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Strategic Value Creation: The Pathway to Sustainable Industrial Competitiveness

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ABSTRACT

This research investigates how capabilities for creating value (VCC) drive enduring strategic edge (SCA) in Egypt's industrial sector. Through rigorous quantitative analysis of 324 responses from senior managers, the study examines critical dimensions of VCC—financial analysis, economic performance, and market and customer insights—The findings reveal that market and customer insights emerge as the most powerful predictors of enduring strategic edge, highlighting the critical importance of aligning business strategies with evolving customer needs in today's dynamic marketplace. Notably, capabilities for creating value account for 51.2% of the variation in enduring strategic edge, underscoring their fundamental role in enhancing organizational competitiveness. The research further emphasizes the strategic imperative of integrating sustainability practices into core business operations to maintain competitiveness in increasingly environmental, social, and governance (ESG) -conscious markets. For industrial leaders and policymakers, this study offers actionable, evidence-based recommendations to strengthen competitive positioning through strategic financial management, customer relationship enhancement, and sustainability initiatives—ensuring long-term success while aligning with broader societal priorities.

Keywords: Value Creation Capabilities, Sustainable Competitive Advantage, Egyptian Industry, Dynamic Capabilities
JEL Classifications: M10, L10, Q56, O10

1. INTRODUCTION

In today's rapidly evolving industrial landscape, Value Creation Capabilities (VCC) have emerged as critical determinants of Sustainable Competitive Advantage (SCA). This multifaceted concept encompasses an organization's capacity to generate and deliver superior value through strategic resource optimization, continuous innovation, and responsive adaptation to customer needs—ultimately ensuring long-term success in increasingly complex markets (Grant, 1991; Eisenhardt et al., 2010).

The relationship between Value Creation Capabilities and Sustainable Competitive Advantage takes on particular significance in regions like Egypt, where industrial sectors face a convergence of challenges: intensifying global competition, persistent resource constraints, evolving regulatory frameworks, and mounting pressure for sustainable business practices. As Dyer and Singh (1998) compellingly argue, sustainable advantages increasingly stem from sophisticated relational capabilities and collaborative resource ecosystems, highlighting the pivotal role of innovation and adaptive resource deployment in navigating volatile markets and shifting operational environments.

The transformative impact of technological advancement and globalization further amplifies the strategic importance of Value Creation Capabilities in securing Sustainable Competitive Advantage. Digital transformation enables organizations to implement data-driven strategies, optimize value chains, and cultivate deeper customer relationships (Brynjolfsson and McAfee, 2014). This technological evolution aligns seamlessly with the

knowledge-based view of the firm, which positions knowledge creation and innovation as fundamental drivers of value generation (Nonaka and Toyama, 2003). Concurrently, sustainability—encompassing environmental stewardship, social responsibility, and governance excellence—has become intrinsically linked to value creation. By integrating sustainability principles throughout their operations, forward-thinking businesses not only strengthen their competitive positioning but also enhance organizational resilience and stakeholder trust (Elkington and Rowlands, 1999; Delmas and Pekovic, 2018). This strategic approach resonates with the concept of corporate shared value, where business profitability and positive societal impact become mutually reinforcing objectives (Lins et al., 2017).

Within Egypt's industrial context, challenges such as resource limitations and intensifying sustainability imperatives significantly influence organizational growth trajectories and competitive capabilities. Exploring how Value Creation Capabilities can catalyze innovation and sustainable practices becomes increasingly critical. Digital transformation, as Vial (2021) emphasizes, functions as a key enabler by enhancing operational efficiency, expanding market reach, and elevating customer experiences. The intersection of global trends and local market pressures underscores the strategic imperative of leveraging Value Creation Capabilities to achieve Sustainable Competitive Advantage and maintain relevance in both domestic and international marketplaces.

This research systematically examines the relationship between Value Creation Capabilities and Sustainable Competitive Advantage within Egypt's industrial sector, with particular emphasis on innovation capacity, resource efficiency optimization, and sustainability integration. Beyond theoretical contributions, the study offers actionable frameworks for policymakers and business leaders, advancing both strategic management theory and sustainable business practices in emerging market contexts.

