

# Observing the Collaboration of Enterprise Architects in an Association of Organizations

Duygu Akdemir, 02.09.2019, Master's Thesis Kick-off Presentation

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# Outline



Motivation

Research Approach

Current State

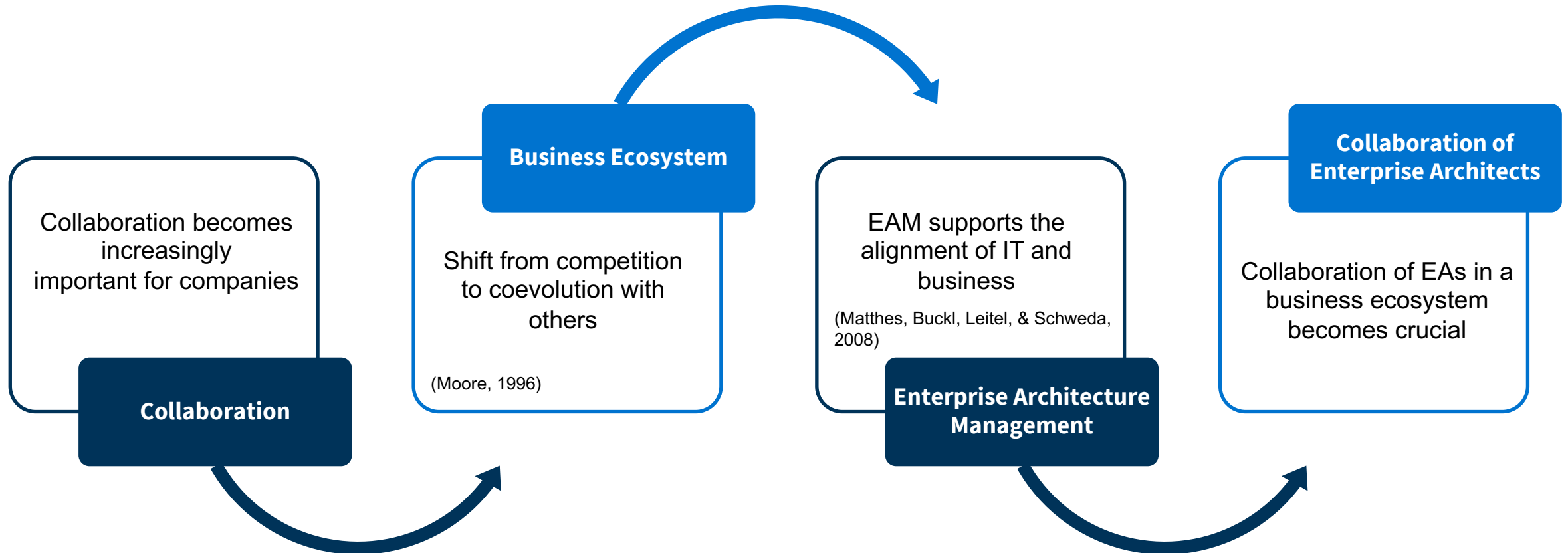
Research Roadmap

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Aim of the master's thesis is to provide a deeper understanding of the collaboration between enterprise architects

