

# Supports and Critiques on Porter's Competitive Strategy and Competitive Advantage

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***Abstract:** The main purpose of this article is to qualitatively scrutinize work of Michael Porter from the ground of two main theories proposed by him; competitive advantage and competitive strategy. Therefore this article is written with the aim to question applicability and durability of Michael Porter's strategies in modern business world. The main methodology used is literature review of secondary sources and data. Authors mainly relied on sources of high quality material such as books of Michael Porter, articles published in well-known journals as well as opinion of experts in the field such as Joan Magretta, Jack Welch and others. Furthermore books entitled in the same way as theories that are point of interest were used as main theoretical framework. Finally findings induced that Michael Porter's model of five forces and his understanding of competitiveness still have merit in the modern business world, however one cannot solely rely on it when forming a business strategy and examining business environment.*

***Keywords:** Michael Porter, Competitive Advantage, Competitive Strategy.*

