

The New Strategic Era: Competitive Readiness in Digital, Ecosystem-Based Economies

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Abstract:

This paper investigates the transformation of competitive strategy in what is defined as the new strategic era, characterized by persistent technological disruption, ecosystem-based competition, and increasing environmental complexity. The objective of the study is to identify the core strategic capabilities required for organizational competitiveness under these conditions. Using a conceptual research methodology grounded in an extensive review of the strategic management, digital transformation, and ecosystem strategy literature, the paper develops an integrative framework of competitive readiness. The findings suggest that sustainable competitiveness increasingly depends on the interaction between digital capability, strategic agility, ecosystem positioning, and human capital maturity. The paper contributes to the strategic management literature by synthesizing fragmented research streams into a unified conceptual model and by highlighting strategic implications for managers operating in volatile and non-linear environments.

Keywords: *strategic management; digital transformation; ecosystems; competitive advantage; dynamic capabilities*

JEL codes:: *L10, L20, M10, O33*