2. LITERATURE REVIEW

2.1. Value Creation Capabilities

The concept of value creation capability has garnered extensive scholarly attention in recent years, establishing itself as a cornerstone of organizational success and competitive differentiation. Contemporary researchers define this multifaceted capability as an organization's proficiency in fostering innovation, orchestrating effective resource integration, and consistently delivering superior value propositions to customers (Wang and Ahmed, 2007).

Teece (2010) further enriches this conceptualization by emphasizing that value creation capability is fundamentally rooted in a firm's strategic agility and its capacity to adapt swiftly to evolving market demands. This adaptive capability enables organizations to continuously evolve their offerings and sustain competitive advantages across changing business landscapes.

Building on these foundations, seminal research by Zahra et al. (2006) illuminates the critical role of dynamic capabilities in enhancing value creation processes. Their work demonstrates that organizations possessing robust dynamic capabilities not only respond effectively to market fluctuations but also proactively shape industry dynamics through systematic innovation initiatives.

The evolving conceptualization of value creation capability underscores its multidimensional nature, encompassing innovation prowess, strategic agility, and dynamic capability development. Comprehending these interconnected dimensions becomes imperative for organizations pursuing enduring strategic edges in increasingly complex markets.

Porter (2008) persuasively argues that value creation represents the fundamental cornerstone of competitive advantage. Organizations capable of generating superior value for their customers consistently differentiate themselves from competitors, resulting in expanded market share and enhanced profitability metrics.

As articulated by Kramer and Porter (2006), shared value creation—where businesses generate economic value while simultaneously producing societal benefits—facilitates more sustainable and inclusive growth trajectories. This integrated approach aligns business success with broader societal advancement, ensuring that value creation contributes meaningfully to both economic prosperity and social well-being.

The Resource-Based View (RBV) establishes that enduring strategic edge derives from resources characterized by being valuable, rare, inimitable, and non-substitutable (VRIN) (Barney, 1991). However, merely possessing these distinctive resources proves insufficient; organizations must develop dynamic capabilities to adapt, innovate, and reconfigure their competencies in response to environmental shifts, thereby ensuring continuous value creation and maintaining competitive differentiation (Teece et al., 1997).

Innovation serves as a critical catalyst in value creation processes, driving economic advancement through the development of novel products, processes, and markets (Schumpeter,1934). Organizations that prioritize innovation and effectively manage both tacit and explicit knowledge repositories can sustain continuous innovation cycles, create distinctive offerings, and maintain competitive advantages through ongoing value creation initiatives (Nonaka and Takeuchi, 1995).

Organizational learning emerges as a vital component of value creation, enabling firms to enhance capabilities through continuous knowledge application and adaptation. Double-loop learning, which fundamentally challenges underlying assumptions, empowers organizations to adapt to change and create distinctive value propositions (Argyris and Schön, 1978). Senge (1990) expands this perspective by highlighting systems thinking, personal mastery development, and shared vision cultivation as essential elements for sustained value creation within learning organizations.

Customer-centricity and relationship management strategically align organizational resources with market demands, enabling personalized value delivery and fostering enduring customer loyalty

through sophisticated tools like customer relationship management (CRM) systems (Payne and Frow, 2005). Concurrently, strategic leadership plays an instrumental role in value creation by articulating compelling visions, inspiring high-performance teams, and cultivating cultures of innovation, learning, and customer focus that sustain value creation over extended time horizons (Hambrick and Mason, 1984).

Market orientation represents another essential dimension of value creation capability. This orientation encompasses understanding and responding adeptly to market needs and emerging trends (Day, 2011). Organizations demonstrating strong market orientation actively gather comprehensive market intelligence, anticipate market shifts, and adjust their strategic approaches proactively to maintain competitive positioning (Narver and Slater, 1990). By remaining attuned to evolving customer preferences and market dynamics, organizations can align their offerings more precisely with market demands, thereby enhancing their value propositions and strengthening market positioning.

Dynamic capabilities, strategic agility, and organizational learning constitute foundational elements of Value Creation Capabilities. Dynamic capabilities enable organizations to sense and adapt to market transformations, fostering innovation and maintaining competitive differentiation (Zahra et al., 2006; Eisenhardt and Martin, 2000). Strategic agility empowers organizations to respond rapidly to disruptive forces and capitalize on emerging opportunities (Teece, 2010). Furthermore, organizational learning strengthens adaptability and innovation through continuous knowledge creation and systematic experimentation (Argyris and Schön, 1978; Cohen and Levinthal, 1990). These overarching capabilities provide a strategic foundation upon which the two dimensions of value creation—Financial and Economic Analysis and Market and Customer Insights—are constructed.

