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联盟组合:源起、研究前沿和理论框架

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联盟组合(alliance portfolio)的研究对于理解、解释同时参与多个联盟的企业如何管理组织间合作关系及内部治理有重要的价值,并引发战略管理领域的持续关注。基于科学计量学,研究对233篇发表的联盟组合英文文献进行梳理,并系统论述联盟组合的概念源起,辨析联盟组合相关概念的内涵、属性和研究焦点,构建由联盟组合核心议题与相关理论基础协调整合的联盟组合研究“元宝”框架。研究发现联盟组合的研究前沿主要围绕三个主题展开:为什么要联盟组合、如何进行联盟组合、如何开展联盟组合治理,包含九个核心议题,并交叉对应社会网络理论、组织学习理论、资源观逻辑和关于环境应配的理论四个基础理论。

联盟组合;研究前沿;“元宝”框架;科学计量

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Eisenhardt Schnoonhoven 1996 Dyer Singh 1998 Gulati 1999
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Gulati Singh 1998 “ ”

Eisenhardt Schoonhoven 1996 Jiang 2011 Hoffmann 2007

Drazin Van de Ven 1985 March 1991 Wassmer 2008 Schilke Goerzen
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Wassmer 2008 Lee 2017
 Doz Hamel
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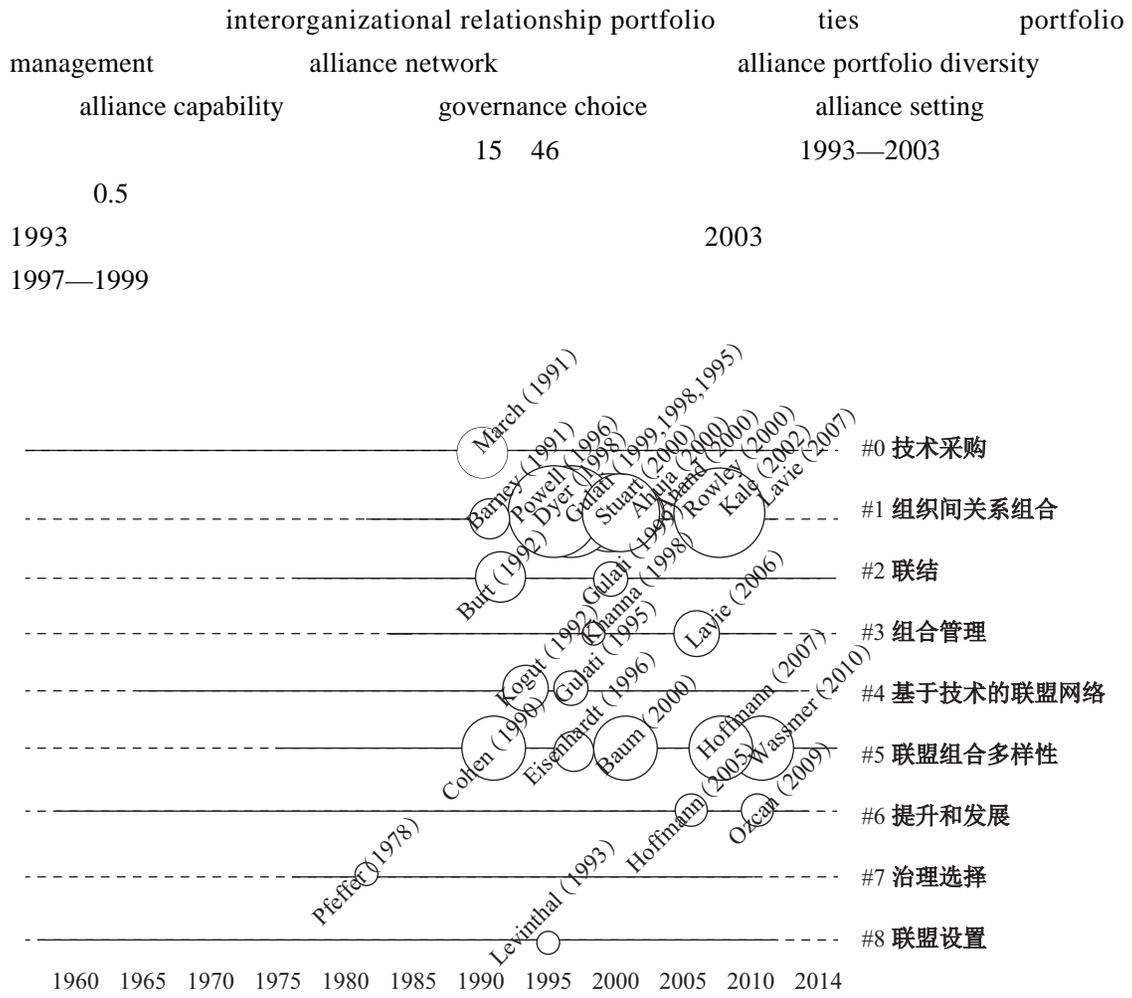
Wuyts Dutta 2014 Hoang Rothaermel 2016 Jiang 2010

