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THE COMPETITIVE DYNAMICS APPROACH

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Assist. Prof. Veselina Maksimova**

Abstract

The present work deals with the process of actions and counteractions between competitors at company level. In the beginning there is followed the evolution of the „competitive dynamics” managerial approach and are drawn the main formulations and interrelations. Then there is presented information from an empirical study of the specific character of the competitive process in Bulgaria – it is connected with two major industries of our economy – dairying and trade in medicines. A substantial part of the formulations of the approach are confirmed and there is drawn the conclusion that it is applicable to Bulgaria. In addition there are emphasized specific features of Bulgarian competition.

Keywords: *competition, competitive dynamics, competitive behaviour of the firm, actions and responses*

DER ANSATZ DER WETTBEWERBSDYNAMIK

**Doz. Dr. Anastasiya Stancheva, Doz. Dr. Dobrin Dobrev,
Ass. Veselina Maksimova**

Zusammenfassung

Die Studie behandelt die Prozesse des Zusammenwirkens und Gegeneinander – Wirkens zwischen Konkurrenten auf der Firmenebene. Zuerst wird die Evolution des Führungsansatzes der Wettbewerbsdynamik geschildert, wobei die Grundsätze und die Abhängigkeiten herausgearbeitet werden. Des Weiteren werden Ergebnisse einer empirischen Untersuchung über den Wettbewerbsprozess in Bulgarien vorgestellt, die zwei bedeutende Branchen unserer Wirtschaft betreffen: Milchproduktion und –verarbeitung und Medikamentenhandel. Ein großer Teil von den Prinzipien dieses Ansatzes wird bestätigt und die Autoren gelangen zur Schlussfolgerung, dass dieser bei uns in Bulgarien gut anwendbar ist. Überdies verweisen sie auf spezifische Besonderheiten des Wettbewerbs in Bulgarien.

Schlüsselbegriffe: *Wettbewerb, Wettbewerbsdynamik, Konkurrenzverhalten einer Firma, Handlungen und Antworten*

