

*International Journal of*

# **Business Competition and Growth**

**Editor-in-Chief:**  
Prof. Rajagopal

**Visit [www.inderscience.com/ijbcg](http://www.inderscience.com/ijbcg)**  
*for more information and sample articles*



# Scope of the Journal

ISSN: 2042-3845 (Print), ISSN: 2042-3853 (Online)

*IJBCG promotes academic discussion and strategic thrust for practitioners on managing global competition in products and services for all sectors including agricultural, industrial, pharmaceuticals and services within the taxonomy of markets through original research on competitive dynamics and strategic marketing studies. It incorporates the concept of the inter-relationship of structures and processes in managing competition-led challenges and addresses contemporary marketing practices with reference to competitive strategies, core competencies, tactical approaches, behavioural dynamics of markets, decision metrics and sustainability of firms.*

## Topics covered include:

- Competitive strategies, tactical approaches in marketing
- Competitor signals and their effect, competitor behaviour
- Capabilities and competencies, technology-led competition
- Market competition: political perspectives, economic/social issues
- Legal framework, competition taxonomy, competition under monopsony
- Convergence of competitive goals and values
- Market competition cultural dimensions, competitive forces management
- Business growth cycle, challenges in business growth, business synergy
- Compatibility of firm's goal and growth strategies, business growth conflicts
- Divergence in competitive marketing strategies
- Competition vs. cooperation, modes of competition
- Rivalry in marketplace, competitive attack paradigms
- Market taxonomy/competitive dynamics, systems thinking/business dynamics
- Managing competitive risk and uncertainties, monitoring competition
- Performance-linked competitive strategies, competitive gains: decision models



## Not sure if this title is the one for you?

Visit the journal homepage at [www.inderscience.com/ijbcg](http://www.inderscience.com/ijbcg) where you can:

- View sample articles in full text HTML or PDF format
- Sign up for our free table of contents new issue alerts via e-mail or RSS
- View editorial board details
- Find out about how to submit your papers
- Find out about subscription options, in print, online or as part of a journals collection

You can order online at [www.inderscienceonline.com](http://www.inderscienceonline.com) or download an order form from [www.inderscience.com/subform](http://www.inderscience.com/subform).

This title is part of the Management and Business Collection (see [www.inderscience.com/mb](http://www.inderscience.com/mb)). For library collection subscriptions or for a free institutional online trial, please contact [subs@inderscience.com](mailto:subs@inderscience.com).