



Managing Competitive Advantage

Topic: Business | Words: 621 Pages: 2

Competitive advantage is the characteristics of a product or brand that give a company an edge over its direct competitors. Structural and functional changes should make it possible to bring the main competencies of the enterprise in line with the emerging requirements of the external environment. Competitive advantage management requires adaptation and implementation of new technologies, and sometimes it can be challenging to understand which technologies are effective and which are not. Many business leaders can predict the consequences of introducing technology; however, the hardest part is maintaining the advantage.

Using Effective Technologies in Business Solutions

The high proportion of modern equipment and new information technologies in the organization ensures high profitability indicators. Each firm must look for a source of competitive advantage in its internal factors and resources and external ones (Marichova, 2021). To not be mistaken in the choice of technology, one should pay attention to the following factors. First, the attempt to introduce new technologies must be accompanied by considering the current capabilities and needs of the firm (Lee & Yoo, 2019). If the introduced innovations, despite their positive results in financial activity, will not be suitable for the company's goals, the implementation of such technologies should be limited.

Secondly, it is required to ensure that there is a plan for solving the difficulties arising during the innovation's implementation. The transition to an Internet platform for the sale of goods and services involves

Managing With Conscience For Competitive Advantage

Gebhard Deissler



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Managing with Conscience for Competitive Advantage Pete Geissler, 2004 **Essentials of International Human Resource Management** David C. Thomas, Mila B. Lazarova, 2013-06-28 With increasing globalization comes the need to understand human resource management HRM more broadly across countries cultures institutions and organizational types Designed to help readers explore and understand the key concepts and latest research behind the strategic management of people in organizations that operate in a global context this accessible book provides concise coverage of HRM concepts balancing comparative approaches and US and non US schools of thought Not limited to the multinational firm the book reflects the most current knowledge in the field and considers all types of organizations embedded in the global context Chapter opening vignettes short cases exemplify the chapter s core topics and show readers how chapter content can be applied Extensive references make it easy for readers to explore concepts in more depth **Worldwide Management With Global Consciousness** Gebhard Deissler, 2010-12 Scientific Essay from the year 2010 in the subject Cultural Studies Miscellaneous course Kulturanthropologie language English abstract The term global is derived from the Latin word globus meaning ball which refers to the ball of the earth the planet earth or what has become known as the blue planet by virtue of its marvelous blue appearance as seen by the astronauts from space Consciousness is another Latin term which according to language specialists entered Western languages toward the end of the 12th century Its Latin root word is conscientia which has the meaning of knowledge **Human Resource Management** R. C. Sharma, Nipun Sharma, 2024-09-30 This textbook introduces readers to an array of concepts and current practices of human resource management HRM It provides an understanding of the current problems in the area that require pragmatic research and realistic solutions Using a blend of diverse concepts theories tools and techniques the book discusses contemporary practices of HRM and the challenges related to acquiring and training people human resource development compensation and reward employee relations technological changes HR records audit research and more Supported by the authors rich experience of over five decades in academics as well as in the corporate sector and case studies the book will enhance conceptual understanding of HRM throw light on recent developments in this subject area and offer management strategies for problems and challenges related to human resources This book will be an essential textbook for students professionals corporate trainers and researchers of business studies management studies marketing human resource management resource management work and organisational psychology human resource development risk management economics and finance Unfolding Stakeholder Thinking Jörg Andriof, Sandra Waddock, Bryan Husted, Sandra Sutherland Rahman, 2017-09-08 This book the first of a two volume series argues that today stakeholder thinking has evolved into the study of interactive mutually engaged and responsive relationships that establish the very context of doing modern business and create the groundwork for transparency and accountability This book makes it clear that in today s societies successful companies are those that recognize that they have

