies that match with the changing times.

Keywords : competitive advantage, sustainable, transient, globalisation

Conference Title : ICSM 2015 : International Conference on Strategic Management

Conference Location : Osaka, Japan

Conference Dates : October 08-09, 2015