



## **Strategic Interest 13 – Strategic Management (SM)**

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### **ST13\_06 Collaborative Strategies: Coopetition, Networks and Alliances**

#### **Corresponding Proponent:**

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#### **Short Description**

Firms adopt collaborative strategies with pure partners i.e. Alliances and/or with competitors i.e. Coopetition strategies in multiple contexts such as Networks or Clusters to innovate, to deal with uncertainty or to expect higher levels of performance. The management of these collaborative strategies became a critical issue for management scholars and practitioners. This issue 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.

## Long Description

This topic aims to question the drivers, the management and the outcomes of collaborative strategies in different empirical configurations. Networks and ecosystems represent relevant but not exclusive frameworks.

We expect to explore several questions such as:

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

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 cooptation 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 cooptation
- Types of alliances and cooptation 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 look forward to receiving original submissions and having exciting exchanges.

### **Publishing Outlets:**

#### *Journals*

Long Range Planning

Industrial Marketing Management

#### *Books*

Routledge

### **For more information:**

Contact the proponents above mentioned.

### **Submission Deadline: 10 January 2018 (2 pm Belgian time)**

### **Authors Guidelines and Submission Deadline:**

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

#### **ONE PRESENTING AUTHOR PER PAPER SUBMISSION**

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.

5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.