

# EXPLORATORY STUDY ON STRATEGIC ALLIANCES AMONG THE SELECTED ORGANIZATIONS IN SRI LANKA



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## ABSTRACT

Strategic alliance is an agreement between two or more organizations to cooperate in a specific business activity or intended plan. Organizations in the world have needed to work with other organizations because of the globalization, scarcity of resources and technological development etc. Strategic alliances are very popular strategy or frequent occurrence in the world of business. In Sri Lanka also most of business organizations made alliances with other organizations and recent years this is a very popular phenomenon. Therefore, this study undertaken to analyze relevant strategic alliances among selected organizations in Sri Lanka.

The objectives of this research study is to explore the nature of selected strategic alliances in terms of ownership, industry, sector, and company among selected organizations, examine the purpose of strategic alliances and to highlight a basic framework to understand the pattern of strategic alliances among selected organizations. For this purpose information regarding 103 strategic alliance agreements collected from the selected organizations. These strategic alliance agreements were analyzed by using content and document analysis.

This research study has found that more strategic alliances between foreign ownership and local ownership organizations, most organizations collaborated with different industry and bank finance and insurance and telecommunication have more strategic alliances than other industries, most of the strategic alliances signed among private sector and based on the companies point of views Mobitel, Sri Lanka telecom, Microsoft and Hutton National Bank have more strategic alliances among selected organizations. Most of the organizations made strategic alliances for the purpose of their business improvement and inter business process improvement. Based on analyzed information a basic framework was developed in order to understand the pattern of strategic alliances among selected organizations in Sri Lanka. This framework shows a brief summary of recent years strategic alliances signed among selected organizations in Sri Lanka and their expected outcomes.

**Key words:** Strategic alliance, Organization, Sri Lanka, Exploratory study.