These dimensions, adapted from the framework developed by Naeiji and Siadat (2019), play pivotal roles in enhancing organizational performance and securing enduring strategic edges. They equip organizations with the necessary tools to navigate complexities, optimize resource allocation, and thrive within dynamic market environments.

To provide a more comprehensive analytical framework, this study identifies two key dimensions of Value Creation Capabilities that serve as essential strategic pillars for contemporary organizations.

2.1.1. Financial and economic analysis

The systematic evaluation of financial performance and economic viability stands as a cornerstone in assessing capabilities for creating value. Strategic investment decisions increasingly rely on comprehensive cost-benefit analyses to identify profitable opportunities and optimize resource allocation (Brealey et al., 2014). Contemporary research emphasizes the instrumental role of sophisticated financial forecasting in mitigating operational risks and maximizing investment returns across diverse market conditions (Damodaran, 2012). Moreover, strategic financial planning enables organizations to optimize resource allocation patterns, supporting sustainable growth trajectories in competitive environments (Brigham and Ehrhardt, 2019). The integration of economic impact analysis further illuminates the broader societal benefits of strategic investments, highlighting their contributions to comprehensive societal development initiatives (Boardman et al., 2018).

2.1.2. Market and customer insights

Developing nuanced understanding of market demand patterns and customer behavior dynamics has become increasingly crucial for value creation and competitive differentiation. Strategic market segmentation enables organizations to identify profitable customer segments with precision, facilitating tailored strategic approaches that resonate with specific market needs (Kotler et al., 2016). Customer insights increasingly drive innovation processes, ensuring that products and services align seamlessly with evolving consumer requirements and expectations (Prahalad, 2004). Additionally, empirical research consistently demonstrates that systematic customer feedback serves as a primary catalyst for business improvement initiatives and customer loyalty enhancement (Gummesson, 2011). Comprehensive market analysis empowers organizations to anticipate emerging trends and refine strategic approaches, enhancing profitability metrics and securing enduring strategic edges in dynamic market environments (Porter, 1998).

In summary, value creation capability encompasses a sophisticated interplay of innovation processes, resource integration mechanisms, and market orientation strategies. These multifaceted characteristics not only enable organizations to differentiate themselves effectively within competitive marketplaces but also sustain their competitive advantages over extended time horizons through continuous adaptation and value delivery optimization.

2.2. Sustainable Competitive Advantage

In the contemporary business landscape characterized by accelerating globalization, technological disruption, and mounting ecological pressures, the concept of Sustainable Competitive Advantage (SCA) has evolved significantly to encompass resource-based, innovation-driven, and sustainability-focused strategic approaches.

The resource-based perspective establishes that organizations achieve enduring strategic edge when they strategically leverage resources and capabilities that exhibit four critical attributes: value, rarity, inimitability, and non-substitutability (Wernerfelt, 1984). Contemporary scholars have expanded this foundational framework by examining specific resource categories, including intellectual capital, knowledge management systems, and proprietary technological innovations, as distinctive sources of Sustainable Competitive Advantage (Todericiu and Stăniț, 2015; Torres et al., 2018; Oliver, 1997). Recent theoretical advancements emphasize that merely possessing VRIN resources proves insufficient; organizations must systematically leverage these resources through effective operational processes and continuous renewal initiatives. The dynamic capabilities perspective illuminates the critical importance of adaptive and innovative organizational capabilities in navigating and influencing increasingly complex business environments (Teece, 2009). Dynamic capabilities such as strategic agility, organizational

learning capacity, and innovation proficiency are increasingly recognized as essential elements for securing SCA within complex, volatile market contexts (Eisenhardt and Martin, 2000).

