Scope of the Journal

IJ SBA considers inter-firm partnerships as an alternative and effective strategic option for gaining and sustaining competitive advantage. It focuses on inter-firm collaboration in a variety of forms in various industries in both national and international environments. It promotes our understanding of patterns and strategies of such ventures in the competitive global marketplace. Thus, IJ SBA provides a platform for generation, critiques, and discussions of knowledge on the formations and implementations of strategic alliances between firms.

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Topics of interest include, but are not limited to:
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• Franchising strategies, management and related issues.
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• Network relationships and structures.
• Supplier relationships and related issues.
• Outsourcing and subcontracting arrangements and related issues.
• Strategic alliances in different sectors and industries.
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