

Global Institute of Flexible Systems Management (GIFT)

International Journal of Global Business and Competitiveness (IJGBC)

Call for Articles / Cases for

Special Issue on Cooperative Strategies

About the Journal and the Professional Society

The International Journal of Global Business and Competitiveness (IJGBC) is double blind peer review flagship e-journal in the field of international business and competitiveness. Key goal of the journal is to be a sounding board for leadership in industry, academia and government on deep thinking about competitiveness, international business and related aspects of strategy, organization and management of human resources, innovation, technology or knowledge. Being nurtured by a professional society the Global Institute of Flexible Systems Management (**GIFT**, www.giftsociety.org), and professionals in industry or academia across several countries, the journal also aims to evolve a community of concerned researchers, business leaders and policy-makers. The editorial team tries to work hard with cooperation of reviewers to bring best feedback and evolve quality articles / cases that give enduring value to readers and last longer. For more details of the journal, author guidelines and downloading papers, please visit:

<http://www.giftsociety.org/global-business-and-competitiveness.html?Itemid=118>

Brief Background to Theme

Increasing complexity of business/products/services/technology in interconnected world is creating exciting opportunities for firms and organizations keen to climb next stages of competitiveness leveraging cooperative strategies. It also creates the need to innovate more effective ways to explore the opportunities, while addressing complex problems. The proliferation of strategic alliances / networks is one of the most important phenomenon over past quarter century. Even the most capable and large firms rarely try to take an innovation from R&D stage to commercialization stage alone. Cooperative strategies (CS) can be across levels (country, industry, firm to team) and have been around for centuries. It is thus a vast area; we plan to focus on inter-firm cooperative strategies (often referred to popularly as collaborations / strategic alliances / partnerships/ networks). Cooperation has always been a fundamental element in our concept of competitiveness; yet it is less understood in most practices or theories of competitiveness. Hence, efforts to explicitly understand the role of CS for competitiveness, particularly in context of innovation will add lot of value.

While cooperative strategies often carry images of external dimensions such as strategic alliances, the internal dimensions can be equally important for many contexts. Researchers in various disciplines, including economics, sociology, organizational management and strategic

management have sought answers to several basic questions regarding alliances: What motivates firms to enter into alliances? With whom are they likely to ally? What factors influence the performance of alliances and the benefits partners derive? While such questions on external dimensions are important, internal dimensions are quite important for success on internal or external fronts. Assumption we make is “without capabilities and effectiveness of internal cooperation (from the top management team to intra-firm cooperation, e.g. among divisions, SBUs or other units depending on structure of the firm) external cooperation can not remain effective for long”. Several basic questions regarding internal cooperation need better research and dialogue: What are key drivers of internal cooperation? Which one or combination among the three leading (e.g. Industry-, resource-, and institution-based) perspectives in strategy can be more effective?

Research artifacts suitable for inclusion in the special issue include:

- Original empirical research contributions that have explored linkages among CS, innovation and competitiveness
- Case studies of an effective way to leverage CS for competitiveness or innovation
- Exemplars of rigorous theory induction in competitiveness to develop strong constructs and testable propositions
- Examples of how to use multiple case studies as a way of deductively testing strong constructs

Indicative sub-themes

- Towards knowledge-based theory of cooperative strategies / alliances (e.g. Grant, Baden-Fuller, 2004; ..)
- Strategic alliances for internationalization (e.g. meta-national approaches,..)
- Co-opetition: Scaling-up complementors to shape industry architecture
- Learning & innovation capabilities: issues & measurement
- Industry-academia-government cooperation
- Strategic / innovation networks / platforms
- Flexibility in cooperative strategies

- Collaborations for innovation / R&D, consortia

We have intentionally kept the above list of suggested topics short so as to stimulate creativity and thereby encourage prospective authors to adopt a variety of perspectives in approaching this subject. Researchers are welcome to discuss their approach through a structured abstract with Editorial team of the special issue. The authors must read the author guidelines

Indicative dates

- Proposal / structured abstract (1-2 page, highlighting purpose, design/methodology/approach, originality,...) **April 30, 2009**
- Submission of full papers
July 1, 2009

For any comments, suggestions, feel free to contact the Editor, Dr. K. Momaya at momaya@dms.iitd.ac.in

Other members of the Editorial team for the special issue include Dr. Arai and Dr. Takahashi.