Sustainability has emerged as a fundamental driver of enduring strategic edge in contemporary markets. Organizations integrating comprehensive environmental, social, and governance (ESG) objectives into their strategic frameworks can achieve meaningful competitive differentiation while simultaneously addressing stakeholder expectations and regulatory requirements (Hart and Dowell, 2011). Sustainability is increasingly conceptualized as a critical business imperative, reducing operational risks, enhancing corporate reputation, and attracting loyal customer segments. Organizations aligning their strategic initiatives with broader societal objectives cultivate enhanced resilience, stakeholder trust, and long-term value creation (Kramer and Porter, 2011). Empirical investigations further validate the positive relationship between sustainability-oriented strategies and financial performance metrics, particularly when sustainability principles are embedded within core business models rather than implemented as peripheral initiatives (Eccles et al., 2014).

Another significant contemporary trend involves the transformative role of digital technologies in enabling Sustainable Competitive Advantage. Advanced digital technologies including artificial intelligence systems, big data analytics platforms, and machine learning algorithms enable organizations to harness real-time market insights, optimize operational processes, and customize product offerings, creating substantial agility and efficiency advantages (Vial, 2021). By strategically investing in digital infrastructure development and data-driven decision-making capabilities, organizations can significantly enhance their responsiveness to market transformations, providing a durable competitive edge in dynamic environments. As Bharadwaj et al. (2013) observe, digital transformation initiatives not only reshape competitive landscapes but also accelerate innovation processes and support personalized customer engagement strategies.

In conclusion, Sustainable Competitive Advantage now integrates dynamic capabilities, sustainability principles, and digital transformation initiatives, reflecting the increasing complexity of modern business environments and emphasizing the importance of adaptive capacity and strategic alignment with societal values for achieving enduring organizational success.

2.3. The Relationship Between Value Creation Capabilities and Sustainable Competitive Advantages

The capacity to create distinctive value emerges as a critical determinant in achieving and maintaining competitive differentiation in contemporary markets. Key organizational resources driving this relationship include innovation capabilities, which catalyze product enhancement initiatives, operational efficiency improvements, and cost advantage development (Prahalad and Hamel, 2009), alongside customer-centric capabilities such as relationship management systems that foster loyalty development and customer retention (Day, 1994). Additionally, sustainability-oriented practices including environmentally responsible operations and strategic corporate social responsibility initiatives (Hart, 1995) play an increasingly significant role in competitive positioning. The strategic integration of comprehensive ESG practices enhances resource utilization efficiency, strengthens corporate reputation, and improves organizational resilience, establishing it as a pivotal factor in securing enduring strategic edge in contemporary markets (Bhandari et al, 2023).

To conclude, the scholarly literature consistently demonstrates that capabilities for creating value represent essential drivers of enduring strategic edge. Organizations achieve this strategic alignment through systematic innovation processes, resource optimization initiatives, ESG integration strategies, strategic customer relationship development, and sophisticated financial analysis frameworks, collectively enabling enhanced resilience within increasingly dynamic market environments.

2.4. Hypotheses of the Study

Based on the comprehensive literature review presented above, this study proposes the following research hypotheses:

H_1: There exists a statistically significant relationship between Value Creation Capabilities (VCC) and Sustainable Competitive Advantage (SCA).

H_2: There exists a statistically significant relationship between Financial and Economic Analysis capabilities and Sustainable Competitive Advantage (SCA).

H_3: There exists a statistically significant relationship between Market and Customer Insights capabilities and Sustainable Competitive Advantage (SCA).

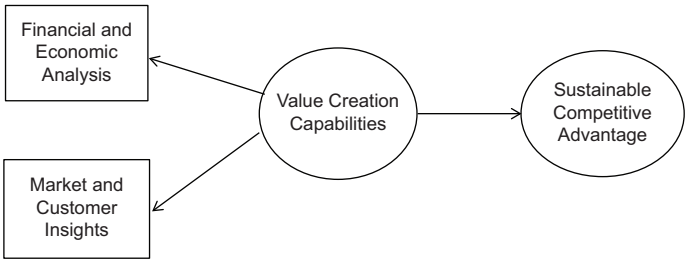
The conceptual framework illustrating the relationships between the study variables is presented in Figure 1.

3. METHODS

This research employed a rigorous explanatory research design to systematically examine the influence of capabilities for creating value (VCC) on enduring strategic edge (SCA) within Egypt's industrial sector. A quantitative methodological approach was adopted, with capabilities for creating value serving as the independent variables and enduring strategic edge as the dependent variable in the analytical framework.

