Models for Competitive Dynamics

**Paper details:**

Competition has, since the 1990s, led to wider gaps between industry leaders and laggards. There are more “winner-take-all” environments and greater churns among industry sector rivals. We have witnessed sharp increases in quality and quantity of IT (Information Technology) investments. We’ve seen striking competitive dynamics, particularly in sectors that spend the most on IT. Some of the competitive dynamics models include the Destroy Your Business (DYB) strategy, the Grow Your Business (GYB) strategy, the Information Systems (IS) and strategic advantage, and the social business strategy. Write a four to five (4-5) page paper in which you: Compare and contrast the DYB and GYB strategies in terms of the ability to sustain a business in the marketplace over the long term, to be competitive against rivals, and profitability. Examine the “cannibalization” strategy and determine if it is or is not a better strategy compared to the DYB strategy for growth, competitiveness, and market leadership. Provide two business examples. Determine whether changes in business strategy should entail reassessment of IS. Provide three reasons to support your position. Examine how firms can use social IT in alignment with organizational strategy and IS strategy. Consider collaborative capabilities and what, how, and who should use social IT for a social business strategy. Use at least three quality resources in this assignment. Note: Wikipedia and similar websites do not qualify as quality resources. Your assignment must follow these formatting requirements: This course requires use of new Strayer Writing Standards (SWS). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details. Be typed, double-spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow SWS or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student’s name, the professor’s name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length. The specific course learning outcomes associated with this assignment are: Analyze the most common competitive dynamics models for business sectors.