



Invitation

The 2nd Annual Copenhagen Conference on Partnerships

"Creating Innovative Solutions through Collaboration"

"The relational quality associated with an alliance will be tested by the action of the parties as their relationship evolves over time" - Arino et al 2001

As organizations collaborate at an increasing rate it becomes still more important for them to be instrumental in organizing and managing the various collaborative knowledge processes. To be innovative and competitive in complex and fast changing markets firms need to develop alliance capabilities and learn how to design the best possible alliance structures and strategies. This conference will address questions such as:

- How do organizations best gain from collaborative activities and how is success measured in partnerships?
- How do partnerships facilitate innovation and innovative solutions?
- What kinds of collaborative competences (organizational or individual) are necessary in order to achieve success in partnerships?
- What is the importance of operational processes and social dynamics in partnerships?

The purpose of the conference is to build a bridge between academic work (empirical research and theory) and real-world practices and experiences, allowing academicians to learn from practitioners and allowing practitioners to apply leading-edge research and theory to their day-to-day alliance operations. The conference will offer a number of key note speeches from leading edge strategic alliance scholars and forefront alliance practitioners. We encourage participation from alliance professionals and alliance researchers alike. The theme of the conference is on *Creating Innovative Solutions through Collaboration* with particular focus on strategic alliances within the areas of Information Technology, Pharmaceuticals/Biotech and Green tech.

Registration

Please register for the conference on the conference website www.cbs.dk/partnershipconference2008. The conference fee is €200 for practitioners and €100 for academics and members of ASAP.

Time and place

November 17-18, 2008

Copenhagen Business School, Solbjerg
Plads,
2000 Frederiksberg
Denmark

Arranged by

Center for Strategic
Management and Globalization, CBS

Department of Management, Politics and
Philosophy, CBS

in collaboration with

The academic council of the Association of
Strategic Alliance Professionals (ASAP) &
ASAP Scandinavia

Registration and fees

Please register for the conference on the
conference website
www.cbs.dk/partnershipconference2008.
The conference fee is €200 for
practitioners and €100 for academics and
members of ASAP.

More information

For further details we refer to the
conference website
www.cbs.dk/partnershipconference2008

Line Gry Knudsen
DK-2000 Frederiksberg
Tel: +45 3815 3350
E-mail: lgk.lpf@cbs.dk

Organizing Committee

Bo Bernhard Nielsen
Line Gry Knudsen