عنوان مقاله:

Successful business alliances are a critical strategic component in many industries

محل انتشار:

اولین کنفرانس بین المللی حماسه سیاسی (با رویکردی بر تحولات خاورمیانه) و حماسه اقتصادی(با رویکردی بر مدیریت و حسابداری) (سال: 1392)

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خلاصه مقاله:

The reasons behind strategic alliance failures are complex, and vary according to type of alliance and industry, many failures result from ill-conceived overall alliance strategies, narrowly focused industry and firm partner selection analytical thinking and models, and poor alliance management, execution and implementation. When managers have access to all relevant information and are not under time constraints, then they can use a rational, analytical process to evaluate strategic fit among alternatives. However, this becomes much more difficult when there is inadequate information. On the other hand data collection is time-taking process and would jeopardize competitive advantages. The current work aims to address this gap in Auto industry by providing a case study and evidences from BAHMAN Holding Group (Mazda of Iran). In order to overcome the problem we use RPA20 to collect sufficient information and then rank them using DEA21. In addition RPA is a toolkit to evaluate degree of leanness in a factory.

کلمات کلیدی:

Rapid plant assessment, DEA, Decision making, Strategic alliance, Partner selection

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