

## **Strategic Positioning, Centrality and the Impact on Company Profitability**

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*This study examines how strategic positioning in industry may predict a firm's performance. Through simulation, we reveal that certain business positioning strategies correlate with eventual centrality and profit while other strategies correlate with isolation and poor performance. The paper also presents a novel classification method for centrality trajectories in industry, one that may be employed more generally as a predictor of industry change over time.*

**Field of Research:** Strategic Management