

Historical Review, Research, Generic Competitive Strategies'

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Abstract: This paper reviews the history of empirical research of Generic Competitive Strategies from a unique perspective. The researcher pay attention to the introduction and application of palepu summary for strategy identification and strategic Mathematical analysis for the first time. Then, The paper indicators the key problems of this area. Besides, This paper overview the break-through in the analytic modeling for generic strategies and the advances of relative Empirical Research, And finds the opportunity faced by the unconventional theoretical Constructive Research. Furthermore, The paper forecasting that the game modeling of generic strategies, The analytical verification of palepu acquisitions and Its Related empirical studies may become a research front. Lastly, This paper proposes.

Keywords: Generic Competitive Strategies'; Game Theory; Constrained Optimization; Dupont-palepu financial systems; Strategy Identification

1. In Statement

Strategy Management in formation industry organization paradigm after experience the two development stage the industry-based view era and resources-based view era from environment school change to resources school at the same time also from "Enterprise Black Box" To "Environment Black Box" Their respective there study blind area. The Environment School of rejection. The enterprise internal resources of study become mainstream. And now has to the Send, Two kind of orientation and two kind of view of advantages more comprehensive to know Enterprise Strategy. The sign is re-attention environment for example dynamic ability theory attention to adapt to the change of environment this will inevitably lead to re-evaluation Environment School of role need to will it of advantages combined with to research framework in. So Porter Of strategy theory still is have value. General Competition Strategy (The following referred to as for strategy) Is Porter Competition Strategy of the third level---Business Unit strategy. If Will its internal of heterogeneity resources and ability conditions and strategy of matching problem into Study View, Porter The pointed out that of optional competition strategy still is bring enterprise excellent performance of thinking framework. Than most business management subject more typical so far Strategy Study of mainstream traditional is pure empirical^[1] Has accumulation the large number of results and data but mode no development the conclusion not enough consistent difficult to convergence^[2] Showed Its fall lineup of blu-ray disc players and recorders as it field increasingly the causes for the marginalization of one. Its problem is empirical research lack of clear and consistent of theory background and conclusion of the lack of seriousness of the theory guide and support difficult to guide and evaluation empirical research special When conclusion have significantly different when is so. Of course international academic circles on Porter General competition strategy of overall evaluation still is constructive. Worth Attention of is in strategy management field outside a kind of based on Dupont Financial Analysis System of know strategy of New Path---Palepu Hypothesis was put forward and.

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Reflection history Gain and Loss from methodology set out to introduced classic of hypothesis deductive methods established complete the research Logic System for empirical research provide support make the empirical research and frontier theme (resources-based view) fusion was to revive the General Strategy Study of May path.

In fact history had few competition strategy literature advocate or try the game model however no success no what influence increasingly was forgotten.

Its Reason need for methodology of analysis.

So advocated the establishment science of competition strategy research methodology may for Competition Strategy Research Development a kind of more effective of way this is the goal of this paper. For this paper first the empirical research to review including history formation of empirical research paradigm, NewPalepuStrategy Hypothesis Two problem then review analysis modeling the gain and loss in the study of the including early theory analysis modeling literature and in recent years of modeling research progress finally put forward a kind of contains game modeling methods of new study architecture. B, Competition Strategy empirical research review

This section first the traditional mainstream paradigm the review then the afterPalepuRecognition and Empirical Study.

Spanos Kim Christos-sigalas acquaaahAndYasai-ardekaniAnd strategy recognition of perspective main body now so-called "Strategy dimension" Of empirical research level this based on research strategy and performance of the relationship between and so on. Looking "Strategy dimension" Various methods in the literature. Dimensions may be proposed in advance through theoretical analysis or later determined, the former being deductive methods (depending on the research context and the chosen theory),

Hoskisson The theoretical basis for selecting dimensions in advance is different or obscure, and theoretical assertions or suggestions are applied without being tested,

The design proposition is hard to evaluate, because the empirical research work in this field has not been compared and accumulated. The results show that although cost lead and differentiation are indeed designed as high-level identifiers for competitive strategies, the description of the competition strategy paradigm is unclear and needs to be improved. "Competitive Strategy Research is at a dead end" It is pointed out that the design of the theoretical proposition needs to be proved, but no one studies it. This situation has not changed so far.

