

Impact Factor: **10.4**

5-Year Impact Factor:

 Contents More

Abstract

The purpose of com... thereby enhance a l... and resources unde... services, service ind... business's competitive positional advantages. The proposed conceptual model of SCA in service industries and propositions builds on relevant literature in the fields of marketing, strategic management, and industrial organization economics.



Get full access to this article

View all access and purchase options for this article.

Get Access 

References

Aaker David A. (1991), *Managing Brand Equity .-Capitalizing on the Value of a Brand Name*. New York: The Free Press.

[Google Scholar](#)

Aaker David A. (1989), "Managing Assets and Skills: A Key to Sustainable Competitive Advantage," *California Management Review*, 31 (Winter), 91–106.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Abell Derek F. and Hammond John S. (1980), *Strategic Market Planning: Problems and Analytical Approaches*. Englewood Cliffs, NJ: Prentice-Hall, Inc.

[Google Scholar](#)

Achrol Ravi S. (1991), "Evolution of the Marketing Organization: New Forms for Turbulent Environments," *Journal of Marketing*, 55 (October), 77-93.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Allen Michael (1988), "Competitive Confrontation in Consumer Services," *Planning Review*, 17 (January-February), 4-9.

[Crossref](#)

[Google Scholar](#)

Alberts William W. (1989), "The Experience Curve Doctrine Revisited," *Journal of Marketing*, 53 (July), 36-49.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Amit Raphael and Schoemaker Paul J. H. (1993), "Strategic Assets and Organizational Rent," *Strategic Management Journal*, 14 (January), 33-46.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Barley S. P. (1983), "Semiotics and the Study of Occupational and Organizational Cultures," *Administrative Science Quarterly*, 28 (September), 393-413.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Barney Jay B. (1986a), "Organizational Culture: Can It Be a Source of Sustained Competitive Advantage?" *Academy of Management Review*, 11 (July), 656-65.

[Crossref](#)
[Web of Science](#)

[Google Scholar](#)

Barney Jay B. (1986b), "Strategic Factor Markets: Expectations, Luck and Business Strategy," *Management Science*, 32 (October), 1231–41.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Barney Jay B. (1991), "Firm Resources and Sustained Competitive Advantage," *Journal of Management*, 17 (March), 99–120.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Barney Jay B., McWilliams A., and Turk T. (1989), "On the Relevance of the Concept of Entry Barriers in the Theory of Competitive Strategy," *paper presented at the Annual Meeting of the Strategic Management Society*, San Francisco.

[Google Scholar](#)

Barrett D. and Konsynski B. (1982), "Inter-Organization Sharing Systems," *MIS Quarterly*, 6 Special Issue (December), 93–105.

[Crossref](#)

[Google Scholar](#)

Baumol W. J., Panzar J. C., and Willig R. P. (1982), *Contestable Markets and the Theory of Industry Structure*. New York: Harcourt, Brace, and Jovanovich.

[Google Scholar](#)

Benjamin R. I., Rockhart J. F., Morton M. S. Scott, and Wyman J. (1984), "Information Technology: A Strategic Opportunity," *Sloan Management Review*, 25 (Spring), 3–10.

[Google Scholar](#)

Berger P. L. and Luckman T. (1967), *The Social Construction of Reality*. Garden City, NY: Anchor.

[Google Scholar](#)

Berry Leonard L. and Parasuraman A. (1991), *Marketing Services: Competing Through Quality*. New York: The Free Press.

[Google Scholar](#)

Berss Marcia (1993), "Logging off Lexis," *Forbes* (Jan 14), 46.

[Google Scholar](#)

Blattberg Robert C. and Deighton John (1991), "Interactive Marketing: Exploiting the Age of Addressability," *Sloan Management Review*, 33 (Fall), 5-14.

[Google Scholar](#)

Boston Consulting Group (1972), *Perspectives on Experience*. USA: BCG, Inc.

[Google Scholar](#)

Boulding William, Kalra Ajay, Staelin Richard, and Zeithaml Valarie A. (1993), "A Dyanmic Process Model of Service Quality: From Expectations to Behavioral Intentions," *Journal of Marketing Research*, 30 (February), 7-27.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Boynton Andrew C. and Victor Bart (1991), "Beyond Flexibility: Building and Managing the Dynamically Stable Organization," *California Management Review*, (Fall), 53-66.

[Crossref](#)

[Google Scholar](#)

Buaron Roberto (1981), "New Game Strategies," *McKinsey Quarterly*, (Spring), 24-40.

