

CO-OPETITION STRATEGIES IN SUPPLY CHAIN MANAGEMENT

Brian Thompson, University of Houston, Houston, Texas, USA
Liang-Chieh (Victor) Cheng, University of Houston, Houston, Texas, USA

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ABSTRACT

Co-opetition is a well-known concept that has been utilized by companies and industry generally for generations. However, with the advent of technological innovations that enhance supply chain management, new strategic opportunities have emerged allowing companies of all sizes to better leverage markets and create opportunities through co-opetitive agreements and strategies. This work reviews contemporary literature and theory development by examining recent research to form five propositions that define the nature of co-opetition in supply chain management. These propositions are then mapped to establish a theoretical framework that defines the principles and outputs of co-opetitive relationships and agreements. Examples of these relationships and outputs are provided with modern forms of formal and informal governance. Suggestions for empirical and life cycle research to further understand and optimize co-opetitive agreements and relationships are examined.

Keywords: *Co-opetition, Supply Chain Management, Strategic Management*