

A STUDY OF STRATEGIC RELATIONSHIPS BASED ON EMPIRICAL DATA

Steven Chousa, University of Massachusetts

ABSTRACT

The purpose of this analysis is to look at the relationships among strategy, flexibility, and performance within the offer chain context. The analysis relies on a quantitative approach employing a form survey and private interviews from a complete of and medium-sized Canadian producing firms. The known constructs are used to check theoretical model victimization the trail analysis technique. First, the findings give proof of direct effects of strategy on flexibility and suppleness on performance. Second, innovative strategy corporations should invest time and resources in developing new product and delivery flexibility; whereas strategy corporations area unit needed to take a position heavily in developing sourcing, product, and delivery flexibility and follower strategy corporations want no investment in any specific style of flexibility. Third, results incontestable that Canadian makers should rethink however they use info technology to boost info systems flexibility and improve overall performance. The measures of flexibility and strategy dimensions wont to rate the provision chain organizations area units an attainable limitation of the analysis study. Managers got to assume seriously regarding which sort of flexibility they implement which they ought to not increase all dimensions of flexibility in their power; some dimensions of flexibility might not considerably contribute to the general performance. Considering that little that little enterprises have restricted resources, it's necessary for managers to rigorously assess their strategic desires before obtaining concerned in any flexibility program; otherwise the result will be competitively negative. No empirical study was found within the offer chain literature that specifically investigates the relationships among strategy, flexibility and performance within the offer chain context; the paper fills a vital gap within the offer chain literature.

Keywords: Knowledge Management Practices, Strategy Formulation Capability.

INTRODUCTION

Strategic analysis Partnerships (SRPs), within the style of technology-based joint ventures, strategic alliances and multi-partner R&D comes, are a vital feature within the generation and diffusion of technology and, by extension, industrial development. They're a vital feature of the analysis setting and business in most industrialized and industrializing nations. This paper examines the roles SRPs have contend, and are taking part in, in Asia, and a few problems associated with the measuring of the extent and therefore the outcomes of SRPs (Andersen et al., 2021). Japan is thought to be a forerunner within the apply of SRPs. the foremost celebrated example is that the VLSI (Very massive Scale Integrated circuit) project, designed to assist Japan catch up in semiconductor technology Cohen & Levinthal (1989). All of the main Japanese semiconductor producers participated during this project, and Japanese semiconductor corporations gained world leadership once the project. It's wide believed that this success story is just one among several.

The lessons from Japan were additionally applied in Europe, wherever the block exemption from of the accord of Rome, that determines global organization competition, rules sure as shooting classes of R&D agreements. Even earlier, several cooperative R&D comes were organized, as well as the Strategic Program for analysis and Development of data Technology and therefore the GB, each for the event of computers and knowledge technology. These comes were in response to a different famed Japanese cooperative R&D project, the Fifth Generation PC Project Gulati (1999). Alternative European efforts embody programs underneath the ECU analysis Coordination Agency. SRPs between firms will take a spread of forms. They will be a venture, shaped by two or a lot of partners as a separate company with shared equity investments Mathews & Cho (2000).

They can be a partnership or ‘*strategic alliance*’ linking firms on the idea of constant commitment to shared business or technological objectives while not equity sharing. They will take the shape of R&D contracts or technology exchange agreements whereby firms shared objectives involve the interchange of analysis or technological ability. Universities and public analysis laboratories square measure typically partners in such R&D contracts. SRPs might take the shape of ‘*innovation networks*’, combos of firms and analysis organizations that share analysis agendas Sakakibara (2001).

CONCLUSION

As SRPs square measure created for a spread of functions and assume a variety a variety a variety that square measure accentuated once international comparisons, and different institutional settings, square measure factored in there square measure huge method issues in activity their extent and contribution. Although we are able to learn heaps from existing information, actually they're not good. First, we'd like multiple measures to gauge the outcomes of SRPs. the final word goal of SRP sis the commercialization of analysis. It's to map from SRPs to the ultimate commercialization of the targeted research, however, as a result of there's a break between a project and a commercialization: now lag is project specific. Also, collaborating ought to build their own efforts once the conclusion of SRPs.

REFERENCES

- Andersen, T.J., Sax, J., & Giannozzi, A. (2021). Conjoint effects of interacting strategy-making processes and lines of defense practices in strategic Risk Management: An empirical study. *Long Range Planning*, 102164.
- Cohen, W.M., & Levinthal, D.A. (1989). Innovation and learning: the two faces of R&D. *The Economic Journal*, 99(397), 569-596.
- Gulati, R. (1999). Network location and learning: The influence of network resources and firm capabilities on alliance formation. *Strategic Management Journal*, 20(5), 397-420.
- Mathews, J.A., & Cho, D.S. (2000). *Tiger technology: The creation of a semiconductor industry in East Asia*. Cambridge University Press.
- Sakakibara, M. (2001). The diversity of R&D consortia and firm behavior: Evidence from Japanese data. *The Journal of Industrial Economics*, 49(2), 181-196.

Received: 29-Jan-2022, Manuscript No. JEEER-22-003; **Editor assigned:** 01-Feb-2022, PreQC No. JEEER-22-003(PQ); **Reviewed:** 12-Feb-2022, QC No. JEEER-22-003; **Revised:** 15-Feb-2022, Manuscript No. JEEER-22-003(R); **Published:** 21-Feb-2022