

# Dynamic Competition based on Citespace Research Hotspots and Research Prospects

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**Abstract:** With the continuous acceleration of economic globalization and information globalization, enterprises gradually change from static competition to dynamic competition, so as to continuously maintain their competitive advantage. This paper takes 503 core journal literatures published by China HowNet from 2000 to 2021 with the theme of dynamic competition / competitive interaction / competitive action as the research object. Firstly, the external characteristics are analyzed by bibliometric method from the external characteristics, and then the visual analysis is carried out by CiteSpace through keyword co-occurrence, keyword cluster analysis, time analysis and other methods. By combing the development history of the field of dynamic competition, understand and summarize the research hotspots and future development direction in this field, and put forward the research prospect of this field in the future according to the current research.

## 1 INTRODUCTION

With the continuous progress and development of science and technology and the continuous acceleration of economic globalization, consumer demand has changed from fixed to dynamic and diversified. A variety of factors have increased the dynamics and complexity of the enterprise environment. In this case, the core problem of enterprise strategic management - competitive advantage can not be maintained for a long time. It is impossible and impossible for enterprises to rely on static competitive strategy in the early stage of China's economy. Enterprises need a new set of dynamic competitive strategy to survive, develop and make continuous progress. Dynamic competition theory rose in the 1980s. Competitive dynamics describes the dual form of competition. The analysis of competitors should jump out of the traditional industrial analysis framework and identify potential competitors from the perspective of resources and market. It is emphasized that competition is dynamic, and enterprises can maintain their competitive advantage only by taking continuous actions and responses.

So far, the theoretical research of dynamic competition has gradually developed into a certain

system, but its research hotspot and research direction are still vague. At the same time, it is still difficult to apply dynamic competition to solve problems in management research. In this context, in-depth analysis of the research theory and achievements of dynamic competition, systematic combing of the research direction and research hotspots of dynamic competition, and sorting out the research framework of dynamic competition have an important impact on the theory and development of dynamic competition.

## 2 DATA SOURCES AND RESEARCH METHODS

The source of this article is CNKI database. CNKI has developed into an international leading online publishing platform integrating journals and magazines, doctoral papers, master's papers, conference papers, newspapers, reference books, yearbooks, patents, standards, Sinology and overseas literature resources.

The data collection steps are as follows: First, on the basis of full consideration of dynamic competition, carry out subject keyword retrieval with "dynamic competition" or "competitive interaction" or "competitive action" on China HowNet. Second,

In the above search results, the search literature is preliminarily screened. Firstly, some subject paper topics unrelated to the subject are excluded. Secondly, the search results are sorted in descending order according to the correlation with the search topics from 2000 to 2021. Third, The search results were manually searched and screened, and the articles inconsistent with the research topic and research field were excluded. A total of 503 papers were obtained, and the screened papers were exported to CiteSpace.

Using CiteSpace V software, using bibliometric method and content analysis method, this paper analyzes the external characteristics of literature and subject knowledge structure of dynamic competition research, and establishes the research framework. On the one hand, it uses the bibliometric method to analyze the external characteristics of the literature, such as the overall growth trend of the literature, the distribution and influence of journals, the main research institutions and the core author group, so as to introduce the overall situation to the researchers who are new to the field. On the other hand, through the literature co citation analysis, identify the high-frequency co cited literature, summarize the subject content of the literature, and summarize the theoretical basis of dynamic competition research. At the same time, through the content analysis of visual keyword co-occurrence map and key literature, this paper summarizes the research hotspots and research directions of dynamic competition, summarizes the research development direction and puts forward the future research prospects.

### 3 ANALYSIS OF EXTERNAL CHARACTERISTICS OF DYNAMIC COMPETITIVE LITERATURE

#### 3.1 Paper Time Distribution Trend

The number of papers published can reflect the development history and trend of a certain discipline. The number of papers published has become an important basis for measuring the contribution of authors and units to scientific research. Discussing the number of papers published in journals can show the importance of a certain field in scientific research.

#### 3.2 Periodical Distribution and Influence

By analyzing the journal where the literature is located, we can know the main influence of the literature in this field, the influence of the journal to which the paper belongs, and the depth and breadth of the paper research are also different. The greater the influence of the journal, the greater the research influence in this field.

Title	Author	Title	Year of publication	Citation frequency	Number of downloads
CORPORATE SOCIAL RESPONSIBILITY, SOCIAL CAPITAL AND ORGANIZATIONAL COMPETITIVE ADVANTAGE: A PERSPECTIVE OF STRATEGIC INTERACTION	SHI JUN-WEI;HU LI-JUN;FU HAI-YAN	CHINA INDUSTRIAL ECONOMICS	2009	330	7247
Development of Corporation Strategy Management Theory	ZHOU Wen-yan;CHEN Hui-lua;LIU Wei-ming	Journal of Jishou University	2004	309	3857
Strategic Management: Commitment, Decision and Action	LAN Hailin	Chinese Journal of Management	2015	273	6316
Corporate Strategic Management: Static and Dynamic Paradigms	LAN Hailin	Nankai business review	2007	235	7052

Figure 1: High-frequency co-cited documents I

Title	Author	Title	Year of publication	Citation frequency	Number of downloads
Theoretical analysis and empirical research on organizational learning, core competitiveness, strategic flexibility and enterprise performance-exploring the way for Chinese enterprises to enhance dynamic competitive advantage	Wang Yonggui; Zhang Yuli; Yang Yongheng; Li Ji	Nankai business review	2003	208	4467
The Motivation of the Integration of Industry and Finance in Dynamic Competition Environment—Based on Competitive advantage theory of endogenous	Zhi Yan & Wu Hebei	Accounting Research	2011	145	2932

Figure 2: High-frequency co-cited documents II.

