ASYMMETRIC ALLIANCES AND INFORMATION SYSTEMS - ISSUES AND PROSPECTS

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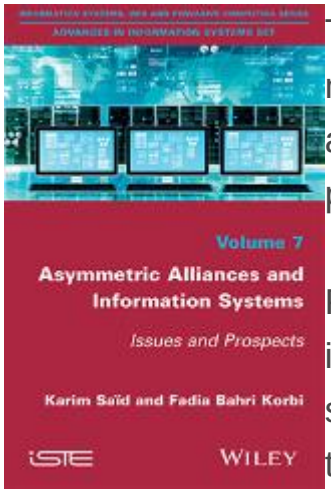

This book explores the impact of information systems on the management of North–South asymmetric strategic alliances through a series of in-depth case studies which analyze different types of partnerships.

Positioned at the heart of the value creation process, the choice of information system seems to be becoming a strategic issue which should be centered not only on the organizational decisions related to the type of alliance but also the management systems of each of the partners. The authors provide an understanding of the nature of this relationship

between the organizational structure and the method of information system integration in asymmetric alliances.

The in-depth analysis of strategic alliance case-studies illustrates the different methods of information system integration, which are themselves linked to the organisational and structural choices of the alliance. These methods are characterized by information-sharing and coordination mechanisms as well as the balance of control over shared activities developed by the distinct partners.

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About the authors

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