Scope of the Journal

IJ BCG 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 that contributes ground-breaking knowledge and understanding to the field of competitive dynamics and strategic marketing studies.

IJ BCG has international orientation, and explores high-quality conceptual and empirical papers that advance knowledge in the areas of competitiveness and robust business leadership research, highlighting systems thinking and business modelling issues. This perspective envisages the growth conduit of business firms influenced by globalisation and growing competition.

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Subject coverage:
Suitable topics include, but are not limited to:
- Competitive strategies
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- Competitor signals and their effect
- Capabilities and competencies
- Political perspectives on market competition
- Economic issues driving market competition
- Technology-led competition
- Social drivers of competition
- Legal framework and market competition
- Competition taxonomy
- Competition under monopsony
- Competitor behaviour
- Convergence of competitive goals and values
- Cultural dimensions of market competition
- Business growth cycle
- Challenges in business growth
- Compatibility of firm’s goal and growth strategies
- Conflicts in business growth
- Divergence in competitive marketing strategies
- Competition vs. cooperation
- Management of competitive forces
- Rivalry in marketplace
- Competitive attack paradigms
- Market taxonomy and competitive dynamics
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Sat Pal Parashar PhD
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Professor Mithileshwar Jha Professor of Marketing Indian Institute of Mangement Bangalore Bannerghatta Road, Bangalore, India

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