

Indications and guarantees of cooperation in strategic alliances: Evidence of fsQCA on a business model innovation

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Abstract :

Cooperation in the literature of business network has been discussed as a basic strategy to innovate business model. Business model innovation receives great attention from managers and it's a new direction to guarantee their survival. Alliances can stimulate firm's value creation BMI goal set challenges for its value appropriation. This research investigates the main inter-relationship factors among the companies that are part of a network involving cooperation and competition, and their relationship in cooperation. To create the stability of the strategic alliance: we seek to discover what form of governance is the most appropriate to ensure cooperation in strategic alliances.

The current study use analysis by fuzzy set for highly successful configurations of value appropriation BMI. Configurations differ primarily according to the firms' supply chain role, its choice of partners, its safeguards of equity participation, and the direction of the alliance in R & D. The results reveal that the contractual legal guarantees the cooperation and the successful results of the alliance. The results indicate that the contractual legal guarantees are necessary to apply in an R & D alliance but the best configuration of the success of BMI is to create a joint venture that will guarantee the Return on Equity (ROE) of the partners.