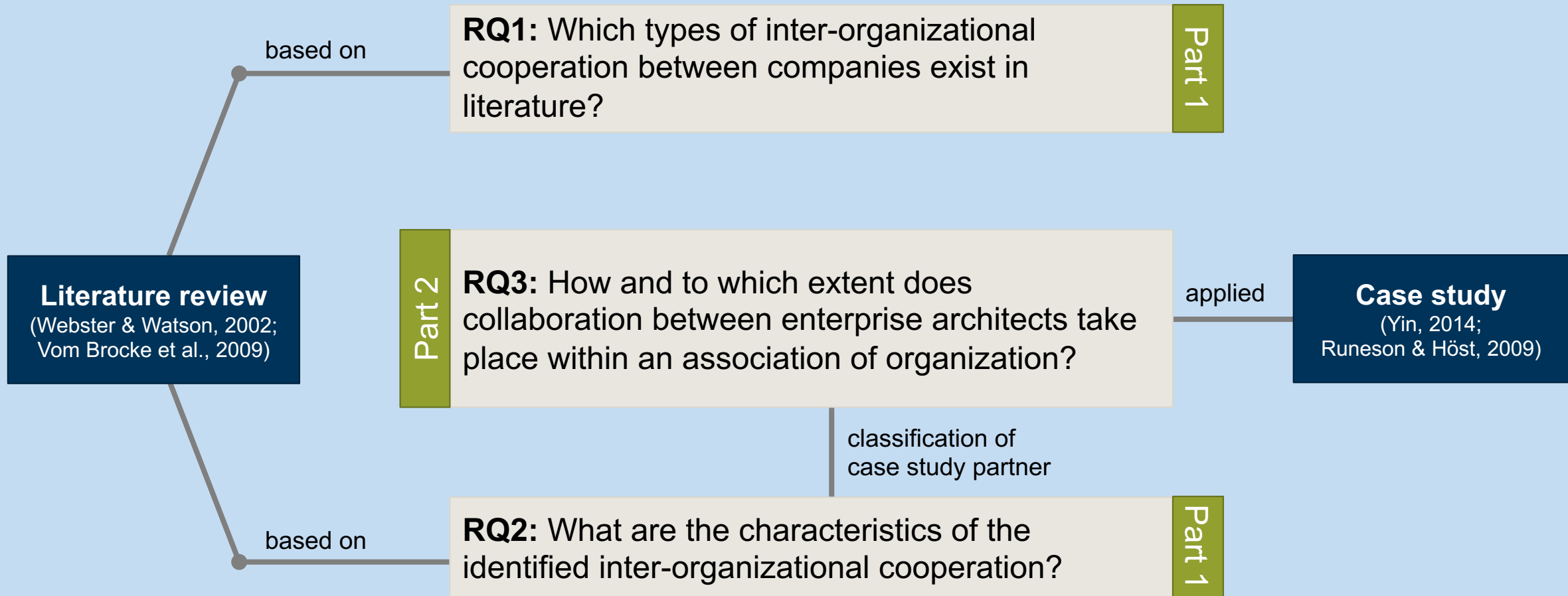


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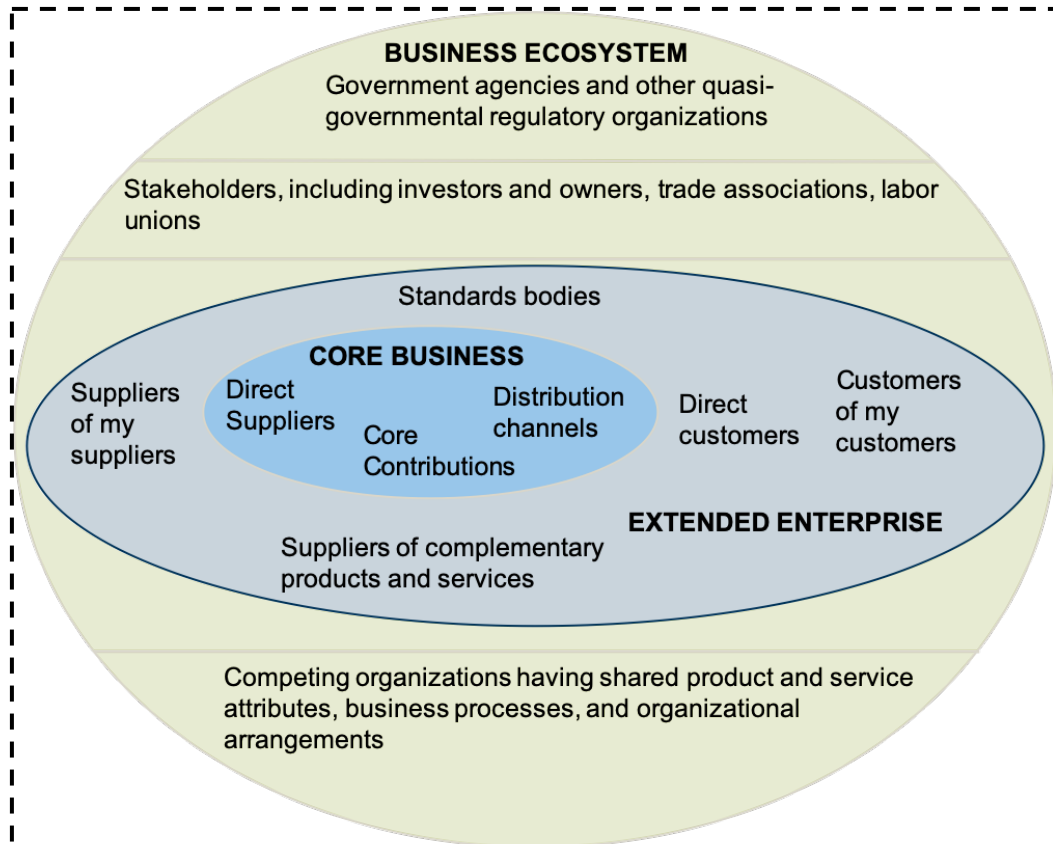
