

THE COMPETITIVE DYNAMICS APPROACH

**Assoc. Prof. Dr Anastasia Stancheva, Assoc. Prof. Dr Dobrin Dobrev,
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*