"Strategic dimension" The significance can be understood from two aspects: First, identify which strategy the company has chosen (Recognizing dimensions); Two the second is to find out how the company implements the strategy, that is, what measures to achieve the selected strategy (implementation dimension). In the existing literature, strategic identification No clear definition. Strategic identification can be understood: "Specify the definition of optional Competitive Strategy as a set of specific and operational strategic attributes to understand or identify the type of corporate competitive strategy in reality." Its purpose is to generally understand the concepts of various strategic types, divide the competition strategy into a type system through theoretical or empirical research, and enhance the understanding of the nature of strategy, building a foundation for further empirical research. With this different of is Strategy Implementation of empirical research the is summarized in certain situation under implementation selected strategy of many kinds of important strategy (Tactics) Does not exist unified of scale its conclusion don't has universality. So two theme is different of in logic on two is general and individual of relationship after should be the former for basic no strategy recognition not may study how to implementation strategy?. However Throughout previous literature can found this a little often be ignored and will confuse the two (for example scale economic is reduce cost of means is Strategy Implementation of Factor, to it as an cost leading of recognition dimension is not appropriate of other strategy also can application). This a kind of confusion is lead to strategy empirical research conclusion difficult to repeat the validation of fundamental reason, [14-16]

For example until in recent years of strategy Performance Study Is this.

2. Empirical Study of two kind of data source and two kind of strategic measure. Strategy quantitative empirical Institute with data source can be divided into questionnaire scale of cognitive data and objective financial data two

class.

Questionnaire Research scale of evaluation style and multiple analysis statistical methods (late introduction the structure equation model and new methods) is widely used of methods. However scale of cognitive data measure of its subjects (the company management) Subjective plan of strategy because surveyed object of on scenarios and particularity difficult to get consistent conclusion.

Financial data is another a commonly used of data have large database (Such PIMS And COMPUSTAT) Can be directly "with variable index diverse also can join non-financial index. But need to Will its and strategy concept contact up. Objective financial data recognition of is the company actual implementation of the strategy the received effectiveness of Strategy.

Subjective and objective two kind of strategic measure may be different because in accordance Mintzberg Strategy "Grass-roots Model" Grass root Model And

Enterprise actual implementation of strategy it is the latter that influence enterprise performance so more trusted. Of course to questionnaire data and financial data of the combination of the research is desirable.

In short, the Strategy empirical research of traditional paradigm there is a lack of theory height, Recognition dimension and implementation dimension regardless, Conclusion difficult to convergence and inherent problems has stalled don't to adapt to strategy management mainstream paradigm of change.

(Two) Palepu Hypothesis and its methodology review

Harvard University Business School well-known financial accounting professor Palepu And Healy 2008 In his monograph 《Business analysis and evaluation: Apply financial statements》 First proposed the adjustment Dupont System (Or said Dupont-palepu System) Two Financial decomposition indicators of strategic assumptions^[19].

In the first part of the book, through typical examples, citing the company's business strategy information disclosed for many years, identify the cost leading and differentiated companies in apparel retail industry, and then carry out accounting and financial analysis. By bringing tradition Dupont System financial indicators adjusted Palepu Index (net operating profit rate and operating assets turnover rate), he found that the profit rate of differentiated companies and the asset turnover rate of the cost leading companies significantly improved, and analyzed the reasons. This discovery is called Palepu Hypothesis.

Two typical cases of the retail supermarket Palepu The net operating profit margin of the Cost-leading enterprises is lower than that of the differentiated ones, and the operating assets turnover rate is higher than that of the differentiated ones, then, through the analysis of financial data, we identified a number of strategic. Tang And Liou^[22] Standard & Poor's COMPUSTAT Database-provided 2000-2005 Year world 208 The financial data of a semiconductor company identify the Strategy. Some of the literature is not perfect to use Palepu Identification indicator (For example, only a single indicator of operating profit rate), Causing^[23].

Identified failure.

Palepu If the hypothesis is correct, it can become a new Financial Analysis Method to Identify the company's competitive strategy, so as to avoid the problem of multi-dimension financial identification; it has important theoretical and practical value for the recognition of competitive strategy.

1. Palepu A comparison of hypothesis and methodology in traditional Empirical Research. Palepu Is there a contradiction between assumptions and traditional empirical research methods? In the past, many financial factors have Palepu The two variables put forward are operating profit margin and asset turnover rate.

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Identification factor of differentiation and cost leading strategy. Hambrick^[24] By financial variable extraction of cost leading strategy of only dimension--Efficiency and Palepu Of "High assets turnover" Meaning. So if don't care dimension of quantity proposed this two factor and original of study traditional have consistency.

Palepu Assume that only contains two variable and has always been of more financial dimension of mainstream traditional don't consistent it of scientific what? This On A Problem Index dimension more some good or less some

good? This to of study target and set can't General in terms. Such as strategy the implementation of scene study can is more dimension. General competition strategy is competition strategy of a kind "High Level recognizer" Should has broad of extension by logic law will inevitably has the most simple of connotation to has enough of versatility and explain force so strategy recognition dimensions should be simple dimension less some better.

