

Competitive Strategies and Sustainability of Financial Performance in Different Industries of Tehran Stock Exchange

sedigheh asheri lashteneshaei*,

Today, the competition in the markets is wider than the past. Many companies try to improve their performance and gain competitive advantage by creating appropriate strategies. Achieving competitive advantage in the market is related to the type of developed competitive strategy. This research using a descriptive method tries to investigate the competitive strategies and sustainability of financial performance in different industries of Tehran Stock Exchange. To analyze research hypotheses, the statistical data of 78 companies the two sets of chemical and pharmaceutical industries of Tehran Stock Exchange companies were collected during a 9-year period between 2007 and 2015. Through combined data method, they were investigated and compared using regression models by Eviews Software, 9th Edition. The results of the analysis show that the adoption of the strategy of differentiation and the strategy of cost leadership leads to the improvement of the performance. But in terms of risk, it can be said that the strategy of cost leadership is riskier than the strategy of differentiation.

Keywords : : Cost Leadership Strategy, Differentiation Strategy, Sustainability of Financial Performance, Risk

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)