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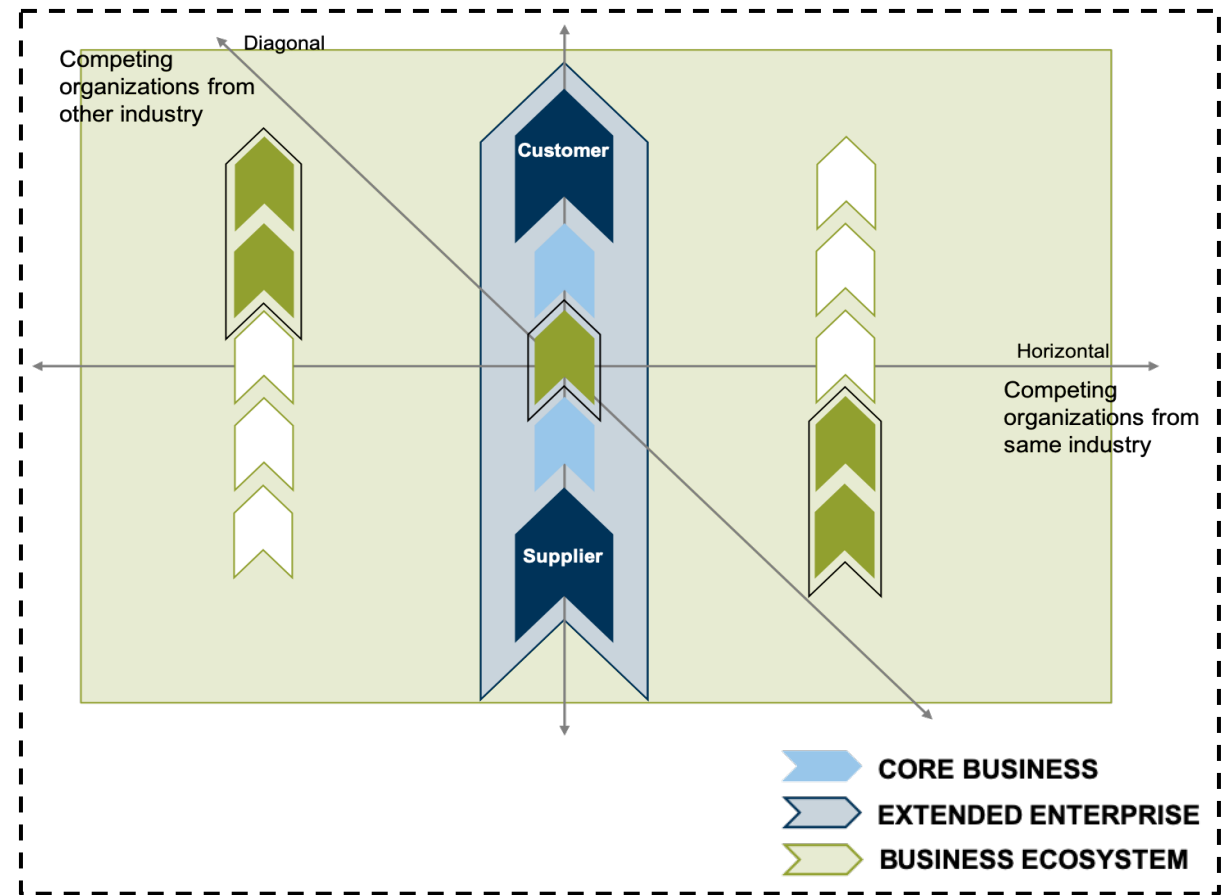
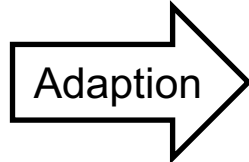
Research Roadmap



