

عنوان مقاله:

An overview of the Coopetition Concept

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خلاصه مقاله:

In the age of globalization and ever-changing world, strategic alliances play a big role and it is one of the most important managerial tools in order to improve competitiveness of the businesses. On the other hand, Companies are in competition with each other and there is no way to escape from it. In the contradiction between the two concepts – competition and corporation – the coopetition concept is emerged. The purpose of this paper is to review briefly on the concept of coopetition, which is a new term in the strategic management literature and refer to some critics about this term. First of all, we draw concept of competition and then we indicate the meaning of cooperation. At last, we elaborate upon coopetition: the concept, models, examples and introducing other publications relating to this concept

کلمات کلیدی:

Coopetition, Corporation, Competition, Strategic Management, Strategic Alliances

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