Abstract

Regardless whether the manager develops a strategy focused on the viewpoint of one type of approach, although each approach has an abundance of copious paths to elaborate, but discussing each type of viewpoint is as if all have suitable differences. We expect that from the adoption of commonness in RBV and EBV, or in ready conformity, the viewpoint of mutual support, to construct a multiple-strategy viewpoint construct. Using the concept of strategic specific assets, allows the company within a dynamic environment, can use all the other present special resources and capabilities, to be stored for future use, and establish the company’s competitive advantage. This research’s purpose is to investigate how an enterprise develops to establish its competitive advantage when faced with an environment of a dynamic market; thereby proposing a Strategic Specific Assets-based Framework. This framework is valuable, because it proposes multiple of theories, the foundation of mutual support, positively establishing the firm’s competitive advantage in the market, as well as insight on the development of Strategic Specific Assets-based Framework.

Keywords: Strategic Specific Assets, Dynamic Capabilities