[Google Scholar](#)

Business Week (1992), "The Airline Mess" (July 6), 50-55.

[Google Scholar](#)

Cash J. I. and Konsynski B. (1985), "IS Redraws Competitive Boundaries," *Harvard Business Review*, 63 (March-April), 134-42.

[Web of Science](#)

[Google Scholar](#)

Clark B. R. (1970), *The Distinctive College: Antioch, Reed, and Swarthmore*. Chicago: Aldine.

[Google Scholar](#)

Clark B. R. (1972), "The Organizational Saga in Higher Education," *Administrative Science Quarterly*, 17 (June), 178-84.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Clemons E. K. and Row M. (1987), "Structural Differences Among Firms: A Potential Source of Competitive Advantage in the Application of Information Technology," *Proceedings of the Eighth*

International Conference on Information Systems (December), 1–9.

[Google Scholar](#)

Coyne Kevin P. (1985), “Sustainable Competitive Advantage—What It Is, What It Isn't,” *Business Horizons*, 29 (January-February), 54–61.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Coyne Kevin P. (1989), “Beyond Service Fads—Meaningful Strategies for the Real World,” *Sloan Management Review*, 30 (Summer), 69–76.

[Google Scholar](#)

Crosby Lawrence A., Evans Kenneth R., and Cowles Deborah (1990), “Relationship Quality in Services Selling: An Interpersonal Influence Perspective,” *Journal of Marketing*, 54 (July), 68–81.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Crosby Lawrence A. and Stephens Nancy (1987), “Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry,” *Journal of Marketing Research*, 24 (November), 404–11.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Czepiel John A. (1990), “Managing Relationships with Customers: A Differentiation Philosophy of Marketing,” in *Service Management Effectiveness*, Bowen David E., Chase Richard B., Cummings Thomas G., eds. San Francisco, CA: Jossey-Bass Publishers, 213–33.

[Google Scholar](#)

Darby M.R. and Kami E. (1973), “Free Competition and the Optimal Amount of Fraud,” *Journal of Law and Economics*, 16 (January), 67–86.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Day George S. and Wensley Robin (1988), "Assessing Advantage: A Framework for Diagnosing Competitive Superiority," *Journal of Marketing*, 52 (April), 1–20.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Deal T. and Kennedy A. E. (1982), *Corporate Cultures*. Reading, MA: Addison-Wesley.

[Google Scholar](#)

Dennison Daniel R. (1984), "Bringing Corporate Culture to the Bottom Line," *Organizational Dynamics*, 13 (Autumn), 4–22.

[Google Scholar](#)

Deshpande Rohit, Farley John U. and Webster Frederick E. Jr. (1993), "Corporate Culture, Customer Orientation and Innovativeness in Japanese Firms: A Quadrad Analysis," *Journal of Marketing*, 57 (January), 23–37.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Dierickx I. and Cool K. (1989), "Asset Stock Accumulation and Sustainability of Competitive Advantage," *Management Science*, 35 (November), 1504–11.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Fisk Raymond P., Brown Stephen W., and Bitner Mary Jo (1993), "Tracking the Evolution of the Services Marketing Literature," *Journal of Retailing*, 69 (Spring), 61–103.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Fruhan William E. (1972), *The Fight for Competitive Advantage: The Study of the United States Domestic Trunk Carriers*. Boston: Harvard University, Division of Research, Graduate School of Business Administration.

[Google Scholar](#)

Gerstein M.S. (1987), *The Technology Connection*. Reading, MA: Addison-Wesley.

[Google Scholar](#)

Glazer Rashi (1991), "Marketing in an Information-Intensive Environment: Strategic Implications of Knowledge as an Asset," *Journal of Marketing*, 55 (October), 1–19.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Gregory K. L. (1983), "Native-view Paradigms: Multiple Cultures and Culture Conflicts in Organizations," *Administrative Science Quarterly*, 28 (September), 359–76.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Hamel Gary and Prahalad C.K. (1991), "Corporate Imagination and Expeditionary Marketing," *Harvard Business Review*, 69 (July-August), 81–92.

[PubMed](#)

[Web of Science](#)

[Google Scholar](#)

Hawkins Chuck (1992), "Fedex: Europe Nearly Killed the Messenger," *Business Week* (May 25), 124–26.

[Google Scholar](#)

Heskett James L. (1987), "Lessons in the Service Sector," *Harvard Business Review*, 65 (March-April), 118–26.

