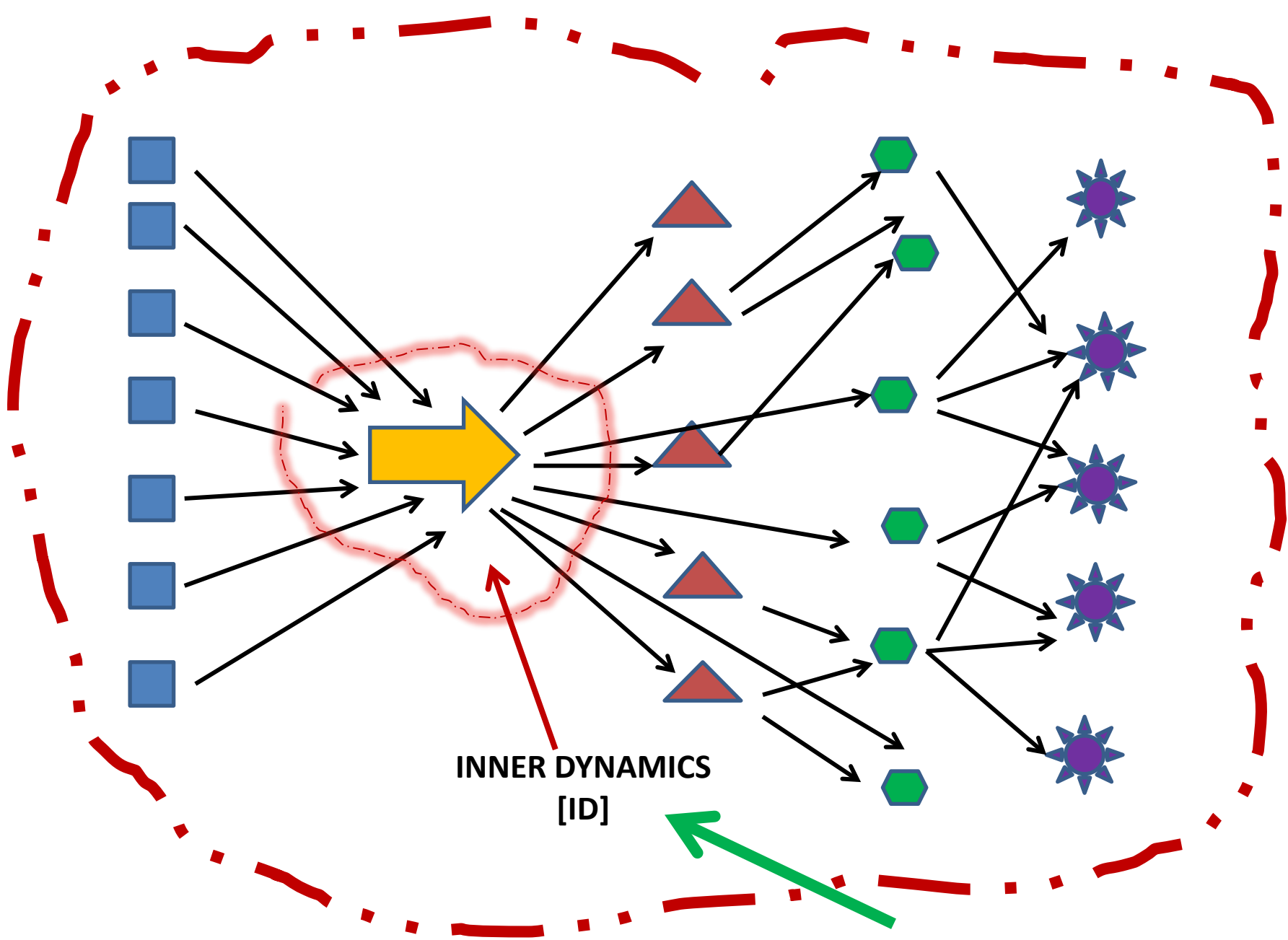


**STRATEGIC MODELS
AND MANAGEMENT (4C)
Joshkar Ola June 2013**

PROFESSOR ROBIN MATTHEWS

**STRATEGIC MODELS
AND MANAGEMENT (4C)
MSc Project Management
November 2013**

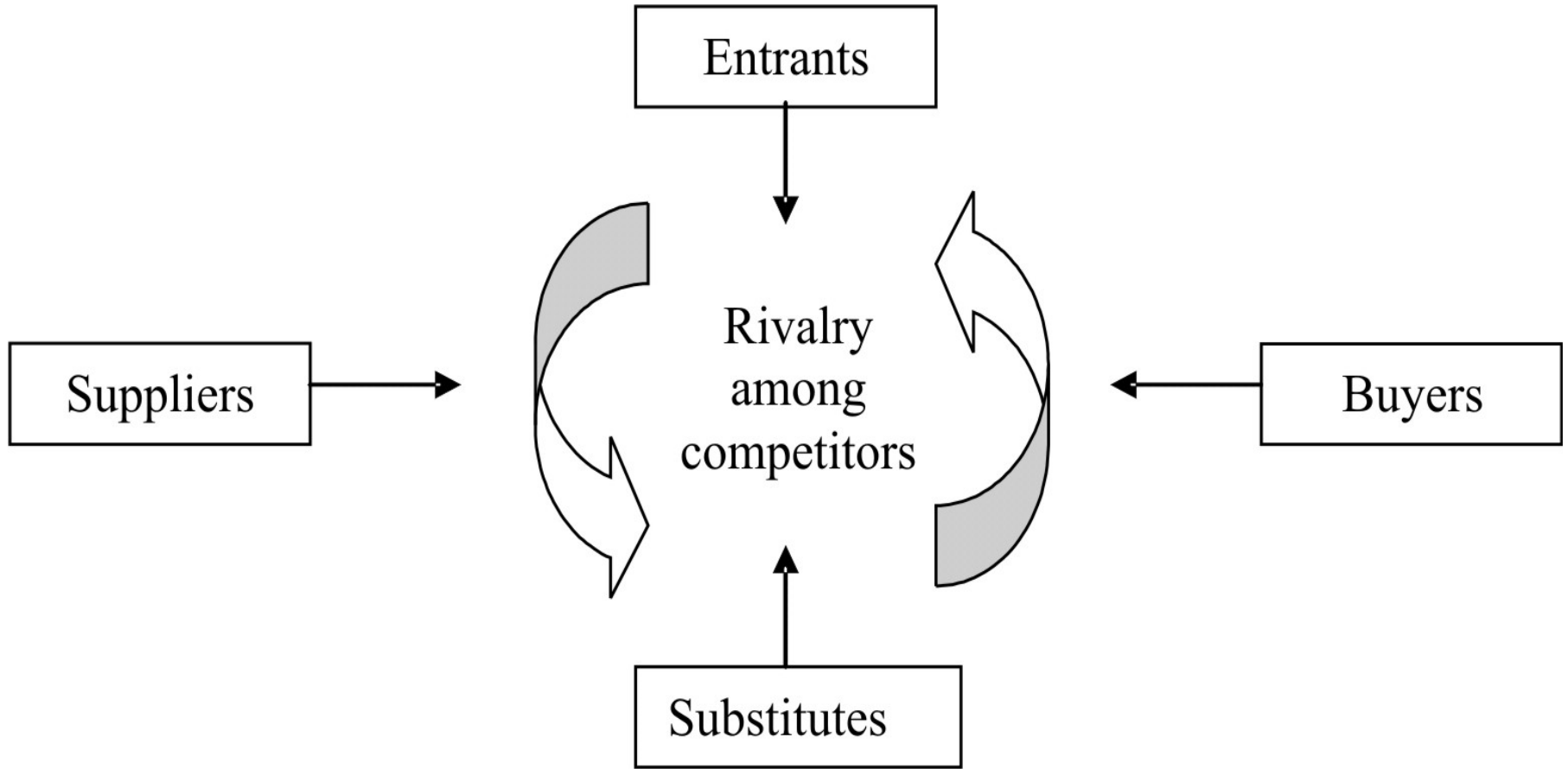
**OUTER DYNAMICS
Focus on competitive dynamics**



COMPETITIVE DYNAMICS

market structures

- **Perfect competition**
- **Monopolistic competition**
- **Monopoly**
 - **Entry barriers**
- **Oligopoly**
 - **Game theory (strategic games)**
 - **Collusion**
 - **Entry deterrence**
- **The welfare losses monopoly**

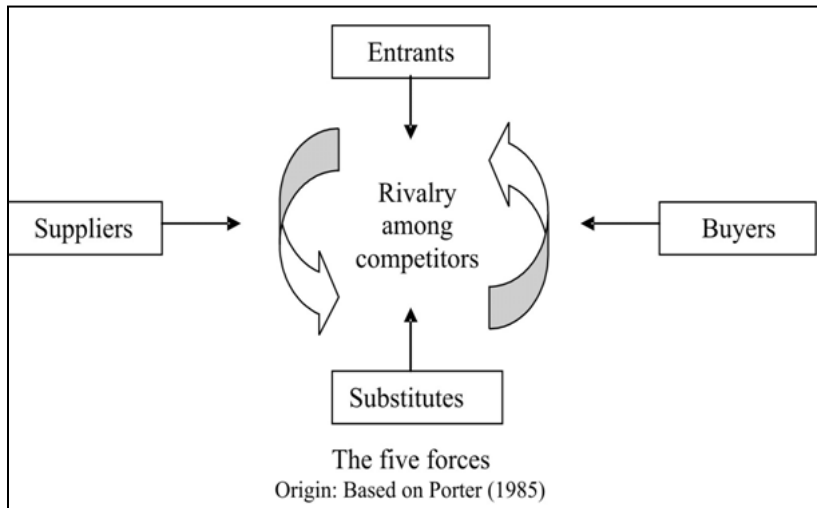


The five forces
Origin: Based on Porter (1985)

OUTER DYNAMICS
COMPETITIVE DYNAMICS

DISCUSSION

Apply the data below to an organization you know about. Give examples.



Perfect competition

Monopolistic competition

Monopoly

- **Entry barriers**

Oligopoly

- **Game theory (strategic games)**
- **Collusion**
- **Entry deterrence**

COMPETITIVE(OUTER) DYNAMICS

The structure conduct performance model

COMPETITIVE LANDSCAPE

STRUCTURE

- number of firms
- homogeneity of product
- ease of entry and exit

CONDUCT

- Price Takers/Makers
- Product Differentiation
- Market Power

PERFORMANCE

- competitive advantage
- normal profit
- failure

- **CO-OPETITION**