

Exploring Strategic Technology Partnerships (STPs): A Study of Knowledge Networks in R&D Intensive Firms

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Abstract

Mintzberg (1990) suggested that strategic initiatives create experiences, actions and strategic choices that provide the foundation for learning. The focus of our study are strategic initiatives – the collaborations in the form of Strategic Alliances. This research builds on knowledge based view and explores knowledge flow in such strategic initiatives. Strategic alliances, affecting competition, may result in a strong response from competitors. We expect a cascade alliance effect among the rivals closely linked through knowledge networks. We use patent data to study short term strategic alliances, known as Strategy Technology Partnerships (STPs), in a set of 100 major R&D intensive firms. Based on our analysis we intend to explain the flow of knowledge among the STP partners and use of knowledge generated in these short term strategic alliances for long term strategic gains. Our empirical analysis also intends to explain the dispersion in absorption capacities of partners in these alliances and use of STP knowledge for overall growth of the industry.

Keywords: Innovations; Strategy; M&As; Strategy Technology Partnerships (STPs); international Joint Ventures; Strategic Alliances; Knowledge Management; Knowledge Flow; Learning.

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