



## SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### ST13\_03 - CENA - Coopetition, Ecosystems, Networks and Alliances

#### Proponents:

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#### Short description:

Firms widely rely on Alliances and/or Coopetition strategies to deal with uncertainty, to foster their innovation processes and to reach higher levels of performance. These strategies could occur in specific configurations such as networks, ecosystems or clusters. As coopetition becomes a pervasive strategy and a growing research interest, it becomes essential for scholars and managers to understand how firms can implement successfully coopetition strategies. This issue can be explored at different levels (inter-organizational, intra-organizational or inter-individual). Studies could investigate multinational companies, associations, public companies, SMEs etc. from high-tech industries or more traditional ones.

#### Long description:

This topic aims to question the drivers, the management and the outcomes of Alliances and Coopetition strategies. Networks and Ecosystems represent relevant but not exclusive frameworks. Several questions can be explored:

Drivers and antecedents of collaborative strategies: Why are firms engaged in collaborative relationships? More specifically, why would firms enter in paradoxical relationships such as coopetition?

Characteristics and features of collaborative strategies: What are the different forms/types of collaborative strategies? Is collaboration a deliberate strategy? What is the role of the third-party?

Implementation and management of collaborative strategies: How could managers implement collaborative strategies? What are the difficulties faces by managers to implement collaboration? What are the managerial tools invented by managers to exploit alliances or coopetition strategies? How do firms manage multiple collaboration relationships (portfolio etc.)? How do firms manage asymmetries?

Outcomes of collaborative strategies: Is collaboration profitable? Does collaboration foster



innovation processes? Under what conditions? What are the risks due to collaboration? Is collaboration a source of performance? Is collaboration a long-term strategy?

These questions can be opportunities for crossing fields with entrepreneurship, marketing, human resources management etc. Management of collaborative strategies can be explored through different levels of analysis – inter-organizational level, firm-level, intra-organizational level or inter-individual level. Researches could investigate collaboration in high-tech industries but also on more traditional ones. Studies of multinational companies, associations, public companies, SMEs etc. are also welcome.

Topics that can be further developed:

- Antecedents of alliances and cooperation
- Types of alliances and cooperation strategies
- Network structures
- Multi-lateral alliances
- Alliance portfolio management
- Network membership
- Collaboration and information management
- Learning and knowledge sharing in alliances
- Value creation and value appropriation dilemma
- Collaboration and resource management (sharing, protecting etc.)
- Deliberate Vs emergent strategies
- The role of third-parties in collaborative strategies
- Collaborative dynamics
- Collaboration at project level
- Collaboration and innovation



- Collaborative tensions
- Collaboration and risk management
- Collaboration and Open Innovation
- Collaboration and marketing (co-branding, vertical collaboration etc.)
- Collaboration and supply chain management
- Collaboration at the inter-individual level (perceptions, behavioral approaches etc.)

Theoretical and empirical contributions are accepted.

We are looking forward to original submissions and exciting exchanges.

**Keywords:**

Alliances  
Coopetition  
Networks  
Ecosystems  
Innovation

**UN Sustainable Development Goals (SDG):**

Goal 9: Industry, Innovation, and Infrastructure, Goal 17: Partnerships for the goals.

**Publication Outlet:**

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>