**[https://cas.seu.edu.sa/cas/images/logo.png](https://cas.seu.edu.sa/cas/login?service=https://lms.seu.edu.sa/webapps/bb-auth-provider-cas-BBLEARN/execute/casLogin?cmd=login&authProviderId=_105_1&redirectUrl=https://lms.seu.edu.sa/webapps/portal/frameset.jsp&sessionIdForLogout=5CD337C3E58DD15ECCAFFCFB223ACE53)**

**Course: Strategic Planning- MGT 510**

**CRITICAL THINKING 2**

**Regulations:**

* This assignment is an individual assignment.
* All students are encouraged to use their own words.
* Student must apply Saudi Electronic University academic writing standards and **APA style guidelines**.
* Support your submission with course material concepts, principles, and theories from the textbook along with **at least two scholarly, peer-reviewed journal articles.**
* A mark of **zero** will be given for any submission that includes copying from other resource without referencing it.
* Write at least **4-5 pages** in length, **excluding** **the title page, abstract and required reference page,** which are never a part of the minimum content requirements.
* It is strongly encouraged that you should submit your assignment into the safe assignment Originality Check prior to submitting it to your instructor for grading.

**An Overview** aboutAssignment submission Time & grades:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type of Assignment** | **Posting date** | **Due date** | **Marks** | **Grace period\*** |
| Critical thinking | Start of week 3 | End of Week 4 | **100** | 1. **days** |

\* Grace Period: with accepted excuse (accepted by instructor) with deduction of 10% for late submission

**Critical thinking 2:**

**Sources and Dimensions of Competitive Advantage**

Ensuring competitive advantage is one of the most important challenges for organizations, which aim at ensuring the profitability and continuity. For that, it is important to know the different sources of competitive advantage and to analyze its dimensions. To prepare for this assignment, review **the chapter 7 and 8** from your textbook and the following **two articles**.

**(1).** Chiu, C.N. and Yang, C.L. (2019). Competitive advantage and simultaneous mutual influences between information technology adoption and service innovation: Moderating effects of environmental factors, *Structural Change and Economic Dynamics*, 49, 92-205. Available via this link: <https://www.sciencedirect.com/science/article/abs/pii/S0954349X17301947?via%3Dihub>

**(2).** Maury, B. (2018). Sustainable competitive advantage and proﬁtability persistence: Sources versus outcomes for assessing advantage, [*Journal of Business Research*](https://www.sciencedirect.com/science/journal/01482963)*,*  [84](https://www.sciencedirect.com/science/journal/01482963/84/supp/C), pp.100-113. Available via this link: <https://sci-hub.tw/https://doi.org/10.1016/j.jbusres.2017.10.051>

Select a company from the Middle East market and answer the following questions:

* Identify the main sources of competitive advantage of the company you have selected.
* Discuss the roles of innovation and IT in competitive advantage of your selected company with reference to the article (1) mentioned above.
* Refer to the articles (1) and (2) above-mentioned and answer the following questions:
* How the competitive advantage and profitability of your selected company can be sustained in the face of environmental changes and technological disruptions?
* What are the main tools that can be used to manage the environmental changes? Give examples.