Secondly more of problem is more dimensions and can't assurance comprehensive. Multiple financial variable selection often lack of based on Dupont System of Financial professional thinking the missing the influence the company performance of important financial index such as in differentiation strategy of variable in only consider the profit margin index but not

Consistent conclusion, In "Cul-de-sac" Of important reason (Author of study show that the actual sample two Palepu Recognition index are indispensable and "with index absolute numerical is invalid). And similar index often repeat (for example "with the assets turnover add inventory turnover or flow

lepu Of two high-rise financial factor in assets turnover representative operation efficiency and business profit margins representative profit ability this two kind of ability respectively is cost leading and differentiation two of strategy the most important of financial characteristics, performance the strategy of nature. Although all other of financial and non-financial factor all don't appear but similar financial variable between has clear of function or statistical correlation two high-rise index control the many lower index, to summarize different strategy of basic characteristics has contains the large number of financial information than more dimension of subjective of select more science.

2. Recognition Methods Evaluation, Select and Analysis Model of Significance. Palepu Assume that just typical of Financial Analysis Methods---The results of case studies and empirical studies are related only to individual industries. Whether the results are general, whether the inverse proposition is established or not, are not proved, and are difficult to be recognized by the academic community, development prospects are not clear (in fact, few applications). Although using two indicators as the standard can avoid the divergence of the conclusion and have good recognition validity, there are other two-dimension strategy recognition methods, Du Pont Indicators can also have other decomposition options (As mentioned below P-D-N Recognition indicator is). For example Soliman Highlighting industry features, Local Construction Dupont Model,

Strategy type.

In the above circumstances, it is necessary to compare and evaluate the various methods used. Empirical Research alone can no longer open up a new path.. However, there is no cross-disciplinary theory related to finance and strategy to explain. Palepu Recognition conditions, the path of financial theoretical analysis is not easy. According to the methodology of this paper, the analytical model is Palepu It is a feasible way to provide theoretical support for the recognition system, and the model can also further study deeper problems. Porter On the rationality of general competitive strategy Classification.

3. Review of early theoretical analysis model of Competitive Strategy

Porter Theory originated from the industrial organization, and the new Industrial Organization introduced the game modeling method very early.³⁰ With years of vigorous development, the achievements are abundant. Nobel Prize winner Tirole Pointed out: "The argument of monopoly competition is not about the strategic issues between enterprises, but rather.

Type, but not involved Porter General Strategy theme, or only involving special industries or special scenarios, can not be counted as general strategy game model literature. However, hongjiangtao introduced the demand function and exogenous non-differentiated cost with the decision variables of differentiation degree.

The author finds that there are only two literatures on the game model of general competition strategy in foreign countries, which has not aroused any response in the academic circles, and has become a forgotten issue. The earliest type of competition strategy is Karnani He's here. 1984 A market based on the utility function of product variance

The paper should be seen as a challenge to classical theory from the perspective of mathematical modeling. However, the strange thing is that they have little response in the strategic area, probably because scholars in this area are hardly familiar with mathematical modeling, and even think that the conclusions of such research are not credible. Therefore, the Academic Value of literature must be carefully evaluated. After studying the two documents, we can find that both contain serious logical and methodological errors. The following are specific analysis.

1. Karnani Model review

The model discusses two Competition Strategies and concludes that this is the earliest game model in the field of competition strategy. Neither the author nor anyone else has since improved or denied the model. The model just reference author previous of a to industry organization for basis of marketing model the paper just on the model of solution do the competition strategy of some analysis the conclusion is: in mature market in with competition strategy can get more of market share (to sales income to representative) So can get higher of performance (to sales profit margin to representative). The paper did not distinguish between two kind of strategy of Role.

Can found the paper there are a lot of problems conclusion can't set up. Model borrow Dixit The industry organization in products difference of a kind of explain---Cross-price elastic low to it as an differentiation strategy of sign and the cost of reciprocal as an cost leading strategy of sign. But the author did not give the two kind of strategy of the company to game subject status, also no according to cross-price elastic and cost this two parameters the representative of differentiation status and low-cost status this two dimension to recognition different strategy. Literature follow Industry Organization of practice the same industry of all the company of cross-price elastic is same of only cost can different this can't Recognition Strategy. The figure 2 In "Such as performance line" A word however figure in hyperbolic not such as performance line (because vertical and horizontal coordinates variable of product is not equal to author claims of or other any performance index) also not any role. The paper finally conclusion is can't difference between two kind of strategy think differentiation and cost leading just competition strategy of two dimension they of the company of performance have the contribution to, just in different of the company in both of importance may different but this a kind of different depends on the company the of industry and non-the company own. This simply cancel the two kind of competition strategy cancel the in a given industry in the Strategy Choice of possibility also cancel the in two kind of strategy between the recognition of task.

