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Strategic alliances have become an integral part of a firm's strategy. Despite the growing empirical evidence of the strategic importance of alliances, the influence of a firm's strategy on the design of its alliance portfolio has hardly been addressed by strategic management research.

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Strategic Orientation and Alliance Portfolio Configuration: The Interdependence of Strategy and Alliance Portfolio Management [Katharina Wratschko, Prof. Dr. Gerhard Speckbacher] on Amazon.com. "FREE" shipping on qualifying offers. Following the resource-based view, social network theory and transaction cost theory, Katharina Wratschko shows

Strategic Orientation and Alliance Portfolio Configuration ...

Strategic management research is about explaining why some firms continuously outperform others. Recent research has been focusing on the study of alliances as vehicles to boost competitive or better: collaborative advantage.

INTERNATIONAL STRATEGIC ALLIANCES: ALLIANCE PORTFOLIO ...

i INTERNATIONAL STRATEGIC ALLIANCES: ALLIANCE PORTFOLIO CONFIGURATION AND FIRM PERFORMANCE Master's Thesis, BLC Leadership and Management Studies

Strategic Orientation and Alliance Portfolio Configuration ...

Summary Acknowledged author Katharina Wratschko wrote Strategic Orientation and Alliance Portfolio Configuration: The Interdependence of Strategy and Alliance Portfolio Management comprising 182 pages back in 2009.

The evolution of alliance portfolio orientation: a niche ...

I propose two types of alliance portfolio orientations - generalist, where the firm develops general-alliance capabilities and engages in exploration and specialist, where the firm develops domain-specific capabilities and engages in exploitation. I compare the two orientations' strategic implications and theorise how and why an alliance portfolio orientation evolves over time.

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