Beginning with Chandler’s 1962 seminal work, researchers have emphasized that competitive strategy is not a static phenomenon, but rather a sequence of interconnected actions and reactions unfolding over time. This paper reviews the empirical research on dynamic competitive strategy published between 1986 and 2005 in nine leading strategic management journals. An integrated framework is used to showcase the research in terms of antecedents, strategic actions and outcomes. The literature review demonstrates that significant progress has been made in the field of dynamic competitive strategy, and yet that there are still many promising lines of inquiry for future theoretical and empirical research, particularly in the areas of strategic action timing and path dependency.
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