

## **CORPORATE STRATEGY: MANAGING AND GOVERNING ALLIANCES, M&AS AND DIVESTITURES**

From a tradition of ‘competition’, firms are seeking more nuanced forms of strategizing, be it with respect to ‘co-operation’ or ‘co-opetition’ with their industry peers. These strategies take various forms, ranging from franchising and licensing, through joint ventures, alliances, acquisitions, buyouts and mergers, to strategizing within larger business or industry networks. Though different in terms of their ownership and governance structures, operational modes and goals, these so-called ‘hybrids’ essentially concern an inter-firm encounter, an inter-firm relationship, a partnership. We call for papers to address cooperative and co-competitive strategies from two interconnected perspectives.

The main theme of the track is focused on the management and governance of alliances, M&As, and divestitures. The aim is to provide a platform for an interdisciplinary appreciation of the dynamics shaping and driving inter-firm encounters, be they e.g. M&As and alliances. We welcome papers analysing the scope, dynamics, execution and performance of these inter-firm encounters or ‘hybrids’ (Borys & Jemison, 1989) as well as papers exploring the similarities and differences across these types of corporate actions, from different theoretical or methodological perspectives. Track chairs: Prof. Xavier Castañer, Prof. Tomi Laamanen, Prof. Audrey Rouzies, Dr. Satu Teerikangas.

The sub-track is titled “Coopetition strategies: Exploring new borders”. It focuses on the theoretical, epistemological and methodological foundations underlying co-competitive strategies. Despite the many theoretical lenses used in their analysis, it is asked, is such theoretical pluralism viable? Should further integration across theoretical lenses be sought, or new lenses added? What are the philosophical bases of coopetition? A more systematic exploration of the co-competitive antecedents, processes and outcomes of firm functions and operations is called for. Track chairs: Prof. Wojciech Czakon, Prof. Giovanni Battista Dagnino, Prof. Anne Sophie Fernandez, Prof. Frédéric Le Roy, Prof. Saïd Yami.

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