

Topics

This seminar retraces the process of collaborating and attempts to analyze the main challenges that managers face when setting up and managing interfirm collaborations. In particular, we will explore three central issues of collaboration management: **formation, governance and performance**. Formation relates to **partner selection**, and the **negotiation process**. In this context, we will investigate how companies choose and win fitting partners. Furthermore, we delve into the negotiation and design of collaboration agreements. To properly administer the alliance, the parties need to select an appropriate **form of governance**. Governance refers to the organizational form and the active management of the collaboration. Given changing market conditions in long-term projects, managers face the challenge of renegotiating the terms of the collaboration and resolving disputes. Finally, we shed light on collaboration performance. We discuss the determinants of **successful collaborations** and the reasons for their frequent **premature terminations**. Detailed descriptions of the topics will be provided during the kick-off meeting. Afterwards, participants can indicate preferences according to their interests.

Objective

Apart from providing a broad overview of the literature and current research topics in the field of interfirm collaboration, the seminar aims at **enhancing participants' scientific writing and presentation skills**. A key benefit of the seminar is that students also get insights into **empirical research methods**. By the end of the seminar, each student has to submit a seminar paper (roughly 12 pages), prepare a scientific presentation and a peer review presentation. Moreover, we encourage active participation in the discussions. Thus, students will be **prepared for conducting their own research** in the scope of their final theses. Successful participation in the seminar will increase the chance of being accepted for a final thesis at the chair.

Course Assessment

Participants are expected to write a paper following the standards of academic writing by intensively reviewing the literature related to their topic. In addition they will be asked to empirically test their theoretical arguments on a small data set from the bio-pharmaceutical industry. Each participant has to present his or her topic (15 minutes) and critically review the work of a fellow student in a short 5 minutes presentation. Although English is encouraged, the paper and presentations can be in English or German. For the seminar paper, the chair's guidelines apply, which will be discussed at the beginning of the course. The following contributions will be evaluated for the final grade:

- Scientific seminar paper (12 pages)
- Presentation (15 min)
- Short peer review presentation (5 min)
- Active participation in the discussion

Application Procedure

Students can apply for the course from July 03, 2017 to July 10, 2017. The application form can be downloaded from the chair's homepage. Please send your complete application documents (application form, letter of motivation, CV and HISQIS report) as **one PDF** to Doerte.Leusmann@uni-passau.de and fill in the following registration survey: <https://goo.gl/forms/ESZWYqQw4NSKHVyt2>. In addition, please register on **Stud.IP** (39498 Seminar: Bachelorseminare – Anmeldung WS 17/18). You will be informed whether your application has been successful on July 17, 2017. You have to confirm your seminar place by July 21, 2017. **Successors will be notified by July 28, 2017.**

Schedule

(Please note that the following schedule is preliminary and may be subject to changes)

<p>Closing Date July 10, 2017 12:00</p>	<p>Fill in the registration survey and submit your application as one PDF to Dörte Leusmann: Doerte.Leusmann@Uni-Passau.de</p>
<p>Confirmation of Participation July 21, 2017</p>	
<p>Kick-Off Meeting, Introduction to Scientific Writing and Choice of Topic October 13, 2017 Room: WiWi 301.</p>	<ul style="list-style-type: none"> • Overview of the topic • Presentation of topics for seminar papers • Submission of preferences for topics • Introduction to scientific writing
<p>Guidance Meeting 1 October 27, 2017 Room: WiWi 114.</p>	<p>Submission and discussion of abstracts and table of contents</p>
<p>Introduction to Empirical Research November 3, 2017 Room: WiWi 301.</p>	<p>Discussion of progress</p>
<p>Guidance Meeting 2 November 10, 2017 Room: WiWi 114.</p>	<p>Discussion of progress</p>
<p>Guidance Meeting 3 (voluntary) November 24, 2017 Room: WiWi 114.</p>	
<p>Introduction to Scientific Presentation December 1, 2017 Raum: WiWi 301.</p>	<p>Introduction to presenting scientific work</p>
<p>Submission of Seminar Papers December 8, 2017</p>	<p>Submission of seminar papers to Ulrike Ammer, Innstr. 27, room 111 and as PDF to Doerte.Leusmann@Uni-Passau.de</p>
<p>Final Presentations December 18 & 19, 2017 Raum: WiWi 301.</p>	<p>Presentations of seminar papers and peer presentations</p>

Literature

I. Introductory Reading

Das, T. K., & Teng, B.-S., 2000. Instabilities of Strategic Alliances: An Internal Tensions Perspective. *Organization Science*, 11(1): 77–101.

Gulati, R., 1998. Alliances and Networks. *Strategic Management Journal*, 19 (4): 293–317.

Haagedorn, J., 2002. Inter-firm R&D Partnerships: An Overview of Major Trends and Patterns Since 1960. *Research Policy*, 31 (4): 477–492.

Rothaermel, F., Deeds, D., 2006. Alliance Type, Alliance Experience and Alliance Management Capability in High-Technology Ventures. *Journal of Business Venturing*, 21 (4): 429–460.