

The Role of Strategic Flexibility for Achieving Sustainable Competition Advantage and Its Effect on Business Performance

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Abstract : In this study, it has been studied to determine the relationship between business performance and strategic flexibility, which is defined to be the strategic choice that provides the ability of rapidly responding the changes of the dynamic environment of the companies, for having competitive advantages. In this context a field study has been conducted over 56 companies, which are active in informatics and electronics sectors in TEKNOKENT. As a result of the study it has been determined that; strategic flexibility has an effect on business performance and there is a positive and statistically significant relationship between strategic flexibility and business performance.

Keywords : sustainable competition advantage, strategic flexibility, firm performance, TEKNOKENT

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