Industry Organization commonly used in the industry of elastic parameters representative of is a industry of average level this is industry level Study of Characteristics and need to but to ignore industry in the company between elastic of difference for conditions. This a it is clear that an assumption can't for use with the company level of Strategy Research. Porter Put forward of competition strategy is given industry select for the premise of the same industry in select different strategy of the company between the elastic difference is can not be ignored of so this a class Industry Organization Game Model difficult to borrow. In addition, the model too complex (Multi-game contains index function and Strategy Study don't need of marketing parameters) Can't the Analysis Solution. Such a low efficiency of complex model no for competition strategy research provide any enlightenment also no found reference and Follow-up Study.

2. Tyagi Model review

The subject of the two-stage competition model proposed is the duopoly of two strategic companies. Model First Application Hotelling The horizontal difference model first determines the product positioning and then passes Bertrand Balanced solution for product pricing. The question remains how the modeling process differentiates between cost-leading and differentiated strategies, and whether there are conditions for balanced price comparisons?

The problem is, first of all, this paper uses the horizontal Difference Model. According Porter The difference between the two levels must consider the vertical difference. The horizontal difference cannot be reflected. Second, it is not possible to assume that buyers of both products hold the same retention price and differentiated products can gain a premium. Third, just dividing the two strategies by exogenous cost is

invalid. Fourth, Hotelling Both products in the model are inelastic requirements (When the price does not exceed the reserved price---The model actually satisfies this) To prove that the price elasticity of demand for both products is the same. But Porter That differentiated products reduce the price elasticity of demand

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Different kinds of products have different elasticity, equal elasticity does not apply to two strategies. Finally, after the equilibrium solution is found, the direct comparison of the two Equilibrium Solutions is not considered. Cost-leading products can be priced higher than differentiated products is a wrong explanation for the results, in fact, we can only think that the two sides in the model are the same strategy. In short, the model does not give reasonable methodological principles, so the conclusion is wrong, nor can it give a reasonable path to improve the model, and does not provide inspiration for the analytical methods of general competition strategy.

3. Summary

As mentioned previously, the competition strategy game model has encountered the problem of how to shift from the industrial level model to the company level, and how to meet the features included in the strategy definition in Model Construction and parameter settings, such as uniqueness, The problem of elastic Asymmetry. Research stagnated for a long time because this problem was not solved. In almost all of the strategic models so far, if a low external generator is the only asymmetric factor, it will become a saving prescription for solving the problem, otherwise it will not be able to start.

In addition, from the lack of citation chain between the documents, we can see that the game model of competition strategy is in a fragmented state, and has no formed its own preliminary norms and paradigms, not to give even the most preliminary explanation of the basic problems of working strategies. Obviously competition strategy Modeling Study must solve the above problem or cannot break through.

In recent years, the author and his team Bowley This paper sets some assumptions as the premise of the research, and establishes a duopoly game model of general competition strategy (specifically, differentiation and cost leading two pure strategies, has made a significant new knot. [39-41]

Modeling analysis consists of two basic steps (See photo 1.). The first step is to establish a strategic product utility function and Game Model and solve. First, we need to embed the strategic concept into the appropriate utility function. Porter The basic definition of differentiation strategy extracts the basic assumptions (Such as the uniqueness hypothesis, Utility of two products, Elastic or alternative asymmetric assumptions, Porter Premium conditions, etc) For example, the unique nature of differentiated products is expressed as a higher product utility. Bowley The utility function is modified to be asymmetric to two kinds of products. Then, we set up a pair of cost parameters (but do not need to exogenous set the cost relationship), build a profit function as the target function equivalent to the return of assets, and establish a static or dynamic Bertrand Or Cournot The equilibrium game model is solved by the conventional method, and the equilibrium solution of product price or output is derived. In the second step, the equilibrium solution is further analyzed by using the constraint conditions set for optional strategy, and a meaningful new conclusion is obtained through the constraint equation, and the competition strategy theory is established. Set equal performance constraints (or equal profits), derive the conclusion of asymmetric cost from equilibrium solution, find the endogenous cost leading strategy, and determine the strategic nature of duopoly; Further on Palepu The two assumptions are checked.

Test in different conditions under prove (or no syndrome) The two hypothesis conditions and export more of strategy properties theorem including elastic relationship, Yield relationship, Price relationship and premium conditions theorem and these conclusion complete the general competition strategy of Theory Construction.

