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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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Wassmer 2008 Lee 2017
 Doz Hamel
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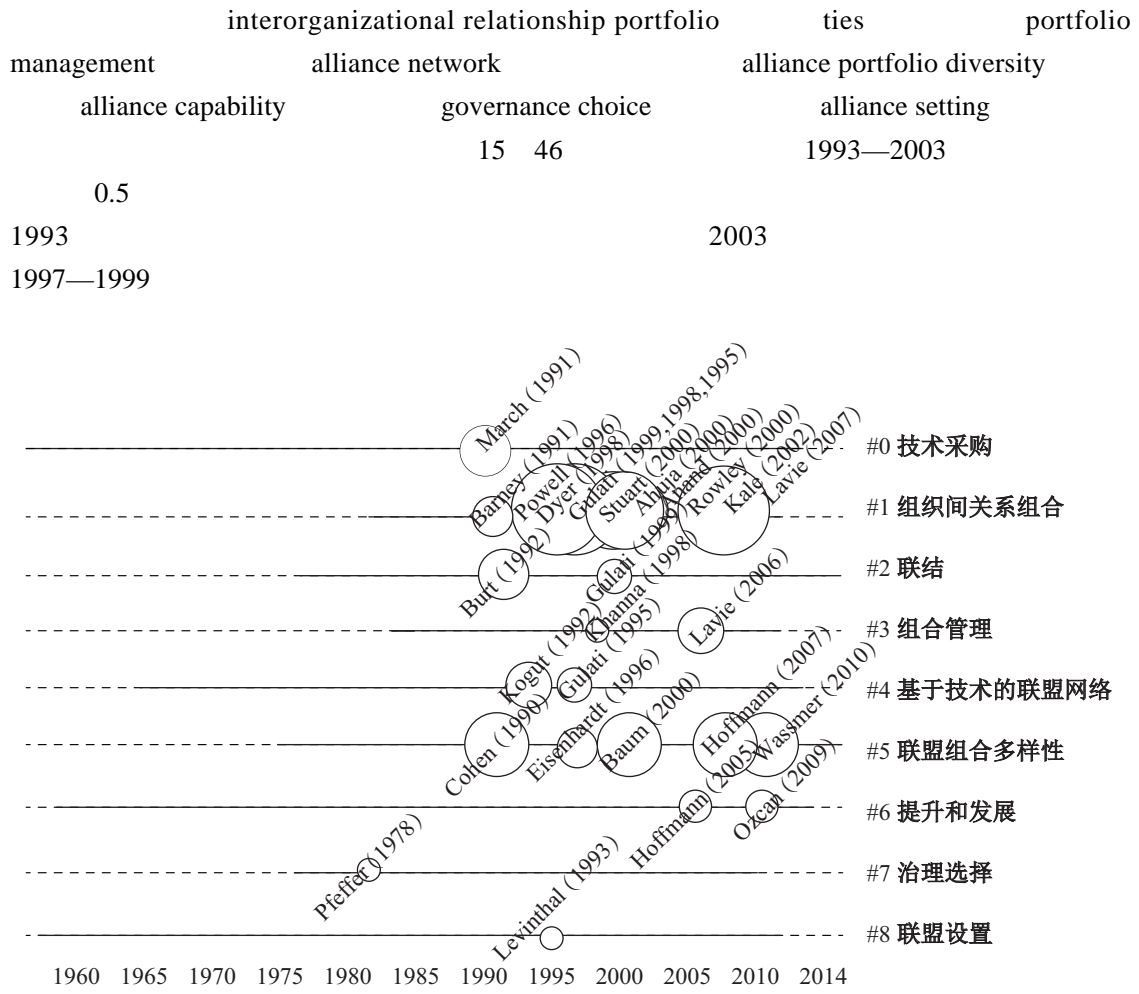
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Citespace
 Portfolio” “ =1900—2016 ” “ =Web of Science ” “ =Alliance
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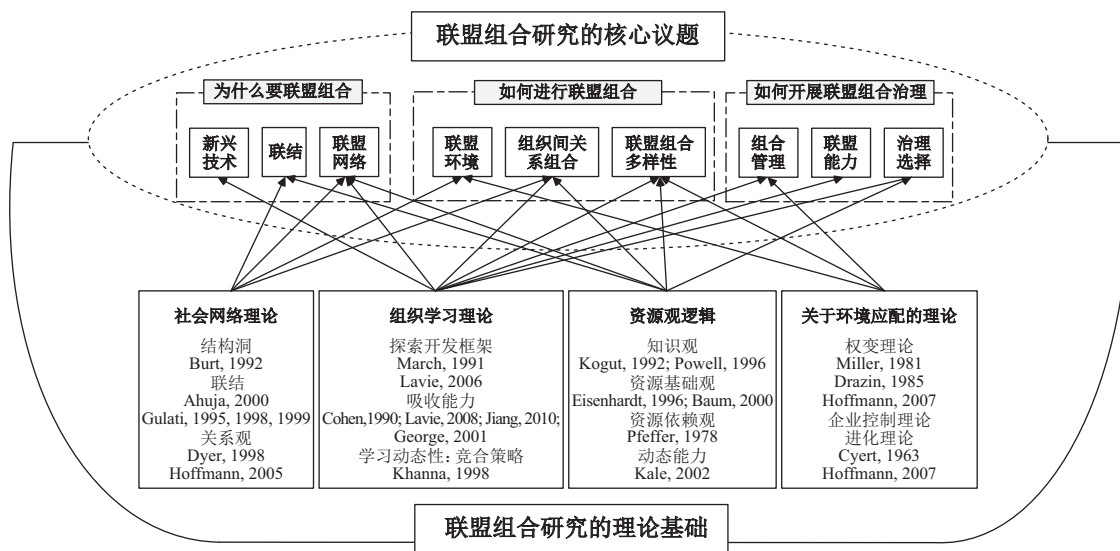
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 Wassmer 2008

Schilke Goerzen 2010
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2015

Haider Mariotti 2016 Heimeriks 2010

Reuer Ragozzino 2006

joint collaboration

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joint venture portfolio

Reuer Ragozzino

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Kogut 1988

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Hopp Rieder 2011

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Alliance Portfolio: Origin, Research Front and Theoretical Framework

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