

ALIANȚELE STRATEGICE – INSTRUMENT DE CREȘTERE A COMPETITIVITĂȚII COMPANIILOR ÎN CONDIȚIILE GLOBALIZĂRII

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Abstract:

This paper analyses the problem of strategic alliances, which contribute to the growth of the competitiveness of companies in the conditions of globalisation.

In the first part of the paper, the concept of alliance is defined and the different types of alliances are comparatively analysed. In the second part of the paper, a method for analysis of the efficiency of strategic alliances is developed.