

## **A study on building a Sustainable Competitive Advantage in the Organization's long run**

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The buzz words for Strategic Management are core competencies, competitive advantage and Strategic competitiveness. Identifying the right resources and deployment of these resources to result in value addition and in-turn to competitive advantage is the challenge. Further sustaining Competitive advantage would obviously result in above average profits and growth. In this regard, Strategic Management tools enable the management to face the challenges and drive the organization on the growth path. The sustaining of Competitive advantage with the help of Strategic Management tools envisages continuous innovation and constant up gradation of factor conditions.

The issues and challenges faced by the managers in decision making that complicate the use of strategic management tools in emerging economies like India particularly in the emerging Industries and companies. This research paper starts with a review of strategic management and the strategic management tools used by the managers in various companies in different industries in the emerging economies and it develops a research framework from the "strategy as practice" perspective. In view of the above scenario the present study is based on the Strategic management tools viz. Strategic alliances, e-tailing, Franchising and generic strategies are taken into consideration from various strategic management tools. The review literature further take the implication to find out the gap in the usage and implementation of the strategic management tools such as Strategic alliances, e-tailing, Franchising and generic strategies.

### **Biography**

Abdul Razak pursuing his Doctorate in Business Management from Osmania University and completed MBA from JNT University and BBM from Kakatiya University. He qualified National Eligibility Test (NET) conducted by UGC, qualified SET and awarded with JRF and SRF by the UGC. He worked for World class organizations such as amazon.com, Deloitte, Genpact (Walgreens) and First American Corporation.

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