# Three Stages of Enterprise Collaboration Types exist in Literature

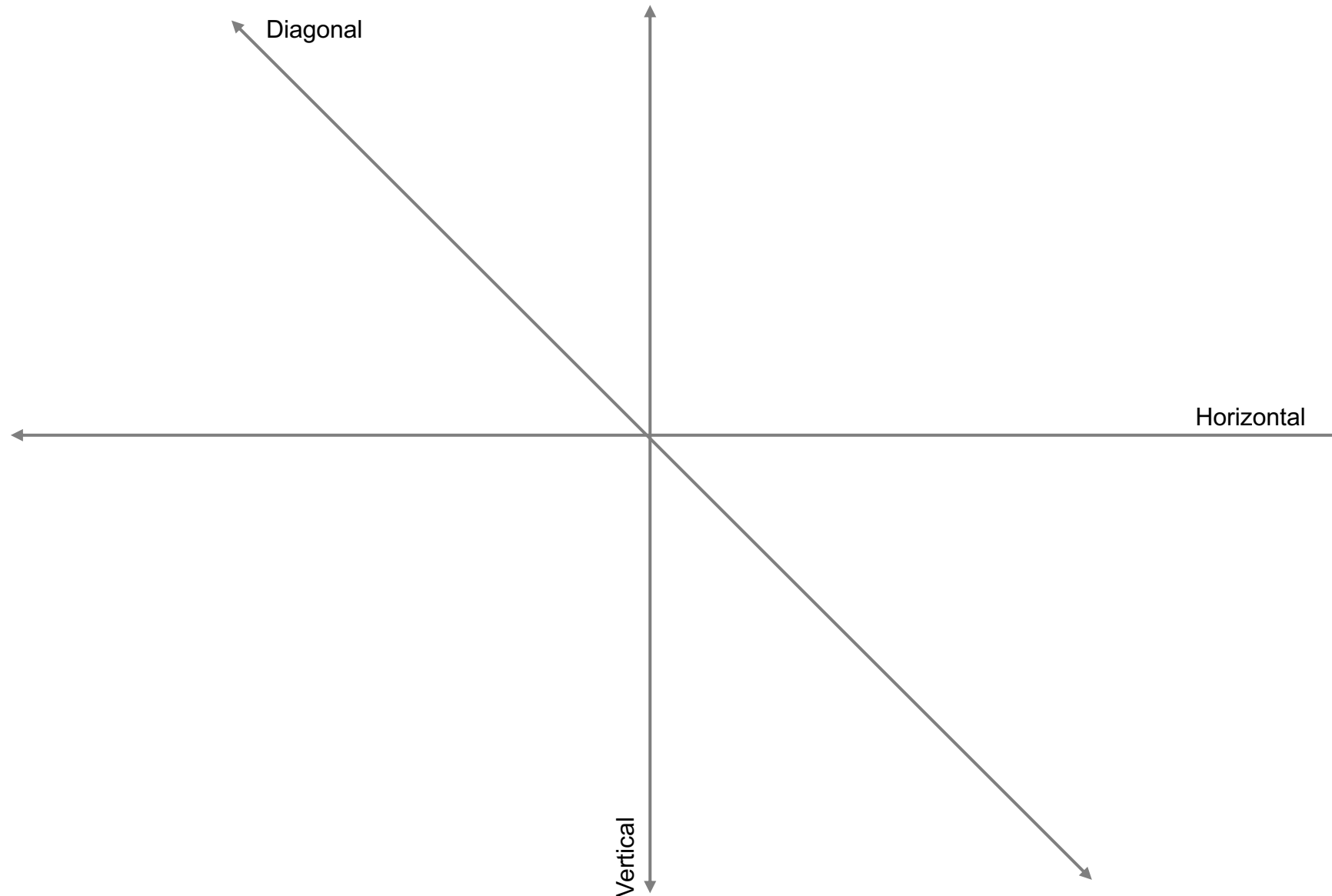


(Moore, 1996)