Introduced strategy alternative hypothesis (Or "Performance balance of power" Performance parity) Can by using correspondence of and performance constraints conditions display equilibrium solution in variables or parameters relationship. This development the equilibrium solution analysis of new ideas because such as performance is could not be embedded in the OR into model of so this a class conditions is necessary of and or pure strategy modeling only

of equation Constraint, should become pure strategy modeling "Gold Standard". For example with such as performance constraint conditions to the analysis of two kind of pure strategy model (Such as the aforementioned Tyagi Model) Can found or no solution (In accordance with the original set of cost asymmetric) or solution but the original of hypothesis can't set up to found the problem.

Through the above modeling try to formation the general competition strategy game modeling of special methods of prototype and for the first time by modeling export the cost leading and differentiation strategy of some strategy properties Theorem, finally success to by adjustment hypothesis that Palepu Recognition conditions of preliminary prove makes this a model become the recognition hypothesis of analysis of test tools also make Palepu Model become only through preliminary analysis prove that the Strategy recognition methods make its in many kinds of Recognition Methods in the superior of status for actually syndrome application provide the support.

Competition Strategy of success Modeling Research in strategy research history is unprecedented of at present also just start methods on also not perfect there the need to solve a lot of problems. The following some worth attention.

The first need to consider how to select can represent the strategic nature of basic assumption sets different of basic assumption sets may export different of conclusion. Literature [Xlii] Porter Premium conditions as an A Basic Hypothesis plus one-way alternative export. P-D-N Conditions and because the conditions and [42]

Palepu Recognition conditions not equivalent and negative. Palepu Conditions. However in accordance Lakatos Of Science Research Programme methodology this also can't be as Palepu Conditions of final falsification. Because doubt and re-evaluation Porter Premium conditions lead to re-select basic assumption sets create a new of model export the instead of conclusion. This show that basic assumption sets of select very important. Basic Hypothesis set contains of hypothesis should not much but must be enough representative general competition strategy of Basic Properties. This aspects also need for more of explore.

The second use two path will basic hypothesis operational is solve part hypothesis is too difficult to embedded model of effective path. Priority consider hypothesis in parameters embedded basic model but basic model accommodate of parameters and the relationship between is few of so to assume that conversion for constraint conditions is must be of operation of Path. Constraint conditions reflect variables or parameters between the relationship can be introduced into the more.

The third use constraint conditions of main way is create the constraint optimization model make its into optimization process. Because basic model General is can solve the problem we have "with the solution is first solving basic game model again will equilibrium solution into the constraint conditions the further analysis, obtained variables or parameters between the relationship from leads to conclusion. But constraint conditions not into optimization process is not in line with constraint optimization principle. So should create the constraint optimization model by solving the Model Export conclusion. But here have exception is such as performance constraint conditions not the actual the company strategy operation of requirements and just Theory Analysis of form requirements so don't should into optimization process. So such as performance constraint conditions don't into constraint optimization model but for optimization solution obtained after further analysis.

Technology also need improvement. At present utility function of select also limited Powley Utility Function of deformation also need to further looking for more application of utility model at the same time also can don't utility function direct demand function or anti-demand function to establish different of Model. In has been study in also "with the some simplifying assumptions and the Company Actual there the certain of distance. For example one-way alternative hypothesis; to profit maximize instead assets yield maximize; no consider double oligopoly enterprise assets of difference; marginal cost is and yield not of constant and so on.

And other field of modeling similar general strategy of modeling should be through a variety of model to implementation and rich follow from simple to complex from pure strategy to all strategy, From static to dynamic, From completely information and perfect information to incomplete and not perfect information, From conventional game to evolution game of path to development by relax restrictions to gradually close to the company of reality reflect

competition strategy of parties of Connotation. At present has some modeling main or static of completely information model this is preliminary study stage of inevitable phenomenon need to by a large number of research work to be development and Don't strategy and test game model export of conclusion and based on strategy recognition of further strategy empirical study two part.

1. Strategy recognition and Game Model Export of Conclusion Test Study. Application Recognition Model first need to Will Theory recognition conditions conversion for operational standard. Model only two the company and belong to cost leading and differentiation this and Palepu Of case agreement. But this can't directly in empirical research in application because sample in enterprise always greatly more than two don't meet and performance conditions also no prior that a differentiation enterprise at the same time also there other of strategy type. So empirical study in structure the different of composite index for classification development the two kind of different of Processing Methods.

