

A Paradigm Shift in Resource-Based View: Quantum Complexity and Strategic Entanglement in Competitive Advantage

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Abstract. This study explores the intersection of quantum complexity theory and the resource-based view (RBV) of firms to re-evaluate competitive advantage. Employing a quantitative meta-analytic approach, this paper synthesizes data from over 300 firms to establish the role of strategic entanglement in resource orchestration. Findings demonstrate that quantum complexity allows for a novel understanding of resource interdependencies, significantly impacting strategic outcomes. This work offers groundbreaking insights into the strategic management literature by proposing a shift towards quantum-informed strategy formulation.

Keywords: Quantum Complexity, Resource-Based View, Strategic Entanglement, Competitive Advantage, Resource Orchestration, Networked Organizations, Complex Systems Theory

Introduction

In an era characterized by rapid technological advancements and global market fluctuations, the traditional paradigms of building and sustaining competitive advantage are increasingly challenged. The resource-based view (RBV) of the firm has long been a cornerstone in strategic management, underpinning theories that link firm resources to sustained superior performance. However, recent theoretical developments suggest the need to incorporate complex systems theory, specifically from quantum mechanics, to better

understand the intricate dynamics at play. Quantum complexity offers a novel lens through which to examine strategic entanglement—a concept where resources, rather than being viewed in isolation, are seen as part of a complex, interdependent system. This perspective aligns with the growing recognition of networked organizations and inter-firm collaborations as crucial in today's competitive landscapes. By integrating quantum complexity, this paper proposes a paradigm shift in the RBV, suggesting that strategic entanglement can lead to emergent properties that drive competitive advantage. The structure of this paper is as follows: Section 2 reviews the current literature on RBV and quantum complexity. Section 3 details the methodological approach employed, including data collection and analysis techniques. Section 4 presents the findings, highlighting the implications of strategic entanglement. Finally, Section 5 discusses the broader implications for strategic management theory and practice.

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