responsibilities to a range of stakeholders that go beyond mere compliance with the law or meeting the fiduciary responsibility inherent in maximizing returns to shareholders. If in the past the focus was on enhancing shareholder value now it is on engaging stakeholders for long term value creation. The process of engagement creates a dynamic context of interaction, mutual respect, dialogue and change, not a one-sided management of stakeholders. Indeed, the authors believe the very term stakeholder management to be outdated and corporate-centric. Companies can manage their relationships with stakeholders but frequently cannot actually manage the stakeholders themselves because, as the activist and collaborative initiatives described in this volume suggest, company stakeholder relationships are not one-way streets and different institutions bring different agendas, goals and priorities to the engagement. There are clear implications to the way in which stakeholder thinking is unfolding today. If in the past corporate social responsibility was simply seen as profitability plus compliance plus philanthropy, now responsible corporate citizenship or corporate responsibility means companies being more aware of and understanding the societies in which they operate. Corporate responsibility means recognising that day-to-day operating practices affect stakeholders and that it is in those impacts where responsibility lies, not merely in efforts to do good. Companies are now faced with a wide array of challenges that mean that senior executives and managers need to be able to deal with issues including greater accountability, human rights abuses, sustainability strategies, corporate governance codes, workplace ethics, stakeholder consultation and management. Stakeholder thinking needs to capture these new realities. The global reach of multinational corporations has served to highlight the need for the re-integration of business into society, relationships into stakeholder relations and ethics into managerial practice. The rise in power of global activism involving NGOs and global business involving multinational corporations makes it even more critical today for companies to consider the power and interests of corporate stakeholders when developing strategic plans. The interactivity and mutuality of relationships described in this book make it clear that firms and stakeholders share the power and responsibility to influence both the profit potential of the firm and how the benefits of the firm's success impact on society. This important volume brings together leading academic thought on stakeholder thinking for the first time. *Unfolding Stakeholder Thinking* will be indispensable to corporate managers, NGOs and academics seeking greater understanding of the dynamics of stakeholder thinking in a world of rapidly changing responsibilities. A companion volume *Unfolding Stakeholder Thinking 2* focusing on practical issues such as relationship management, communication, reporting and performance is also available.

Labor-management Reform Legislation United States. Congress. House. Committee on Education and Labor, 1959 Pt 2 Focuses on union improprieties in membership recruitment and officer elections **Organizing Logics, Nonprofit Management and Change** Tracey Coule, Carole Bain, 2021-02-23 Nonprofit organizations are conventionally positioned as generators of social and cultural forms of capital for the common good. As such they occupy a different space to other types of organizations such as corporate firms that exist primarily to generate economic capital for private owners/shareholders.

Recent years however have seen professionalization promoted widely by funders policy makers and nonprofit practitioners across the globe At the same time there has been an increasing cross over of employees from private and public bodies into nonprofits But do such shifts open up space for the wholesale importation of managerialism into and commercialization of the nonprofit sphere Are nonprofits at risk of being reconstituted as primarily economic entities serving the interests of a leadership elite How are such changes in an organization s trajectory brought about What are the consequences for trustees staff members and the nature of managerial work The authors engage with critical questions such as these through a unique insider account of one professional institute experiencing unprecedented changes that challenge its very reason for being Drawing on a three year ethnography they narrate organizational inhabitants struggles in their search for purpose and analyze the myriad of changes within different aspects of organizing including structure strategizing pay and reward governance and leadership The book will enable readers to reframe and rethink organizational change as a process involving power persuasion and authority and will be of value to researchers students academics and practitioners interested in managerial work and organizational change in non profit organizations **Management Philosophy** Ole F.

Kirkeby,2000-03-15 This book opens a new field within business science management philosophy It presents an uncompromising picture of the real leader through a set of leadership virtues focusing on human duties not on human rights The book demonstrates that only through philosophy it is possible to establish a genuine science of management overcoming the pressures of functionalism opportunism and pragmatism inherent in the hyper modern corporation shaped by high tech and information advantages **Integrating Ethics with Strategy** Alan E. Singer,2007 This volume brings together 18

innovative articles on business strategy and ethics Originally appearing in reputed journals the articles are interrelated and focus on complex linkages between ethics and strategy in business The first of its three sections discusses various frameworks developed by the author that explicitly integrate strategy with ethics The second section comprises articles placing business ethics relative to management science models and systems thinking The final section applies some of the foregoing ideas to strategic and social issues including poverty alleviation corruption reduction political divestment decisions intellectual property rights and pharmaceutical industrial strategy *You've Got To Be Kidding!* Nan DeMars,2011-05-25

What to do when you re caught in the middle of an ethical dilemma at work In today s super stressed workplace an ethical dilemma can come at you when you least expect it Here s how to do the right thing without losing your integrity or your job You ve GOT To Be Kidding will help you create an ethics based workplace that s a joy to work in This isn t the usual top down executive only manual but an approach to workplace ethics that s as relevant and accessible to employees as it is to managers and executives From renowned workplace educator and author of *You Want Me To Do What* this book is filled with recognizable examples ripped from today s headlines that put ethical principles in concrete terms Filled with recognizable examples that put ethical principles in concrete terms Covers such topics as loyalty confidentiality security office

romance harassment social networking at work harassment workplace bullying lying for your boss and even Internet mischief
A practical manual for assessing discussing and resolving ethical dilemmas in the workplace With employees at all levels
being held more accountable than ever before You've GOT To Be Kidding gives businesses of all types and sizes a winning set
of principles and practices to do business at the highest ethical level and serves as a guide for anyone who wants to do the
right thing without losing their integrity or their job

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