[Web of Science](#)

[Google Scholar](#)

Hopper M. D. (1990), "Rattling SABRE—New Ways to Compete on Information," *Harvard Business Review*, 68 (May-June), 118–25.

[Web of Science](#)

[Google Scholar](#)

Johnson D.W., Maruyama G., Johnson R., Nelson R., and Skon L. (1981), "Effects of Cooperative, Competitive, and Individualistic Goal Structures on Achievement: A Meta-Analysis," *Psychological Bulletin*, 89, 47–62.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Johnson Tod (1991), "15 Years of Brand Loyalty Trends," *paper presented at the Marketing Science Institute Conference on Managing Brand Equity*, Austin, TX.

[Google Scholar](#)

Kahneman D., Slovic P., and Tversky A. (1982), *Judgment Under Uncertainty: Heuristics and Biases*. Cambridge: Cambridge Press.

[Crossref](#)

[Google Scholar](#)

Kamakura Wagner A. and Russell Gary J. (1991), "Measuring Consumer Perceptions of Brand Quality with Scanner Data: Implications for Brand Equity," *Report No. 91-122*, MA: Marketing Science Institute.

[Google Scholar](#)

Kanter Rosabeth Moss (1989), *When Giants Learn to Dance*. New York, NY: Touchstone.

[Google Scholar](#)

Kerin Roger A., Rajan Varadarajan P., and Peterson Robert A. (1992), "First-Mover Advantage: A Synthesis, Conceptual Framework, and Research Propositions," *Journal of Marketing*, 56 (October), 33-52.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Klayman J. and Schoemaker P. J. H. (1992), "Thinking About the Future: A Cognitive Perspective," *Journal of Forecasting*, forthcoming.

[Google Scholar](#)

Kotter John P. and Heskett James L. (1992), *Corporate Culture and Performance*. New York: The Free Press.

[Google Scholar](#)

Lado Augustine A., Boyd Nancy G., and Wright Peter (1992), "A Competency-Based Model of Sustainable Competitive Advantage: Toward a Conceptual Integration," *Journal of Management*, 18 (March), 77-91.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Landes William M. and Posner R.A. (1987), "Trademark Law: An Economic Perspective," *Journal of Law and Economics*, 30 (October), 265-309.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Levitt Theodore (1976), "The Industrialization of Service," *Harvard Business Review*, 54 (September-October), 42-52.

[Google Scholar](#)

Levitt Theodore (1986), *The Marketing Imagination*. New York: The Free Press.

[Google Scholar](#)

Lieberman Marvin B. and Montgomery David B. (1988), "First-Mover Advantages," *Strategic Management Journal*, 9 (Summer), 41-58.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Lippman S.A. and Rumelt Richard P. (1982), "Uncertain Imitability: An Analysis of Interfirm Differences in Efficiency Under Competition," *The Bell Journal of Economics*, 13 (Autumn), 418-38.

[Crossref](#)

[Google Scholar](#)

Little John D.C. (1990), "Information Technology in Marketing," *working paper*, Massachusetts Institute of Technology.

[Google Scholar](#)

Lovelock Christopher H. (1983), "Classifying Services to Gain Strategic Marketing Insights," *Journal of Marketing*, 47 (Summer), 9-20.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Lubatkin M. and Shrieves R. E. (1986), "Toward Reconciliation of Market Performance Measures with Strategic Management Research," *Academy of Management Review*, 11 (July), 497-512.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Magnet Myron (1992) “Winners in the Information Revolution,” *Fortune* (November 30), 110.

[Google Scholar](#)

Mahoney Joseph T. and Pandian Rajendran (1992), “The Resource-Based View Within the Conversation of Strategic Management,” *Strategic Management Journal*, 13 (June), 363–80.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Malone T. W., Yates J., and Benjamin R. I. (1987), “Electronic Markets and Electronic Hierarchies,” *Communications of the ACM*, 30 (June), 484–97.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

McGuire J. and Schneeweis T. (1983), “An Analysis of Alternative Measures of Strategic Performance,” *paper presented at The Third Annual Strategic Management Society Conference*, Paris.

[Google Scholar](#)

Mintzberg Henry (1983), *Power in and Around Organizations*. Englewood Cliffs, NJ: Prentice Hall, Inc.

