

## ABSTRACT OF THE MAJOR PRACTICAL PROJECT

### STRATEGY IMPLEMENTATION AS A SOURCE OF COMPETITIVE ADVANTAGE: A MIXED METHODS APPROACH

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RBT is a strategic management theory focusing on an organization's internal resources as a source of competitive advantage. While most of the RBT literature concentrates on elements such as tangible assets, brand, or organizational culture as sources of competitive advantage, there is a lack of research on strategy implementation as a potential source. A mixed methods research design examined 94 Department of Defense programs and issuances to determine the ability of each to achieve the goals of the 2018 National Defense Strategy. Benefit and effort analysis measured the associated competitive consequences. The findings argue that the capacity for strategy implementation can be an imperfectly competitive product while providing asymmetric advantage.