
Contents

Introduction	xi
Chapter 1. From Traditional Forms of Cooperation Toward New Collaborative Practices	1
1.1. Introduction.	1
1.2. What is cooperation?	1
1.2.1. The object of cooperation	1
1.2.2. The actors	2
1.2.3. Products and services involved	3
1.2.4. Agreement duration	4
1.3. The traditional forms of cooperation	6
1.3.1. “Traditional” cooperation at large	6
1.3.2. Exclusions from a restrictive typology	7
1.3.3. Typology of agreements by stage of production.	14
1.4. New collaborative practices or the emergence of new innovation forms.	21
1.4.1. Multiplication of “co-...” practices	21
1.4.2. Platforms	22
1.5. Conclusion	22
Chapter 2. Cooperation and Transaction Costs Theory	23
2.1. Introduction.	23
2.2. The logics of transaction costs.	23
2.2.1. Coase and the market costs	24
2.2.2. Developing the theory of transaction costs: Williamson.	25

2.3. Alliance, market and hierarchy	29
2.3.1. The alliance, an intermediate form between market and hierarchy	29
2.3.2. The alliance, an alternative form to market and to hierarchy	33
2.4. Limitations of the contribution of transaction costs theory to the analysis of strategic alliances	37
2.4.1. Issues associated with transaction costs	38
2.5. Conclusion	41
Chapter 3. Cooperation, Open Innovation and Property Rights	43
3.1. Introduction.	43
3.2. The patents contest	44
3.2.1. Overall view: the notable growth of patents	44
3.2.2. Patents and innovation: the theoretical economic debate	47
3.3. Property rights and firms	49
3.3.1. Definition and fundamental features of property rights	50
3.3.2. A contractual conception of the firm	50
3.4. Property rights, technological externalities and inter-firm alliances.	53
3.4.1. Property rights imperfections and externalities	53
3.4.2. Alliances and internalization of technological externalities	55
3.5. Property rights and <i>open innovation</i>	61
3.5.1. <i>Open-innovation</i> strategies	61
3.5.2. Intellectual property challenges in open-innovation practices	63
3.6. Conclusion	65
Chapter 4. Agency Theory and Strategic Alliances	67
4.1. Introduction.	67
4.2. Cooperation and conflict in agency theory	67
4.2.1. Contract and firm	68
4.2.2. Agency theory and cooperation agreements	73
4.3. Agency theory, an analytical frame.	80
4.3.1. An analytical frame for strategic alliances?	81
4.3.2. Strategic alliances: relations between “principals”?	83
4.4. Conclusion	86

Chapter 5. Strategic Alliances in R&D and Market Power	87
5.1. Introduction.	87
5.2. Entry barriers and strategic commitment	88
5.2.1. Barriers and game theory	88
5.3. Alliances and strategic barriers to entry	92
5.3.1. Alliances as a means of erecting (or overcoming) barriers to entry	93
5.3.2. Alliances and strategic barriers to entry and R&D.	93
5.4. Technological lifecycle, entry conditions and strategic alliances	95
5.4.1. Technological lifecycle and entry conditions	95
5.4.2. Technological lifecycle and strategic alliances	100
5.5. Strategic deterrent power to entry and technological race.	102
5.5.1. Competition <i>versus</i> race?	102
5.5.2. The race for innovation	104
5.5.3. The introduction of cooperative phenomena between firms	106
5.6. Strategic dissuasion to entry, alliances and patent race	109
5.6.1. Innovation preemption by a market monopolist	109
5.6.2. Patent preemption, entry conditions and <i>joint-ventures</i>	110
5.7. Conclusion	112
Chapter 6. From Cooperation to Coopetition	113
6.1. Introduction.	113
6.2. Origins of the concept of coopetition.	114
6.3. The theoretical key factors of coopetition: borrowing from the theory of games.	115
6.4. From coopetition to inter-organizational networks.	120
6.5. Coopetition and dyadic relations	123
6.6. Coopetition and technological platforms	124
6.7. Conclusion	126
Chapter 7. Theoretical Principles of Inter-firm Cooperation: RBV Approach	127
7.1. Introduction.	127
7.2. Reversal of the “classic” paradigm of strategic management: strategic management schools	127

7.3. Strategic intent	130
7.3.1. What is the connection with the theory of transaction costs?	130
7.3.2. A possible parallel with agency theory?	132
7.4. RBV extensions	132
7.4.1. KBV extension	133
7.4.2. Competencies	134
7.4.3. Dynamic capabilities	136
7.5. RBV approaches	138
7.5.1. First-mover advantage	138
7.5.2. Lasting competitive advantage <i>versus</i> temporary competitive advantage	139
7.6. Alliances and RBV	140
7.7. Conclusion	142
Chapter 8. Firm Multinationalization, Cooperation and Territorialized Inter-organizational Networks	143
8.1. Introduction.	143
8.2. The theoretical principles underlying internationalization dynamics.	144
8.2.1. Various theoretical approaches	144
8.2.2. Arbitration between different methods of penetration in foreign markets	149
8.3. Firm multinationalization and transaction costs theory	151
8.3.1. Application of transaction costs theory to <i>equity joint-ventures</i> : Hennart's analysis	152
8.3.2. The introduction of time as a variable.	153
8.4. Strategic alliances and eclectic theory of production	154
8.4.1. Eclectic paradigm: multiple advantage identification?.	154
8.4.2. The real contribution of eclectic theory to inter-firm alliances	157
8.4.3. Further considerations of the OLI paradigm	158
8.4.4. Synthetic theory and strategic alliances	160
8.4.5. Comparative advantage, competitive advantage and international cooperation agreements: the empirical analysis	162

8.5. Inter-firm international cooperation and territorialized networks	163
8.5.1. Comparative advantage, competitive advantage and “regional advantage”	163
8.5.2. The expansion of localized industrial systems	164
8.5.3. Clusters and firm internationalization: which dynamics?	165
8.6. Conclusion	169
Chapter 9. Evolution of Strategic Alliances in the Context of Digital Transformation	171
9.1. Introduction.	171
9.2. Aerspatial sector	172
9.2.1. The specificities of the aerspatial sector.	172
9.2.2. Supply structure and dynamics in the aerospace industry: numerous alliances.	174
9.3. E-health: towards a new ecosystem?	180
9.3.1. E-health: still an ambiguous concept?	181
9.3.2. E-health market: towards a greater number of actors involved?	182
9.3.3. The IoT (Internet of Things) market: data at the heart of the value chain.	183
9.3.4. The intensification of inter-firm collaborative practices in the e-health ecosystem	184
9.4. Consoles and the video-gaming industry	188
9.4.1. A highly competitive oligopolic market	188
9.4.2. Numerous alliances between console manufacturers and video-game publishers	192
Bibliography	197
Index	245