The study strategically targeted senior management professionals within Egypt's industrial sector, determining an optimal sample

Figure 1: The relationship between the study variables and the suggested model



Source: Prepared by researcher

size of 385 respondents based on the statistical sampling methodology proposed by Saunders et al. (2009), as illustrated in equations (1) and (2). A comprehensive structured questionnaire, adapted from the validated instrument developed by Naeiji and Siadat (2019) with contextual modifications to ensure cultural and industry relevance, was distributed to potential participants. This systematic data collection process yielded 324 valid responses, representing an impressive 84% response rate that exceeds typical thresholds for academic research validity.

The measurement instrument addressed key dimensions of capabilities for creating value, including financial and economic analysis (encompassing cost-benefit assessment, investment decision processes, and resource allocation strategies) and market/customer insights (covering product demand analysis, customer preference evaluation, and strategic business planning). Multiple regression analysis was employed as the primary statistical technique to evaluate the complex relationships between the variables under investigation, allowing for robust hypothesis testing and model development.

$$n = p\% \times q\% \times \left[\frac{z}{e\%}\right]^2 \quad (1)$$

Source: Saunders et al., 2009

$$\text{The sample } (n) = \frac{0.5 * 0.5 * (1.96)^2}{(0.05)^2} = 385 \quad (2)$$

Source: prepared by researcher.

4. RESULTS

The primary objective of this analytical investigation was to comprehensively examine the relationship between capabilities for creating value and enduring strategic edge through the application of diverse statistical methodologies. The research employed a systematic analytical approach incorporating reliability analysis, descriptive statistical assessment, correlation analysis, and multiple regression techniques to validate the dataset and evaluate the significance of relationships between the constructs under investigation. A histogram analysis was conducted to verify the normality distribution of the dataset, ensuring that fundamental assumptions for regression and correlation analyses were appropriately satisfied.

4.1. Descriptive Analysis

From Table 1, the key descriptive statistics for the constructs reveal insightful patterns: the mean score for financial and economic analysis was 3.6185 (SD = 0.97997), while the mean score for market and customer insights registered at 3.0884 (SD = 0.85553) based on the comprehensive sample of 324 respondents. Similarly, the mean score for enduring strategic edge was 3.526 (SD = 0.7411). These statistical indicators demonstrate a moderate level of agreement among respondents for both value creation capability dimensions, with relatively consistent variation patterns around the mean values, suggesting a coherent response pattern across the sample population.

Table 1: Descriptive Statistics

Variables	Mean	Standard deviation	n
SCA	3.526	0.7411	324
Financial and Economic Analysis	3.6185	0.97997	324
Market and Customer Insights	3.0884	0.85553	324

Source: Prepared by researcher

4.2. Normality Test

The comprehensive normality assessment confirmed the dataset's statistical appropriateness for subsequent correlation and regression analyses. The analytical results revealed a statistically significant positive relationship between capabilities for creating value and enduring strategic edge, with all constructs demonstrating robust reliability metrics and the regression model exhibiting strong explanatory power. These findings collectively highlight enduring strategic edge as a fundamental driver of organizational value creation in contemporary business environments.

4.3. Reliability Analysis

To rigorously assess the internal consistency of the measurement constructs, Cronbach's alpha coefficients were calculated for each variable in the analytical framework.

Table 2 demonstrates exceptional reliability metrics for all measurement constructs: Financial and Economic Analysis (α = 0.922), Market and Customer Insights (α = 0.921), and Sustainable Competitive Advantage (α = 0.914). All reliability coefficients substantially exceed the established threshold of 0.7, confirming robust internal consistency and strong construct validity in the measurement scales employed in this research.

4.4. Correlation Analysis

A comprehensive Pearson correlation analysis was conducted to systematically examine the strength and directional relationships between value creation capability dimensions and enduring strategic edge.

Table 3 highlights statistically significant positive correlations among all variables in the analytical framework. The most pronounced correlation emerged between Marketing and Customer Insights and Sustainable Competitive Advantage ($r = 0.698$, $P < 0.01$), underscoring the critical role of market-oriented capabilities in enhancing strategic competitive positioning. A moderate yet meaningful correlation was observed between Financial and Economic Analysis and Sustainable Competitive Advantage ($r = 0.545$, $P < 0.01$), demonstrating its substantial contribution to organizational strategic capabilities. Additionally, the relationship between Financial and Economic Analysis and Marketing and Customer Insights ($r = 0.608$, $P < 0.01$) illuminates their complementary reinforcement within organizational value creation systems. These empirical findings collectively emphasize the strategic importance of aligning marketing strategies with financial analysis frameworks to enhance enduring strategic edge in dynamic market environments.