Figure 1 and 2 show the high-frequency cited documents in the paper (the cited frequency is greater than 100), of which the highest cited frequency is 330 times, and there are 11 cited more than 100 times. China's focus on this field has attracted more and more attention, and the depth and scale of research are further increasing. In addition, it is not difficult to find that the research field of this paper is expanding its research direction. Wenyan Zhou divided the evolution process of strategic management theory into four stages and analyzed its theoretical basis and characteristics one by one, which laid an important foundation for later scholars (Zhou 2004, Chen 2004, Liu 2004). Hailin Lan strategically puts forward a new strategic model - dynamic model, objectively analyzes the limitations of the static model under rationalism, and puts forward the need for a dynamic model under rationalism and irrationalism, At the same time, it also emphasizes the need to pay attention to the senior management team and organizational structure to rationalize the dynamic model under the new model (Lan 2007); Ning Cai and others have risen from enterprises to cluster competition, and compared and analyzed the static model based on agglomeration economy and the dynamic model based on innovation network, which provides strong theoretical support for cluster development (Cai 2004, Yang 2004).

## 4 KNOWLEDGE MAP ANALYSIS OF DYNAMIC COMPETITIVE LITERATURE

### 4.1 Keyword Co-occurrence Analysis

Keywords are a comprehensive and refined summary of the theme of an article. Through keywords, we can understand the research methods and themes of the article. Therefore, we first conduct keyword co-occurrence analysis on the 503 retrieved papers, and we can find the relationship between the research contents, research context and research hotspots under the research theme of "dynamic competition / competitive interaction / competitive action". In order to display the keyword information of these 503 documents as much as possible, in the CiteSpace operation, the time parameter is set to 2000-2021, the time slice is set to 1 year, and the previous keyword distribution table is displayed (see Figure 3).

### 4.2 Keyword Emergence Analysis

Keyword emergence can indicate the development process or mutation process of this kind of research direction or research topic, and can well understand the decline or rise of a key research topic. Key words are highlighted based on the literature of this study, and 8 main key words are highlighted.

Keywords	Frequency	Centrality	Keywords	Frequency	Centrality
Dynamic competition	140	0.9	Dynamic ability	19	0.08
Dynamic competitive advantage	35	0.15	Dynamic competitive environment	15	0.07
Competitive edge	28	0.10	Strategic management	13	0.11
Competitive interaction	23	0.04	Dynamic competitiveness	11	0.08
Competitive intelligence	21	0.04	Business Strategy	11	0.05
Dynamic competitive strategy	20	0.05	Dynamic environment	10	0.08

Figure 3: Distribution table of high cited keywords.

As can be seen from the figure, on the one hand, through the development of time, we can find that in the early stage of the study, researchers mainly focused on the theoretical basis, that is, how to maintain their competitive advantage and maintain their core competitiveness under dynamic competition; In the mid-term, people began to apply basic theory to competitive interaction to study the dynamic capability of enterprises; Xinming Deng analyzed the prediction of the competitive response of the home appliance industry through the structured content analysis method, expanded it to non market areas, and put forward reasonable suggestions for enterprises in interactive decision-making (Deng 2010). The later research direction mainly studies the impact of Dynamic Competitiveness on enterprises and the analysis of internal factors. Yan Zhi and others conducted a reasonable study on the motivation, resource support and future development path of China's industry finance combination from the new perspective of endogenous theory of competitive advantage (Zhi 2011, Wu 2011). On the other hand, the research on dynamic competitive advantage and dynamic capability is deeper than other aspects, and its emergence intensity is more than 4.

## 5 CONCLUSION AND PROSPECT

By using bibliometrics and CiteSpace visualization, this paper analyzes 503 periodical literatures on CNKI from 2000 to 2021 with the theme of dynamic competition / competitive interaction / competitive action. Through the analysis results, the external characteristics, theoretical basis, research hotspots and research directions in this field are obtained. This paper draws the following conclusions: first, the number and citation frequency of dynamic competition literature are increasing, and the research attention and recognition are increasing day by day; From the distribution of literature and periodicals, the research on dynamic competition has a solid theoretical foundation, good application experiments and high influence. The theoretical application has been extended to the fields of marketing and information system management, and a preliminary core author group has been formed; Second, the research hotspots of dynamic competition mainly include competitor identification, enterprise attack / counterattack behavior, multi market competition, combination of competitive behavior, perspective of consciousness, motivation and ability, senior management team and management cognition. Third, the research direction continues to expand in new fields, such as identity domain, AMC perspective, Queen of hearts competition, Lotka Volterra model and other new research directions. With the development of Internet technology and information globalization, dynamic competition also needs to consider its dynamic ability in new fields, so as to continuously enhance its dynamic ability.

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