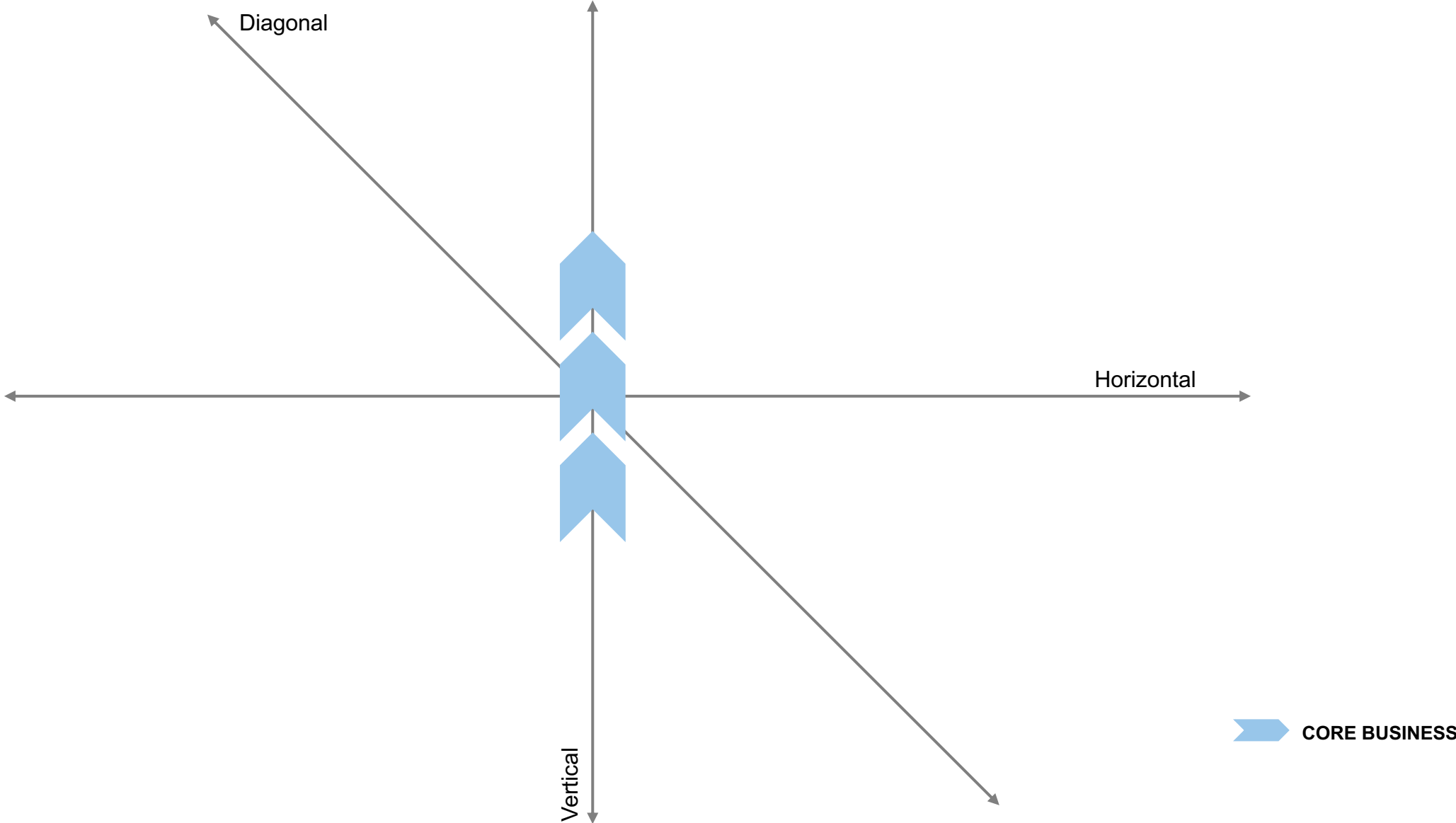


(Albers, 2000; Hagenhoff, 2004)

