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VRIN FRAMEWORK AND COMPANY'S FINANCIAL AND NON-FINANCIAL PERFORMANCE INDICATORS

Abstract:

In order for a company to achieve competitive advantage and high level of performance, its resources must be valuable, rare, inimitable and non-substitutable. Although this concept emerged in 1990s of the last century, further empirical investigation on this subject is required. Therefore, the aim of this article is to empirically investigate the (non)existence of differences in companies' performance with respect to the value, rarity, inimitability and non-substitutability of company's resources and capabilities (physical, human, organizational, financial and intellectual). Analysis is conducted on a sample of 41 large and medium-large Croatian companies operating in a manufacturing industry. All relevant data were collected through web-based questionnaire.

Keywords:

Company's resource and capabilities, company's performance

JEL Classification: C10, G39, L21