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The Assessment of Strategic Risk-Oriented Management (SROM) in Achieving Sustainable Competitive Advantage

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Abstract: In a fast changing environment practitioners must be particularly aware of risk and the new tools that have been developed to deal with it. One of these new tools is Strategic Risk-Oriented Management ‘SROM’.

SROM is a an approach focusing on the process of improving the competitive advantages of organizations in the global system by creating a common risk language incorporating a risk-smart behaviour, shared risk knowledge and culture across the entire organization.

Organizations have to understand their core competencies in order to develop more sustainable competitive advantages to maintain market share and competitive position in the market (*cite needed*). In this working paper the author intends to show how SROM can help practitioners to achieve sustainable competitive advantages through Risk-Smart-Behaviour.

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