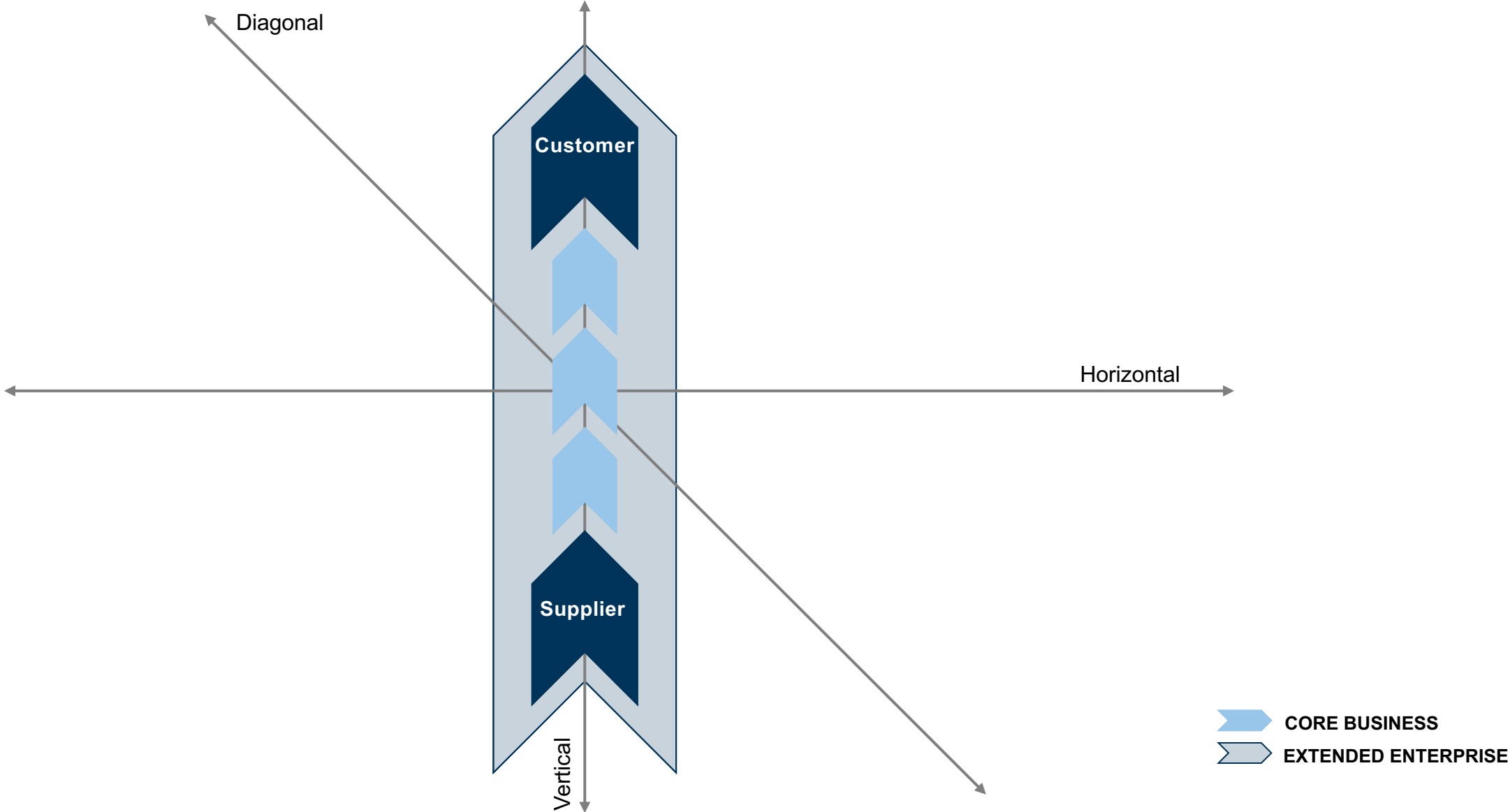
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