

# CREAREA DE AVANTAJE COMPETITIVE PRIN CONVERGENȚĂ TEHNOLOGICĂ

## CREATING COMPETITIVE ADVANTAGE THROUGH TECHNOLOGICAL CONVERGENCE

**Conf. dr. Gheorghe MILITARU**  
Universitatea Politehnica din București

**Abstract:** The purpose of this paper is to develop a conceptual framework for understanding and improving how companies obtain sustained growth in revenues and profits through product innovation and especially by technological convergence. Information and communication technology has changed the business environment drastically. As technological convergence increases, boundaries between industries become ambiguous and overlap until they finally converge. Convergence in the contemporary high-technology has allowed the increasing marketplace dynamics and rapid technological advances. The paper examines the extent to which technological convergence can offer the ability to reach sustainable competitive advantage for companies. We know that any industry or market reflects high uncertainty and in order to survive and stay ahead of competition new resources becomes highly necessary.

**Keywords:** industry convergence, high-tech, innovation.