How to Compete Using Dynamic Capabilities:
The Role of Innovation & Entrepreneurship

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Abstract

Companies need to develop different capabilities and deploy them in pursuit of competitive advantage in today’s dynamic markets. However, not all capabilities are enduring or strategically valuable. In particular, dynamic capabilities provide the strongest foundation for competitive success. This presentation will define these dynamic capabilities and discuss their nature and makeup. More important, it will discuss how to leverage these capabilities in ways that ensure competitive superiority. The presentation will articulate important lessons learned about making innovation and entrepreneurship the centerpiece of building these dynamic capabilities during times of organizational transformation and radical industry shifts.