

Significance and role of strategic alliances

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Abstract. The strategic alliance is defined as two or more than two independent organizations to achieve their strategic objective and reached a long-term or short-term cooperation. Such cooperation is the real needs of enterprises in order to survive or long-term development of action, with a clear strategic intent and objectives, but the partnership itself is not must be long-term and stable.

Keywords: strategic alliance, significance

With the further development of economic globalization, enterprises are facing more and more fierce competitive environment. Strategic alliance has become an important strategic choice for many enterprises to deal with the complex social environment and improve the core competitiveness of enterprises. Strategic alliance has great significance in realizing the strategic goal of enterprises, giving full play to the advantages of enterprise resources and enhancing the competitiveness of enterprises [1, p.77-79].

1. To realize the strategic goal of the enterprise

For an enterprise, through effective strategic choice, the ultimate realization of the strategic objectives of the enterprise is the guide to the operation of the enterprise. The realization of enterprise strategic goal needs various kinds of enterprise resources as

the support. To develop and grow, enterprises need to have the ability to obtain a continuous flow of resources as backing [3, p.37-41].

2. To enhance the core competitiveness of enterprises

Since Prahalad put forward the concept of "core competence" for the first time in "Core competence of Enterprises" in Harvard Business Review, it has also become the focus of attention of business operators. Just because the core competence of the enterprise has the characteristics of value, scarcity, difficulty to imitate, irreplaceable and so on, it becomes the source of the sustainable competitive advantage of the enterprise.

3. Achieve strategic diversity

Enterprises have the resources to determine the scope of enterprise to engage in business activities. The strategic theory, between enterprise resource and enterprise strategy are as follows: the path dependence of current resources -- the current strategic future resources -- the future strategy. Therefore, enterprises in the strategic choice of the current, it will indirectly affect the enterprise in the future business strategy. The complexity of the environment and technology innovation faster, more enterprises need through strategic diversity to adapt to these requirements [2, p.22-25].

4. Promote research and development

Research and development is the most important cooperation area of strategic alliance. Research shows that more than half of all strategic alliances involve research and development. Second, enterprises learn from each other through alliances, complement each other with technical advantages, and improve the competitiveness of their products. Third, enterprises can bear huge research and development expenses only

by establishing strategic alliances. Especially in the computer, electronics and aviation industries. Fourth, strategic alliances are also a shortcut for developing countries to gain access to key technologies.

5. Prevention of excessive competition

In any industry, with the constant saturation of the market, fierce competition will inevitably appear. After a price war you've won, you often lose both. The only solution is to take the initiative to cooperate with competitors and turn enemies into friends [4, p.115-131]. For example, the largest OPEC organization in the world's petroleum industry is the major oil producing countries, in order to avoid the excessive competition between each other, through the way of agreement cooperation, to control the output, to ensure the oil price and their respective income.

Referencing

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