Body of two kind of recognition index of ratio as an A discriminant index and established a critical standard to higher than that and lower than the critical standard of the Company Recognition for ability first differentiation two Strategy Group. Here does not exist mixed strategy and no strategy of the company no considering the of absolute numerical difference and performance level classification more rough. Can increase a recognition index to the method with ROA Index (The two recognition index of product) To distinguish between performance with strategy category and performance level will sample conversion for four group.

16A competition strategy variable from extraction differentiation and cost leading two factor enterprise only a factor higher than that of sample average when respectively recognition for pure cost leading strategy or differentiation strategy; Two factor were higher than that or lower than the sample average when respectively recognition for mixed strategy or "Caught in the middle" Strategy. With two Palepu Index alternative two factor it can be built a is complete Palepu Classification System Strategic type division for differentiation, Cost leading, Mixed Strategy and no obvious strategy (The "Caught in the middle") Four kind. Just for two index the established a critical standard to every body of two index (or its standardization value) and their respective of Critical Standard compare the to instead theory of two the company each other compare, can be complete strategy Recognition.

In cross-industry or multi-year the company data analysis in for assurance data of comparability also the financial index divided by industry and annual of critical value (Sample Mean or median) Conversion for Standardization value of Processing Methods. Some literature also put forward Palepu Of the indicators further adjustment problem eliminate financing activities of influence to business assets and business profit and loss as an strategy of the indicators basis will Palepu Recognition index modify [19] Operating business profit margins and business assets turnover.

Identification of after can on its results and the company of Public Information Control compare the Check Recognition of conclusion whether and public data agreement; Can Empirical Test mainstream view or by model export of conclusion, such as cost leading products of low-cost and so on.

2. Based on strategy recognition of further strategy Empirical Study. Can use strategy recognition and the company group data to the other empirical research (Found of or testing of) such as looking for strategy of drive factor found two kind of strategic financial index between the relationship study two kind of strategy of innovation efficiency difference and. At present this aspects of study or preliminary of research content can be divided into two class. One is by multiple index of statistical analysis to extraction specific scene under The Strategy implementation dimension or drive factor and in different strategy between the compare the similar to factor analysis; second is by test specific index of difference or found selected index (such as innovation efficiency, Cost viscous, The company assets structure or cost structure) in different strategy type between the difference or accordingly division than general strategy more subdivision of strategy group similar to generalized of variance analysis or clustering analysis. In research methods aspects beyond the previous commonly used of multiple analysis methods appear the application many kinds of parameters and non-parameter methods (the latter such as data Envelope Analysis DEA)^[46] Especially using the Set Theory Analysis Method Based on Artificial Intelligence (Such as Rough Set Method) Research. Application Palepu The

Empirical Study of the model is only in the exploration stage, and more possibilities have not been found and used..

4. General competition strategy modeling and related Empirical Research Framework

After the above statement, a new anti-traditional general competition strategy research framework has been basically met..Since this research agenda is unprecedented, methodology plays a signpost role in this architecture, which should be discussed first.According to the existing research, the Strategic Management,Combined with the three areas of financial management and game theory, this paper explores an Analytical modeling and Empirical Research path, and puts forward a new frame of anti-traditional cross-research.

Prediction of a potential new research direction..

In the whole research topic, the most basic methodology is hypothesis deduction, that is, hypothesis,The trilogy of theoretical establishment, inspection and application, which is the classic methodology followed by mature natural science, see fig.2..From theoretical assumptions to theoretical predictions is the basic mission of Analytical modeling, and empirical analysis and testing of theoretical predictions is the task of empirical analysis..

The empirical analysis actually contains two parts: the strategic identification of the company sample and the further empirical test and analysis..What needs to be emphasized here is the completely different nature of the two parts in methodology, namely the recognition of competition strategy and the significance of further empirical research on objectives and methodology.

The difference.Competition Strategy recognition is the original definition of competition strategy.PorterResearch Process of concretization and operation of several general competitive strategy definitions put forward and put into application.According to the formal logic, the definition is a kind of artificial agreement adopted for the convenience of thinking, which does not need to be tested. The basic hypothesis set derived from the definition is also a kind of agreement in essence, it can provide academic discussion to form academic norm, but it doesn't need empirical test..If we take its application as an empirical test, the criterion for determining its rationality is still the strategic definition, so we cannot determine which one is better..

Research or recognition is based on a set of basic assumptions. It is a prerequisite for selecting what the researcher deems appropriate in the original definition and other basic selection statements, and there can be different choices..Logically, the results from different premises are different. If there is no error in the process, it should be attributed to the difference of premises..FollowLakatosThe methodology of scientific research program can be used as the basis for adjusting the premise and re-launching the results (BecauseP-D-NConditions andPalepuConditions not equivalent DeletePorterPremium condition reconstruction model is a example).But this or belongs to Logic definition of adjustment don't belongs to empirical study.

