



STUDIA Universitatis Babeş-Bolyai OECONOMICA

2006

No. 51

Issue 1

ANALYSE DER ZUFRIEDENHEITSAKTOREN IN INTERNATIONALEN KOOPERATIONEN VON KMU

Bernhard SWOBODA ^{a,*}, Martin JAGER ^a

^a University of Trier, Germany

ABSTRACT

This article analyses the concept of international co-operation. Co-operation is understood as being of medium-long term in legal and economical autonomous small to middle-sized enterprises. Two Phases of cooperation are modeled in a deciding contingency-theoretic context. The article postulates that the managers' satisfaction with the result of this cooperation relies on how consistent structure, strategy and culture are considered during the implementation. In addition, decisions concerning the success during the preparation phase of cooperation are modeled directly and indirectly. The empirical verification of cause-effect relationship from the point of view of 164 small and middle-sized enterprises managers preliminary coincides with the previously postulated.

JEL Classification: L11, L13, L25

Keywords: cooperations, alliances, small and middle sized enterprises, contingency theory, fit-approach, view of the phases

* Corresponding author. E-mail: b.swoboda@uni-trier.de