Review of Managerial Science
Special Issue on

“The Relationship between Coopetition and Innovation/Entrepreneurship”

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Background

Brandenburger and Nalebuff (1996) defined coopetition as relationships within a value net where competitors can also become complementing agents through their cooperation. Within such cooperative relationships, technology, finance, marketing or management capabilities as well as R&D or innovation resources can be shared with competing companies in order to create synergies (Quintana-García and Benavides Velasco 2004; Gast et al. 2015).

Despite the advantages of coopetition, some authors note that such a strategy offers strong incentives for firms to behave opportunistically when sharing resources and knowledge, and thus threaten the success of these cooperation strategies (Baumard 2009; Bouncken and Kraus 2013). Hence, competitive cooperation is sometimes referred to as a “double-edged sword” (Bouncken and Friedrich 2012) or as non-automatically beneficial (Fulconis et al. 2011).

Nevertheless, competitors have several ways of integrating supplementary and complementary resources which provide innovative opportunities (Gnyawali and Park 2009). Direct collaboration with competitors is important not only to acquire new knowledge of technology and R&D, but also to create and access other capabilities based on the intensive exploitation of existing skills (Quintana-Garcia and Benavides-Velasco 2004; Bouncken et al. 2015).

In recent years, an increasing number of scholars have reported a positive relationship between coopetition and innovation. First empirical evidences show how coopetition can affect innovation outcomes (Tether 2002; Quintana-Garcia and Benavides-Velasco 2004; Nieto and Santamaria 2007; Gnyawali and Park 2009; Bouncken and Kraus 2013;
Accordingly, strategy and innovation are intertwined more or less explicitly in most of the coopetition literature. They also often arise in discussions on value creation and appropriation (Cassiman et al. 2009; Gnyawali and Park. 2009; Rai 2013; Ritala et al. 2014; Yami and Nemeh 2014).

Coopetition should be based on a diametrically opposed hypothesis, namely that of common interests. Accordingly, the main aim is to achieve common (as opposed to individual) goals through collective means. Companies try to improve their performance through strategic alliances, networks and other associations. In doing so, technological resources, innovative capabilities, and risks can be shared (Bengtsson and Kock 2000; Padula and Dagnino 2007).

Coopetition might be more critical in highly innovative sectors because of certain characteristics of such sectors, including short product life-cycles, the need for large R&D investment, the convergence of multiple technologies, and the importance of technological standards (Garud 1994; Gomes-Casseres 1994; Gnyawali and Park 2009). A key advantage of coopetition is the potential for overcoming the asymmetries of knowledge with respect to innovation (Brolos 2009; Enberg 2012).

Despite the importance of coopetition and innovation, the literature lacks a thorough exploration of the link between coopetition and innovation. However, because coopetition and innovation capabilities are more important in complex, dynamic environments, it is crucial to study the conditions under which firms are capable of cooperating to yield benefits, which constitutes an essential part of regional development (Quintana-Garcia 2004; Mention 2011).

Objective and scope

This special issue contributes to the field by presenting a collection of studies that highlight the strategic relationships among coopetition, innovation, and entrepreneurship.

Suitable topics include, but are not limited to, the following:

- Coopetition and management innovation
- Coopetition and entrepreneurial decision-making
- Coopetition strategies
- Coopetition and innovation ecosystems
- Coopetition in family firms
- Coopetition between new ventures and established enterprises
- Business creation within coopetition.

The special issue is also open to imaginative and interesting ideas that may fall outside the scope of these topics but fit within the spirit of this CfP and topics appearing in the RMSC.

All submitted manuscripts must strictly adhere to RMSC’s general author guidelines: http://www.springer.com/business+%26+management/journal/11846
Submitted manuscripts must not have been published previously, nor must they be under consideration for publication in other journals.

**Manuscript submission (full papers only) deadline:** February 10, 2017.

Submissions should be submitted to the guest editors directly via email, *not* via the online submission system ("Editorial Manager"): Sascha Kraus (sascha.kraus@unisg.ch), Norat Roig-Tierno (norat.roig@esic.edu), and Sonia Cruz (sonia.cruz@uv.es).

This special issue is closely linked to the 7th Global Innovation and Knowledge Academy (GIKA) Conference (June 2017, Lisbon, Portugal), where the guest editors will organize an own track on this topic. Papers accepted and presented at GIKA 2017 will have preferred/accelerated access for the second review round, although the special issue will also be open for non-participating authors.

**Please clearly indicate in your submission if you submit for GIKA 2017+RMSC or to the journal only.**

Participation in the conference itself or acceptance of a paper for presentation does not guarantee that the authors will be selected for the RMSC special issue.

**References**


