

NEW DIRECTIONS OF ACQUIRING COMPETITIVE ADVANTAGE OF A COMPANY

ABSTRACT

According to the results shown in the growing number of empirical researches, within the context of changed circumstances, the concern for corporate behaviour is evident in a wider range of interest groups - including employees, consumers, and the local community and public sector representatives. Such an attitude changes the traditional approach of companies in creating values based on their interests, the interests of their owners and executives. Paper aims to analyse changes in strategic management focusing on a company's purpose, a concept that is usually considered as abstract in theory and practice. To provide a better contextual and conceptual understanding of new approaches in the management of business organizations, the paper covers a relatively long period: from Alfred Marshall until today - in the interaction of macro and micro aspects of economic trends.

Keywords: business competitiveness, paradigm shift, business values creation, corporate social responsibility