

A Paradigm Shift in Hypercompetitive Market Analysis: Re-evaluating the Strategic Efficacy of Resource-Based Views under Dynamic Capabilities

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Abstract. This study re-examines the applicability of the Resource-Based View (RBV) within hypercompetitive markets, emphasizing the integration of Dynamic Capabilities (DC) theory. Through a mixed-methods approach, including in-depth case studies and quantitative modeling, this research uncovers the limitations of traditional RBV in volatile contexts and proposes an evolved framework that enhances strategic adaptability. Our findings suggest that incorporating DC into RBV provides a robust mechanism for firms to sustain competitive advantage. This paper contributes to strategic management discourse by offering novel insights into market responsiveness and resource reconfiguration.

Keywords: Resource-Based View, Dynamic Capabilities, Hypercompetitive Markets, Strategic Adaptability, Market Responsiveness

Introduction

In the current era of globalization and rapid technological advancement, firms are compelled to operate in hypercompetitive markets characterized by constant flux and uncertainty. The traditional Resource-Based View (RBV) has long served as a bedrock for strategic management, offering insights into how firms can harness their internal resources to secure a sustainable competitive advantage. However, the accelerating pace of change presents formidable challenges to this paradigm, necessitating a critical re-evaluation of its effectiveness in dynamic environments. Despite its historical significance, RBV's static nature has been increasingly criticized for its inability to account for rapid shifts in market conditions that demand agile responses. This paper embarks on a systematic exploration of

the synergy between RBV and Dynamic Capabilities (DC) theory, hypothesizing that such integration can offer a more nuanced understanding of strategic management in turbulent contexts. Through a rigorous methodological framework that combines qualitative and quantitative analyses, we assess the strategic efficacy of this hybrid model across various industries prone to volatility. Our comprehensive review includes empirical case studies and data-driven insights, aiming to fortify the theoretical underpinnings of strategic adaptability. The subsequent sections are structured as follows: we begin with a detailed literature review, followed by the methodology section that outlines the research design and data collection processes. The results and discussion segments present key findings and their implications, culminating in a conclusion that highlights potential avenues for future research.

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