
Marketing and Competitive Advantage in Energy Resources

R. Deana Kassira, Bethune – Cookman University
Aysar Philip Sussan, Bethune – Cookman University

EXECUTIVE SUMMARY

Alternative energy sources have been gaining increasing attention from researchers, policy-makers, and related industries alike given the fast depletion of non-renewable energy sources. These alternative energy sources are generally assumed to not provide competitive advantage for firms. While this may be true in certain application areas, this is not generally true. We consider their potential competitive advantage and consider issues related to labor cost, technology, transportation, infrastructure, policies, and competition. Based on our review, we present related policy implications.

Keywords: Competitiveness, Labor cost, Technology, Transportation, Infrastructure, Energy.