[Google Scholar](#)

Moorman Christine, Zaltman Gerald, and Deshpande Rohit (1992), “Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations,” *Journal of Marketing Research*, 29 (August), 314–28.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Murray Keith B. (1991), “A Test of Services Marketing Theory: Consumer Information Acquisition Activities,” *Journal of Marketing*, 55 (January), 10–25.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Nayyar Praveen R. (1990), “Informaton Asymmetries: A Source of Competitive Advantage For Diversified Service Firms,” *Strategic Management Journal*, 11 (November-December), 513–19.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Nayyar Praveen R. (1992), "Performance Effects of Three Foci in Service Firms," *The Academy of Management Journal*, 35 (December), 985–1009.

[Crossref](#)

[Google Scholar](#)

Nayyar Praveen R. and Patricia L. Templeton (1991), "Seller Beware: Choosing Generic Competitive Strategies for Service Businesses Under Information Asymmetry," in *Academy of Management Best Paper Proceedings*, Wall Jerry L. and Jauch Lawrence R., eds., 36–40.

[Crossref](#)

[Google Scholar](#)

Nelson P. (1970), "Information and Consumer Behavior," *Journal of Political Economy*, 78 (October), 311–329.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Nelson R. and Winter S. (1982), *An Evolutionary Theory of Economic Change*. Cambridge, MA: Harvard University Press.

[Google Scholar](#)

Newport John Paul (1989), "American Express: Service That Sells," *Fortune*, 120 (November 20), 44–60.

[Google Scholar](#)

O'Callaghan Ramon, Kaufmann Patrick J., and Konsynski Benn (1992), "Adoption Correlates and Share Effects of Electronic Data Interchange Systems in Marketing Channels," *Journal of Marketing*, 56 (April), 45–56.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Ohmae Kenichi (1989), "The Global Logic of Strategic Alliances," *Harvard Business Review*, 67 (March-April), 143–54.

[Web of Science](#)

[Google Scholar](#)

Oster Sharon M. (1990), *Modern Competitive Analysis*. New York: Oxford University Press.

[Google Scholar](#)

Ouchi W. G. (1981), *Theory Z*. Reading, MA: Addison-Wesley.

[Google Scholar](#)

Park C. Whan, Jaworski Bernard J., and MacInnes Deborah J. (1986), "Strategic Brand Concept-Image Management," *Journal of Marketing*, 50 (October), 135–45.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Pascale Richard T. (1985), "Fitting New Employees into the Company Culture," *Fortune* (May 28), 28.

[Google Scholar](#)

Pasmore W.A. (1988), *Designing Effective Organizations: The Sociotechnical Systems Perspective*. New York: John Wiley & Sons.

[Google Scholar](#)

Peters Thomas J. (1992), "Rethinking Scale," *California Management Review*, 34 (Fall), 7–29.

[Crossref](#)

[Google Scholar](#)

Petre Peter (1985), "How to Keep Customers Happy Captives," *Fortune* (September 2), 42–46.

[Google Scholar](#)

Polanyi M. (1962), *Personal Knowledge: Towards a Post Critical Philosophy*. London: Routledge.

[Google Scholar](#)

Porter Michael E. (1980), *Competitive Strategy*. New York: The Free Press.

[Google Scholar](#)

Porter Michael E. (1985), *Competitive Advantage*. New York: The Free Press.

[Google Scholar](#)

Porter Michael E. (1990), *The Competitive Advantage of Nations*. New York: The Free Press.

[Crossref](#)

[Google Scholar](#)

Porter Michael E. and Victor E. Millar (1985), "How Information Gives You Competitive Advantage," *Harvard Business Review*, 63 (July-August), 149–60.

[Web of Science](#)

[Google Scholar](#)

Prahalad C. K. and Hamel Gary (1990), "The Core Competence of the Corporation," *Harvard Business Review*, 68 (May-June), 79–87.

[Web of Science](#)

[Google Scholar](#)

Quinn James Brian, Doorley Thomas L., and Paquette Penny C. (1990), "Beyond Products: Service-Based Strategy," *Harvard Business Review*, 68 (March-April), 58–68.

[PubMed](#)

[Google Scholar](#)

Quinn James Brian and Christopher E. Gagnon (1986), "Will Services Follow Manufacturing into Decline?" *Harvard Business Review*, 64 (November-December), 95–103.

[Web of Science](#)

[Google Scholar](#)

Reed Richard and DeFillippi Robert J. (1990), "Casual Ambiguity, Barriers to Imitation and Sustainable Competitive Advantage," *Academy of Management Review*, 15 (January), 88–102.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Reichheld Fredrick F. and Earl Sasser W. (1990), "Zero Defections: Quality Comes to Services," *Harvard Business Review*, 68 (September-October), 301–7.

