

CONSIDERATIONS ON THE COMPETITIVE ADVANTAGE AND THE MARKET PERFORMANCE

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Abstract

There is a market? There is a competitive context? There are determinants of performance or they are impossible to identify? Considering the historical data and estimating the magnitude of economic variables over long periods of time, some researchers consider that the determinants of market performance are the capital, the labor and the innovation. Analyzing the economic present from the western countries we conclude that these findings are not valid. Are we in error and it is impossible to find an answer? Regarding this, the study is looking answer of the question: which are the determinants of performance or non-performance of the market in terms of globalization?

To answer, they were analyzed the first three players on the red wine market from Romania. The results highlight the fact that the determinants of market performance are in a continuous motion and follow the changes of values of the global economy.

Key words: enterprise, competitive advantage, performance, market

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