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Citespace
 Portfolio” “ =1900—2016 ” “ =Web of Science ” “ =Alliance
 Economics” 233 =Management Business Engineering Industrial and
 4 846 4 005 5 775
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 9 emerging technology



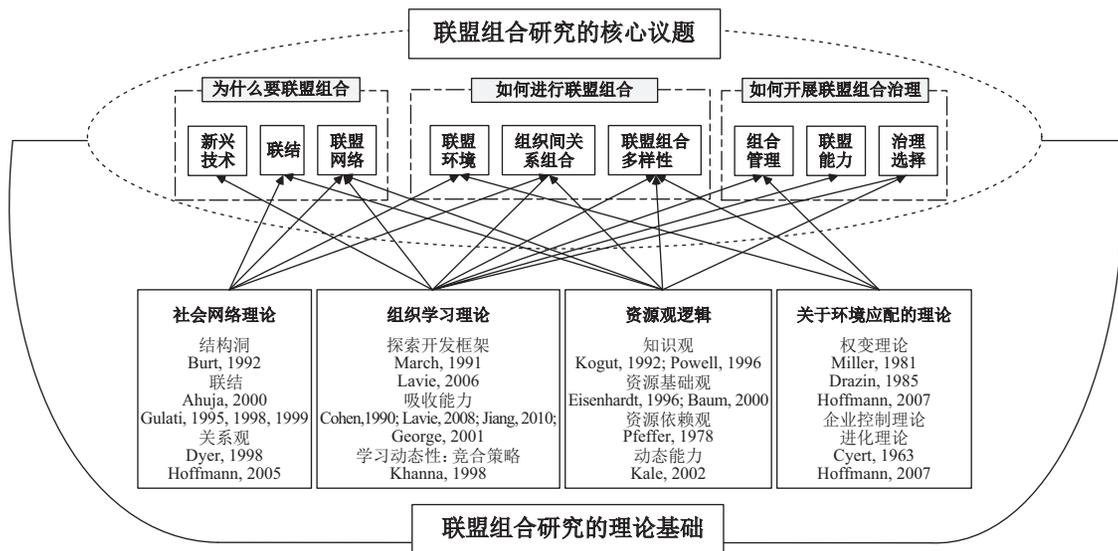
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March 1991 Jiang 2011 van de Vrande 2011

Wassmer 2008 Burt 1992 Gulati 1999

Ahuja 2000

Kogut Zander 1992 Gulati 1995 Day 2010 Tokman 2007 Rothaermel 2001 Lavié 2006

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2	42	0.504	Burt 1992 Gulati 1999 Gargiulo 1999
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Eisenhardt Schoonhoven 1996 Baum 2000
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 Hoffmann 2005 Schilke Goerzen 2010 Heimeriks 2010
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4

3	36	0.606	Lavie 2006 Khanna 1998
6	33	0.663	Hoffmann 2005 Ozcan Eisenhardt 2009
7	18	0.806	Pfeffer Nowak 1978 Kogut 1988

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Vapola 2010

Castro 2015

Hoffmann 2005
 Wassmer 2008

Schilke Goerzen 2010
 management capability

alliance

Castro Roldán

2015

Haider Mariotti 2016 Heimeriks 2010

Reuer Ragozzino 2006

joint collaboration

Gulati 1995 Gulati Gargiulo 1999 Wassmer 2008

joint venture portfolio

Reuer Ragozzino

2006

Kogut 1988

Pfeffer Nowak 1976

syndication

Hopp Rieder 2011

Bakker Knoblen

2015

Hoffmann 2005 2007 Vapola 2010

Doz Hamel 1998

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Vapola 2010 Schilke Goerzen 2010 Castro 2015 Bakker
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Alliance Portfolio: Origin, Research Front and Theoretical Framework

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