**STRUCTURE-CONDUCT-PERFORMANCE**

**PARADIGM** **– EXAMPLE**

The diverse market landscape comprising established automakers, emerging EV startups, battery manufacturers, charging infrastructure providers, and technology companies contributing to the development and growth of the EV industry.

STRUCTURE

Strategic decision to invest heavily in R&D for autonomous driving technology, aiming to differentiate their EV offerings and gain a competitive edge in the market.

CONDUCT

An EV model achieving a high driving range, fast acceleration, and positive customer reviews, leading to increased sales and market recognition for the manufacturer.

PERFORMANCE

TECHNOLOGICAL PROCESS

The shortage of lithium-ion batteries due to increased demand, impacting the production capacity of EV manufacturers and potentially leading to supply chain challenges.

SUPPLY CONDITIONS

The surge in consumer interest and adoption of electric vehicles driven by government incentives, rising environmental awareness, and improved driving ranges and charging infrastructure.

DEMAND CONDITIONS

Government regulations mandating strict emission standards and providing financial incentives such as tax credits for EV buyers, stimulating the adoption of electric vehicles and shaping the industry's growth trajectory.

POLICIES

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