Of course application specific of Recognition Methods of sample enterprise of Strategy of Recognition Results Whether and sample enterprise recognized of strategy type of social cognitive (with this the company internal of cognitive) phase, also can the control and test to verify the recognition methods and original definition whether consistent?.But Enterprise Strategy of Social Cognitive does not necessarily match the even if basic consistent also may not be completely compliance with the original strategy definition.So this can only as recognition conclusion and social cognitive mutual verification but don't has Empirical Test of Effect.

Using the recognition of the company sample test model export of strategy properties conclusion or for further empirical research the is the other one thing.PrzeworskiAndTeuneThink,"Universal Standard.....Means that the same theory must be in different situation in the assessment only when[47]

General factors expression of theory can constitute compare the study of basis when social science theory to get confirmed".PalepuRecognition standard is a general of standard by this made strategy recognition become compare the research of Foundation.Application this a standard of at the same time introduced other of on scenarios variable it can in different scene under the general strategy of more rich and variable of performance and characteristics this belongs to empirical study.So strategy recognition of methods After after the demonstration can direct application to enterprise of strategy recognition in; and Empirical Study of found the is default for belongs to be recognition of Strategy, is the

strategy in special situation under the performance. Below will be based on here of methodology principle research path Evaluation Research Results.

The whole study architecture of basic logic structure see Figure 2. This section the corresponding in which hypothesis and theory part from theory to empirical study part will next a section. (This study architecture, some modeling paradigm different in common of game modeling difference is it need two class special of hypothesis---Embedded hypothesis and binding Hypothesis Theory analysis need for solving constrained optimization problem.

In assumptions part strategy modeling study must be in hypothesis in introduced general competition strategy of basic theory and concept put forward basic assumption Sets. And Industry Organization common symmetrical of model different study two of pure strategy of basic principle is to establish a asymmetry of model and for further analysis room need enough of asymmetric hypothesis and parameters this is basic requirements.

Secondly these assumptions can with two kind of form. When strategy theory concept in elements can directly embedded modeling used of basic model in preferred embedded hypothesis (for example to differentiation products relative to cost leading the uniqueness of the product with asymmetric utility performance, can directly by set paired parameters and its relationship to embedded). When competition strategy concept can't by embeddedness been introduced the basic model for an arcane can establish binding hypothesis to create the constraint optimization model or stay equilibrium solution obtained after use in late analysis final established Theory. Because strategy theory of some statement in specific model in May is contains model variables and parameters of complex function between the relationship (such as performance, Elastic relationship and financial variables such as) difficult to through parameters directly embedded selected of model so binding hypothesis is complete of modeling must be the premise one. The above relationship are nonlinear function so model general non-linear planning model; asymmetry conditions corresponding of constraint also shall be with inequality constraints. For model structure change binding hypothesis of statement can change for model of conclusion is by model to prove the hypothesis and no longer as an model of premise as shown in Figure 2. In point "Theory" The arrow shown in.

Due to difficult to embedded more multiple hypothesis Game Model and Its equilibrium solution itself is not complete of equilibrium solution itself can't given parameters between the relationship, the past can only be through the exogenous specified part parameters between the quantity relationship to analysis so only by the equilibrium solution impossible to make any theory found. Past all strategy modeling try to all prove that the this a little.

As a section the pointed out that of first obtained no constraint optimization solution again into the constraint conditions of existing methods don't meet constraint optimization of principle need by create the constraint optimization model to introduced binding hypothesis, then for Solving Constrained Optimization Model (This corresponding in figure 2. In from binding is to constraint optimization Modeling Analysis of arrow). But use constraint conditions can have different of style and performance constraint conditions is a exception. Such as performance constraint conditions can called "Form Constraint" Don't should into constraints optimization process but in Constraint Optimization modeling and solving stage after the second stage of analysis the use and performance constraints conditions established two equilibrium solution relationship of Constraint Equation, by on its further solving to export the final basic conclusion for example basic strategy Classification, Strategy of basic properties theorem and so on (This corresponding in figure 2. In from binding hypothesis to establish theory between the arrow). This is to solve the generalized competition strategy Modeling Problem of a science path.

In addition, also can be introduced into the more of independent variables (such as R & D investment) the dynamic modeling; in follow-up study in introduced more of dependent variable (constraint conditions not involved of variable such as economics variable---Such as various elastic or financial variable---Such as profit and other) Will constraint optimization solution into these dependent variable obtained two kind of strategy of these dependent variable between the relationship get more about strategy of conclusion. Palepu Recognition conditions is this prove.