Table 2: Cronbach's alpha and validity coefficients for each variable

Construct	Variables	Cronbach' alpha
SCA		0.914
Value	Financial and Economic Analysis	0.922
Creation	Market and Customer Insights	0.921

Source: Prepared by researcher

Table 3: Correlation Coefficient between independent and dependent variables

Correlations				
		SCA	Financial	Marketing
SCA	Pearson Correlation	1	0.545**	0.698**
	Sig. (2-tailed)		0.000	0.000
	n	324	324	324
Financial	Pearson Correlation	0.545**	1	0.608**
	Sig. (2-tailed)	0.000		0.000
	n	324	324	324
Market	Pearson Correlation	0.698**	0.608**	1
	Sig. (2-tailed)	0.000	0.000	
	n	324	324	324

**Correlation is significant at the 0.01 level (2-tailed)

Source: Prepared by researcher

4.5. Multiple Regression

To evaluate the predictive relationship between the independent variables and the dependent variable, a comprehensive regression model was constructed and analyzed.

The regression model summary presented in Table 4 reveals several significant statistical indicators: an R value of 0.715, an R Square value of 0.512, an Adjusted R Square value of 0.509, and a Standard Error of Estimate of 0.5191. These statistical parameters indicate that the regression model explains approximately 51.2% of the variance in Sustainable Competitive Advantage (SCA), demonstrating its substantial effectiveness in capturing the complex relationship between the independent variables and the dependent variable. The ANOVA results yield an F-value of 239.343 with a significance level (P = 0.000), confirming that the regression model is statistically significant and that the independent variables collectively serve as powerful predictors of SCA. The regression coefficients further substantiate this relationship, with a constant of 1.437 (P = 0.000). Marketing and Customer Insights demonstrates a stronger positive impact on SCA, with an unstandardized coefficient of 0.502 and a standardized Beta of 0.580, compared to Financial and Economic Analysis, which exhibits an unstandardized coefficient of 0.149 and a Beta of 0.197. Both predictors display low standard errors, indicating highly reliable parameter estimates. These comprehensive findings underscore the significant and positive influence of capabilities for creating value in enhancing enduring strategic edge within organizational contexts.

4.6. Model Estimation

The regression model equation derived from the unstandardized coefficients can be expressed as:

$$SCA = 1.437 + 0.149\ (Financial) + 0.502\ (Market) + \varepsilon$$

Table 4: Multiple regression test: The relationship between the value creation capabilities and sustainable competitive advantage

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Standard error of the estimate
1	0.715[a]	0.512	0.509	0.5191

[a]Predictors: (Constant), Market, Finance, [b]Dependent Variable: SCA

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.981	2	64.491	239.343	0.000[a]
	Residual	123.138	457	0.269		
	Total	252.119	459			

[a]Predictors: (Constant), marketing, Finance

[b]Dependent Variable: SCA

Coefficients[a]						
Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Standard error	Beta		
1	(Constant)	1.437	0.102		14.105	0.000
	Finance	0.149	0.031	0.197	4.820	0.000
	market	0.502	0.035	0.580	14.183	0.000

[a]Dependent Variable: SCA

Source: Prepared by researcher

This mathematical equation precisely quantifies the contribution of Financial and Economic Analysis and Market and Customer Insights to Sustainable Competitive Advantage in their natural measurement scales, providing a predictive framework for understanding these relationships.

5. DISCUSSION

The findings of this comprehensive investigation highlight the profound influence of capabilities for creating value (VCC) on enduring strategic edge (SCA) within Egypt's industrial sector. Key dimensions of VCC, particularly financial and economic analysis and market and customer insights, demonstrate significant contributions to driving enduring strategic edge in contemporary business environments. These empirical results provide robust support for established theoretical frameworks, including Barney's (1991) Resource-Based View (RBV), which emphasizes the strategic importance of leveraging unique and valuable organizational resources, and Teece et al.'s (1997) dynamic capabilities framework, which underscores the critical role of adaptability and innovation in responding effectively to rapidly evolving market environments. The findings further align with Narver and Slater's (1990) seminal assertion that customer-focused strategic approaches substantially enhance organizational adaptability and competitive positioning in dynamic marketplaces.

