

# COMPETITIVENESS REVIEW: AN INTERNATIONAL JOURNAL

CALL FOR PAPERS

## CHANGING PARADIGMS IN COMPETITION & COMPETITIVENESS

*Guest editors: Maria Bengtsson and Timothy L. Wilson*

In the initial offering of *Competitiveness Review* under Emerald as a publisher, our Editor-in-Chief, Abbas Ali, wrote, “The changing landscape of competition in the last three decades underscores the fact that in today’s global business environment neither competitors nor customers are passive players.” Indeed there have been changes.

*Competitiveness Review*, being the authoritative source on competitiveness that it is, would like to capture the sense of some of those changes. Consequently, a special issue of the journal will be dedicated to the changing paradigms in competition and competitiveness that have been observed.

Traditionally, research on competition and competitiveness focuses on structural market conditions but as cited above customers have become more active players in the business environment. One change in the paradigms in competition and competitiveness that can be discerned is hence an increased interest to incorporate consumers’, as well as business customers’, attitudes and behaviour at the market in the analysis of competition.

Another change is that many commercial environments today are characterized by both intense competition and extensive inter-organizational collaboration, both locally and globally. To understand the competitive interaction in such contexts it is necessary to further incorporate research within sociology, research about business networks and inter-organizational relations, and research on institutional contexts in which competitors interact.

Thirdly the importance of entrepreneurial activities on markets that has become more internationally integrated and change rapidly as innovations destroy old technologies and disrupt markets have been highlighted. The ability to explore new opportunities and develop new technology and markets has become increasingly important. Technological development is crucial for business and market opportunities and for the competitiveness of firms in many industries.

Markets, industries, and firms are less distinct and are subject to increasingly rapid change. Analyzing competition and competitiveness today therefore calls for new theoretical lenses. The aim of the special issue is to feature contributions that enhance and broaden our views. Note that Emerald publications carry a philosophy of theory and practice. Theoretical and empirical papers, thus, are welcome and case studies will certainly be considered. All papers in this special issue, however, must relate to paradigm changes. Suitable topics might relate to changes at the industry, country or global level. Manuscripts applying perspectives from sociology, business networks, institutions, entrepreneurship and consumer behaviour are welcomed for review purposes.

Send your paper as a Word document with a letter of submission specifying the CR Changing Paradigms Special Issue as an e-mail attachment to one of the guest editors:

Maria Bengtsson                      [Maria.Bengtsson@usbe.umu.se](mailto:Maria.Bengtsson@usbe.umu.se)  
Timothy L. Wilson                    [Tim.Wilson@usbe.umu.se](mailto:Tim.Wilson@usbe.umu.se)

All papers will be subject to double-blind review.

For manuscript guidelines go to <http://www.emeraldinsight.com/cr.htm>.

**Deadline for submission: 1 February 2009.**