

International Journal of

Strategic Business Alliances

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Scope of the Journal

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IJSBA considers inter-firm partnerships as an alternative and effective strategic option for gaining and sustaining competitive advantage. It focuses on inter-firm collaboration in a variety of forms in various industries in both national and international environments. It promotes our understanding patterns and strategies of such ventures in the competitive global marketplace. Thus, IJSBA provides a platform for generation, critiques, and discussions of knowledge on the formations and implementations of strategic alliances between firms.

Topics covered include:

- Joint venture strategies, management and related issues
- Franchising strategies, management and related issues
- Licensing strategies, practices and related issues
- Network relationships and structures
- Supplier relationships and related issues
- Outsourcing and subcontracting arrangements and related issues
- Strategic alliances in different sectors and industries
- Engaging cases of strategic alliances
- Business collaboration in various functional areas
- Key success and key failure factors
- Comparative studies
- Cross-cultural studies, psychology, cultures
- Co-opetition, co-operation and competition
- Business relationships, alliances, interactions and networks ("BRAIN")
- Global business, management, marketing



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