



INVESTIGATING THE RELATIONSHIPS BETWEEN THE PARTNERS' SELECTION CRITERIA IN INTER-ORGANIZATIONAL STRATEGIC COOPERATION IN THE IT INDUSTRY OF IRAN

S. Jahanshad¹ and A. Vedadi²

¹Department of Executive Management, Electronic branch, Islamic Azad University, Tehran, Iran

²Department of management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

simin.jahanshad@gmail.com

ahvedadi@gmail.com

ABSTRACT

Today, inter-organizational cooperation such as strategic partnerships and joint ventures are among the most important business management tools to improve the competitiveness of organizations, especially in complex and chaotic environments. This study aimed to determine the relationships between partners' selection criteria in inter-organizational strategic cooperation in the IT industry of Iran. The study sample is IT managers and experts of Tehran. Research made questionnaire was used for data collection and using the Delphi technique and fuzzy DEMATEL, data were analyzed; the research findings show that partners having criterion of complementary resources, partners having criterion of specific advantages in the activity field and tangible assets having criterion such as intangible assets are the main criteria. The technology and innovation ability having criterion in the joint venture field, having the good market share in the industry, having the work experience in the field of partners activity, having the special technical capabilities and a willingness to share their expertise are the core criterion. Similarity criterion of cooperation companies in terms of big and having criterion of distribution channels is also the independent criteria.

Original Article:

Received 20 Sep. 2015

Accepted 26 Dec. 2015

Published 30 Dec. 2015

Keywords:

inter-organization cooperation, strategic partnerships, fuzzy DEMATEL technique

INTRODUCTION

Today, in the era of globalization and knowledge-based economy, organizations should be survived in the socio-economic environment that is as increasingly and competitive and unstable. The development of IT and communication has had an important role in the inter-organizational cooperation.

Alliance has effect on business performance, so different organizations operate with each other as different cooperation models. Alliance as a mechanism is for leverage the competencies. So increases survive in the turbulent market conditions. It can be created a cooperation network between different organizations. Concerns such as identifying the ways to control costs, improve the quality for organizations that are face with pressure and staying in the competitive environment, increase of efficiency and risk management are important. Designed assessment tools help to organizations in this field.

Inter-organizational partnership is considered as one of the most powerful factors of creating value and among the most important business tool. Today, the ability in their effective management is considered as a competitive advantage. Partnerships can be occurred in different stages of the value chain and in each of the sectors of research, product

development, production, marketing, distribution and after-sale services. The form of partnerships is placed in the spectral between two ranges of "buy" and "integration-property".

Peter Drucker states that: "The biggest change in the way of business is increase of communication growth based on partnership, not on the basis of property(1) today inter-organizational cooperation is as one of the most important business management tool to improve the competitiveness of organizations particularly in the complex and turbulent environment and the capability of effective management is considered a competitive advantage(12). Driving of companies to enter in to strategic alliances is the achievement to a high level of success that the possibility to achieve this level of success alone is not possible (2).

In the past decade more numbers of IT companies are towards the strategic alliances, but a considerable number of alliances have failed (3) (4). One of the most important reasons for the failure of alliances is the lack of harmony and compatibility between the partners (5).

II.BACKGROUND LITERATURE

Everyone has a certain understanding of cooperation and is often confused with collaboration. When some words