TOPIC: MANAGEMENT

Description

i have attached more details

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, 84, 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.

plz go in depth as much as u can • •

PS: Plagiarism Check must be less than 20 %

• • Our book is attached please use it in the references

• • Please note that you CAN NOT share my assignment with another student or via verse I can not have a copy of someone else

• • Be sure to use at least 4 scholarly, peer-reviewed references is a MUST

plz headers for each question is required for question in the CT plz using APA style

last CR comments from DR was

"Q3 ﻿- It was 15 mark answer requiring these details.

Student should choose one strategy among M.Porter generic strategies:

﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿a. Leadership cost

b. Focus

c. Differentiation

For the context of his/her selected company, student should justify the choiceof such strategy.

Your answer is nowhere close to such details. ﻿"

so please make sure to answer all questions and cover everything