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## **EMPIRICAL STUDY ON INNOVATIVE AND COMPETITIVE BEHAVIOUR OF INDIAN BUSINESS ENTERPRISES**



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### **ABSTRACT**

*Innovative and competitive behaviours represents components of strategic behaviour of a firm, whereby firm engages in search of opportunities, sheltering from strategic surprises, gaining of profitability, of competitiveness and performance, and obtaining of competitive advantage. The article describes that some patterns observed in firms' innovative and competitive behaviour in empirical studies performed for 2013 and in 2020. The studies covered 131 and 112 firms respectively, functioning on the Indian market, pertaining to diverse sectors and being different size (micro firms, small, medium sized, and large enterprises) and ownership (private and public). Innovative and competitive behaviours were operationalized as parts of the strategic behaviour of the firm. The aggressiveness and optimality has compared to the necessary one given the level of environment instability. Strategic behaviour, as a measure of how well a firm adapts and relates to its external environment can alternatively defined as strategy itself. The empirical findings*

*suggested that, the observed patterns of sustained behaviour, innovative and competitive, between the two periods. From the perspective of strategic management, from 2013 to 2020, the most visible and important trend is the change in the nature of firms' external environment. From a stable environment of sustained growth, in 2013, it has evolved to a global financial and economic crisis and a post-crisis period. Among the implications, for researchers as well as businesses, is the continuous feature over time with regard to aspects of the strategic behaviour and its dimensions: the strategy formulation, the analysis and planning of the current capabilities and the analysis and planning of the development of new capabilities. The other elements, there is a move from the long to the short term, to modifications less allowed, and simultaneously, to more permission of strategic actions to precede strategic decisions outside the short-term, most often explicitly documented strategies.*

### **KEY WORDS**

*strategic, innovative, competitive behaviour, Environment Serving Organizations, Environment Turbulence, conceptual umbrella*