[Google Scholar](#)

Robinson William T. (1988), "Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries," *Journal of Marketing Research*, 25 (February), 87–94.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Robinson William T. and Fornell Claes (1985), "Sources of Market Pioneer Advantages in Consumer Goods Industries," *Journal of Marketing Research*, 22 (August), 305–17.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Rumelt Richard P. (1984), "Towards a Strategic Theory of the Firm," in *Competitive Strategic Management*, Lamb R., ed. Englewood Cliffs, NJ: Prentice-Hall, Inc, 556–70.

[Google Scholar](#)

Rumelt Richard P. (1987), "Theory, Strategy and Entrepreneurship," in *The Competitive Challenge: Strategies for Industrial Innovation and Renewal*. Cambridge MA: Ballinger Publishing Co., 137–58.

[Google Scholar](#)

Runge D. A. (1988), *Winning with Telecommunications: An Approach for Corporate Strategists*. Washington, DC: ICIT Press.

[Google Scholar](#)

Schmalensee Richard (1982), "Product Differentiation Advantages of Pioneering Brands," *American Economic Review*, 72 (June), 349–65.

[Web of Science](#)

[Google Scholar](#)

Schmenner Roger W. (1986), "How Can Service Businesses Survive and Prosper?" *Sloan Management Review*, 27 (Spring), 21–32.

[PubMed](#)

[Google Scholar](#)

Shank John K. and Govindarajan Vijay (1992), "Strategic Cost Analysis of Technological Investments," *Sloan Management Review*, 33 (Fall), 39–51.

[Google Scholar](#)

Shoemaker Paul J.H. (1992), "How to Link Strategic Vision to Core Capabilities," *Sloan Management Review*, 34 (Fall), 67–81.

[Google Scholar](#)

Shoemaker Paul J.H. (1990), "Strategy, Complexity, and Economic Rent," *Management Science*, 36 (October), 1178–92.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Lynn Shostack G. (1977), "Breaking Free From Product Marketing," *Journal of Marketing*, 41 (April), 73–80.

[Crossref](#)

[Google Scholar](#)

Lynn Shostack G. (1987), "Service Positioning Through Structural Change," *Journal of Marketing*, 51 (January), 34–43.

[Crossref](#)

[Google Scholar](#)

Stalk George, Evans Philip, and Shulman Lawrence E. (1992), "Competing on Capabilities: The New Rules of Corporate Strategy," *Harvard Business Review*, 70 (March-April), 57–69.

[PubMed](#)

[Web of Science](#)

[Google Scholar](#)

Stigler G. J. (1961), "The Economics of Information," *Journal of Political Economy*, 69 (June) 213–25.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Swartz Teresa A., Bowen David E., and Brown Stephen W. (1992), "Fifteen Years After Breaking Free: Services Then, Now and Beyond," in *Advances in Services Marketing and Management: Research and Practice*, Swartz Teresa A., David E. Bowen, and Stephen W. Brown, eds., Volume 1. Greenwich, CT: JAI Press.

[Google Scholar](#)

Tansik David A. (1990), "Balance in Service Systems Design," *Journal of Business Research*, 20 (January), 55–61.

[Crossref](#)

[Google Scholar](#)

Teece David J. (1981), "The Market for Know-How and the Efficient International Transfer of Technology," *Annals of the American Academy of Political and Social Science*, 458 (November), 81–96.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Teece David J. (1987), "Profiting from Technological Innovation: Implications for Integration, Collaboration, Licensing and Public Policy," in *The Competitive Challenge: Strategies for Industrial Innovation and Renewal*, Teece D.J., ed. Cambridge, MA: Ballinger Publishing, 185–219.

[Google Scholar](#)

Teece David J. (1988), "Capturing Value from Technological Innovation: Integration, Strategic Partnering, and Licensing Decisions," *Interfaces*, 18 (May-June), 46–61.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Thomas Dan R.E. (1978), "Strategy is Different in Service Businesses," *Harvard Business Review*, 56 (July-August), 158-65.

[Google Scholar](#)

Treacy Michael and Wiersema Fred (1993), "Customer Intimacy and Other Value Disciplines," *Harvard Business Review*, 71 (January-February), 84-93.

[Web of Science](#)

[Google Scholar](#)

Upah Gregory D. (1980), "Mass Marketing in Service Retailing: A Review and Synthesis of Major Methods," *Journal of Retailing*, 56 (Fall), 59-76.