And many game model of conclusion difficult to the empirical test different general competition strategy model of

conclusion can be accessible to the empirical study. According to the methodology principle empirical study can be divided into the company strategy recognition and further empirical test and found two parts. First is the modeling export or prove the conditions of use in the Company Actual data analysis. This is a work not difficult but from theory to application of conversion need to solve some specific problems. From above of study an overview can see in sample of strategy recognition in meet of a common problem is the critical value how to select the problem?. So far are the select index of a digital characteristics (sample mean or median and) as an critical value but this is a kind of select and no theory of Basis. In accordance with industry organization theory for differentiation degree different of industry differentiation the company corresponding of recognition index reasonable of critical value also should be different may system deviates from the sample of digital Characteristics. Can establish a kind of based on industry internal difference data of critical

Value Adjustment of algorithm (such as Measure Industry of cross-elastic) to solve this problem.

The second part is use Palepu Recognition standard or the Company Recognition group data on competition strategy comprehensive variety of Empirical Test and real

Syndrome Research. Which empirical test is refers to the use of the company data to test in theory modeling part the establishment of general strategy of general properties theorem (such

Price relationship, Elastic relationship and so on); empirical study is refers to introduced more of variables and data in different situation under further test or found Competition

Strategy in all aspects of the performance and characteristics. This and contains at least two of Study Style. One is selected select specific of variable index (such as the company performance?, Asset Structure, Cost structure, Histological Features, Innovation efficiency, Innovation types, etc.) to study the differences between these variables in two different competitive strategies; second, by introducing multiple financial or non-financial data, through statistical or non-statistical processing, we can find the typical performance of Competitive Strategy in certain scenarios, such as core competence., Strategy driver, making strategic research more diverse.

As shown in Fig.2. From the arrow of theory to test and empirical research, there are two research paths for empirical test and discovery.. The first one is divided into two steps: first, identify and group strategy, and then use the results to test the theorem derived from the theoretical model, or compare the differences between the selected variables (such as innovation efficiency; Second, as the broken line arrow shows, do not recognize, Palepu The recognition index or its deformation is directly added to the set of other multivariate variables, making this kind of index become a strategic adjustment variable or intermediary variable of the empirical research model.

This part of the empirical research can bring new hot spots and frontiers in the field of strategic management (such as strategic evolution, Core Competency, Resource base, Knowledge Management, Innovation and entrepreneurship, Organizational Learning, Combined with the classical general competition strategy research, the knowledge and discipline will be cross-Penetrated, which will make it re-energized and become a new research frontier together with the modeling research.. In terms of methods, a variety of statistical and non-statistical data processing methods can be applied, and even imagine that the use of industry and company's big data, the introduction of data mining and other artificial intelligence methods, open up a broad space for development. We can combine some of the original empirical research methods of competitive strategy with data or do a comparative study.. For example, you can Palepu Identify the strategy of the company to conduct a questionnaire survey, the questionnaire as part of the data for further comparative study of various strategies. Can be expected, based on Palepu The Competitive Strategy empirical research of strategic identification system will become a promising new research direction of strategic empirical research..

This paper reviews the history of Competition Strategy Research and evaluates the two strategic dimensions in the empirical study of competition strategy., Two kinds of data sources and strategic measures, two-dimensional and multi-dimensional strategic identification variables; in-depth analysis of the causes of the failure of the original general strategic game Modeling. Through the breakthrough of the Analytical modeling research in recent

yearsPalepuIdentification test,Based on the summary of the empirical application and further empirical research literature, this paper combines Analytical modeling and empirical research closely, and puts forward the general competition strategy of cross-strategic management.,Financial management and game theory, and predicts a new research field.---Research on game modeling of general competitive strategy,PalepuThe analytical verification of strategic identification assumptions and relevant empirical research may become a new research frontier, trying to expand the original general strategy research to the Analytical modeling as the leading"Hypothesis-Theory-Inspection"Science System.The idea of this article is still preliminary, not perfect,Meticulous and comprehensive, not necessarily able to be fully realized, but also depends on the consensus and efforts of the academic community, especially the call for the emergence of interdisciplinary talents.Ideas need to be constantly tested through future research progress,Supplements and amendments.

In particular, it is worth noting that the game modeling of competition strategy is a basic research and has a broad application prospect..Both for the world and China, it is a potential frontier field, while the original basic research is the weak point of domestic research. This research provides a rare opportunity for China's strategic management disciplines to go beyond, we also call on game theory researchers to join this new applied research and expand new research fields..

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