Financial and economic analysis capabilities demonstrated a moderate yet meaningful correlation with enduring strategic edge, reinforcing the strategic importance of sound financial planning and resource optimization practices, as articulated by Brigham and Ehrhardt (2019) in their comprehensive analysis of financial management principles. Market and customer insights

emerged as the most powerful predictor of enduring strategic edge, underscoring the fundamental necessity of aligning business strategies with evolving customer demands and market dynamics. This empirical finding resonates strongly with Porter's (1998) emphasis on strategic market segmentation and Gummesson's (2011) compelling argument regarding the transformative role of customer feedback in fostering organizational innovation and sustaining competitive advantages in contemporary business environments.

This research makes significant contributions to the broader scholarly literature by empirically validating the complex relationship between value creation capability dimensions and enduring strategic edge within resource-constrained and dynamically evolving market environments. The study effectively addresses critical research gaps highlighted by Naeiji and Siadat (2019) while providing empirical support for Eccles et al.'s (2014) proposition that integrating comprehensive ESG practices into core business strategies not only enhances competitive positioning but also generates substantial long-term economic and societal value. These empirical findings collectively emphasize the strategic imperative of prioritizing sustainability-oriented strategies and customer-centric practices for fostering organizational resilience and achieving sustained success in increasingly competitive global markets.

6. CONCLUSION

This comprehensive research investigation underscores the fundamental importance of capabilities for creating value (VCC) in achieving enduring strategic edge (SCA) within Egypt's industrial sector. The study highlights several critical factors, including financial and economic analysis capabilities and market and customer insights, providing empirical support for both the Resource-Based View and dynamic capabilities theoretical frameworks. The empirical findings demonstrate that innovation capacity, resource optimization strategies, and customer-focused approaches represent essential elements for competitive success in contemporary business environments, with market and customer insights emerging as the most significant determinant of enduring strategic edge.

The research offers several actionable recommendations for organizations operating within Egypt's industrial sector. First, companies should prioritize developing comprehensive and well-defined financial and economic strategies to enhance financial efficiency and ensure long-term organizational sustainability. Additionally, developing sophisticated understanding of customer needs and adapting product and service offerings accordingly represents a critical imperative for strengthening customer relationships and increasing loyalty metrics. Furthermore, organizations must strategically integrate sustainability practices into their core business strategies to align with evolving global trends and secure competitive advantages in increasingly sustainability-conscious markets. Lastly, enhancing innovation capabilities and resource management practices is essential for improving market competitiveness and ensuring sustainable positioning within dynamic industry environments.

These empirical findings provide valuable practical insights for industrial leaders and policymakers seeking to enhance competitiveness through strategic financial management practices, customer relationship enhancement initiatives, and comprehensive sustainability programs that ensure long-term organizational success while aligning with broader societal priorities.

Despite its significant contributions, this research has several limitations that should be acknowledged. The study's exclusive focus on Egypt's industrial sector potentially limits the generalizability of findings to other geographic regions and industry contexts. Future research initiatives could productively expand the investigative scope to encompass additional industries and geographic regions, providing a more comprehensive perspective on these relationships. Additionally, the cross-sectional research design inherently limits understanding of the longitudinal relationship between capabilities for creating value and enduring strategic edge over extended time periods. Furthermore, the reliance on self-reported data introduces potential response bias considerations. Employing mixed methodological approaches, including qualitative interviews and in-depth case studies, could substantially strengthen the robustness of these findings in future research.

Several promising avenues for future research emerge from this investigation. Researchers could productively explore the mediating or moderating role of digital transformation in the relationship between capabilities for creating value and enduring strategic edge, given its increasing strategic importance in contemporary business environments. Moreover, investigating the influence of cultural factors on the adoption and effectiveness of capabilities for creating value in achieving enduring strategic edge could provide valuable insights for multinational organizations operating across diverse cultural contexts. These expanded research directions could significantly deepen our understanding of how organizations can effectively navigate and thrive within increasingly complex and competitive global market environments.

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