INTERNATIONAL R&D STRATEGIC ALLIANCES: AND EXPLORATORY STUDY ON ALLIANCE SCOPE, GOVERNANCE AND THEIR IMPACT ON FIRM TECHNOLOGICAL CAPABILITY

Traditionally, the objectives of a strategic alliance rarely include research and development (R&D) as such an alliance potentially becomes too risky due to the difficulty of managing information flow and measuring its effects. However, the last twenty years have witnessed the increase of R&D strategic alliances. Furthermore, the phenomenon of international R&D strategic alliances emerged as the number of firms entering into this type of alliances is growing. Yet there is still lack of thorough understanding of this particular phenomenon. In fact, there appears to be a lack of a research framework in this specific area. To better understand this topic, this study will focus on two main research questions: 1) What factors affect the scope and governance of an international R&D strategic alliance? and 2) What impact do an alliance’s scope and governance have on partnering firms’ technology capability? In addition, this study will also explore the possibility of alliance scope and governance evolvement over time. The study contributes to further develop a comprehensive research framework for international R&D strategic alliance area. Moreover, it helps managers to evaluate an alliance potential and policy makers, especially in less developed countries to develop an environment that flourishes R&D strategic alliances.