[Web of Science](#)

[Google Scholar](#)

Venkatraman N. (1991), "IT-Induced Business Reconfiguration," in *The Corporation of the 1990s*, Scott Martin Michael S., ed. New York: Oxford University Press, 122-58.

[Google Scholar](#)

Venkatraman N. and Zaheer Akbar (1990), "Electronic Integration and Strategic Advantage: A Quasi-Experimental Study in the Insurance Industry," *Information Systems Research*, 1 (December), 377- .

[Crossref](#)

[Google Scholar](#)

Vitale M. R. (1988), "American Hospital Supply: The ASAP System (A)," *Harvard Business School Case 9-186-005, Revision 1/88*, Boston, MA: Harvard Business School Publishing Division.

[Google Scholar](#)

Wall Street Journal (1989), "Merrill Lynch CMAs Draw Interest, 1977" (November 3), B1.

[Google Scholar](#)

Wall Street Journal (1993), "Merrill's Once Revolutionary CMA Loses Some Force" (January 7), C1, C13.

[Google Scholar](#)

Weill Peter (1992), "The Relationship Between Investment in Information Technology and Firm Performance: A Study of the Value Manufacturing Sector," *Information Systems Research*, 3 (December), 307-333.

[Crossref](#)

[Google Scholar](#)

Weizer Norman, Gardner George O., Stuart Lipoff, Roetter Martyn F., and Withington Fredrick G. (1991), *The Arthur D. Little Forecast on Information Technology and Productivity*. New York: John Wiley & Sons Inc.

[Google Scholar](#)

Weston J. Fred, Chung Kwang S., and Hoag Susan E. (1990), *Mergers, Restructuring, and Corporate Control*. Englewood Cliffs, NJ: Prentice-Hall, Inc.

[Google Scholar](#)

Wilkins Alan L. and Ouchi William G. (1983), "Effecient Cultures: Exploring the Relationship Between Culture and Organizational Performance," *Administrative Science Quarterly*, 28 (September), 468–81.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Williams Jeffery R. (1992), "How Sustainable Is Your Competitive Advantage?" *California Management Review*, 34 (Spring), 29–51.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Williamson Oliver E. (1971), "The Vertical Integration of Production: Market Failure Considerations," *American Economic Review*, 61 (May), 112–23.

[Web of Science](#)

[Google Scholar](#)

Williamson Oliver E. (1975), *Markets and Hierarchies: Analysis and Antitrust Implications*. New York: The Free Press.

[Google Scholar](#)

Williamson Oliver E. (1985), *The Economic Institutions of Capitalism*, New York: The Free Press.

[Google Scholar](#)

Winter Sidney G. (1987), "Knowledge and Competence as Strategic Assets," in *The Competitive Challenge*, Teece David J., ed. New York: Harper and Row, 159–84.

[Google Scholar](#)

Zajac E. J. and Bazerman M. H. (1991), "Blind Spots in Industry and Competitor Analysis," *Academy of Management Review*, 16 (January), 37–56.

[Crossref](#)

[Web of Science](#)

[Google Scholar](#)

Zuboff Shoshana (1988), *In the Age of the Smart Machine: The Future of Work and Power*. New York: Basic Books.

[Google Scholar](#)

Similar articles:



Restricted access

[A Resource-Based Perspective on the Dynamic Strategy-Performance Relationship: An Empirical Examination of the Focus and Differentiation Strategies in Entrepreneurial Firms](#)

Show Details ▾



Restricted access

[Assessing Advantage: A Framework for Diagnosing Competitive Superiority](#)

Show Details ▾



Restricted access

[Book Review: The Competitive Advantage of Nations](#)

Show Details ▾

[View More](#)

Sage recommends:

SAGE Knowledge

Book chapter

[The CEO as a Strategic Leader of Innovative Sustainable Competitive Advantage](#)

Show Details ▾

SAGE Knowledge

Book chapter

[An Introduction to Business Transformation Strategies: Concepts, Constructs, and Contexts](#)

Show Details ▾

SAGE Knowledge

[Market Competitive Forces Worldwide](#)

Show Details ▾

[View More](#)

You currently have no access to this content. Visit the [access options](#) page to authenticate.

[View full text](#) | [Download PDF](#)

Also from Sage

CQ Library

Elevating debate

Sage Data

Uncovering insight

Sage Business Cases

Shaping futures

Sage Campus

Unleashing potential

Sage Knowledge

Multimedia learning resources

Sage Research Methods

Supercharging research

Sage Video

Streaming knowledge

Technology from Sage

Library digital services