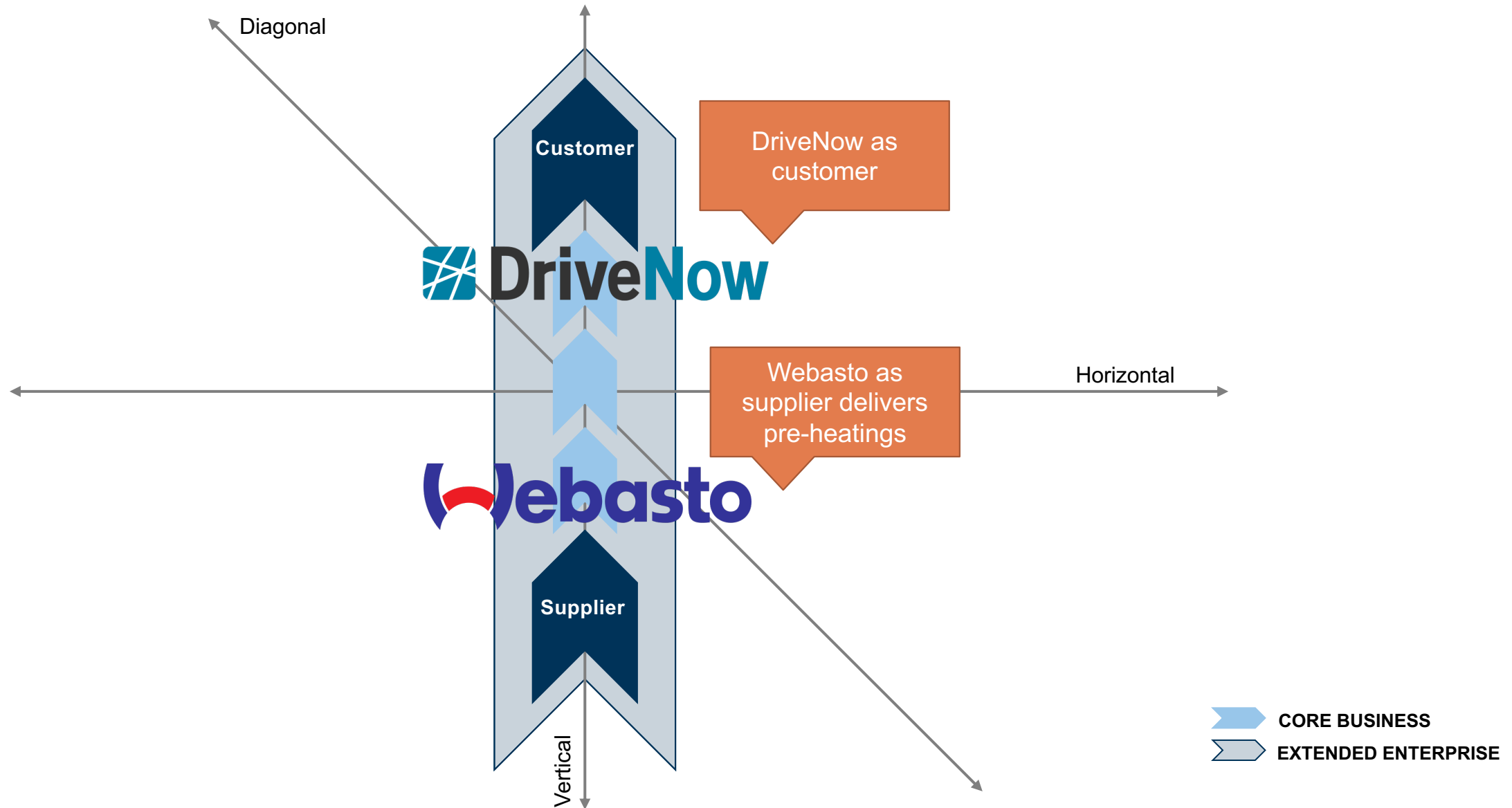
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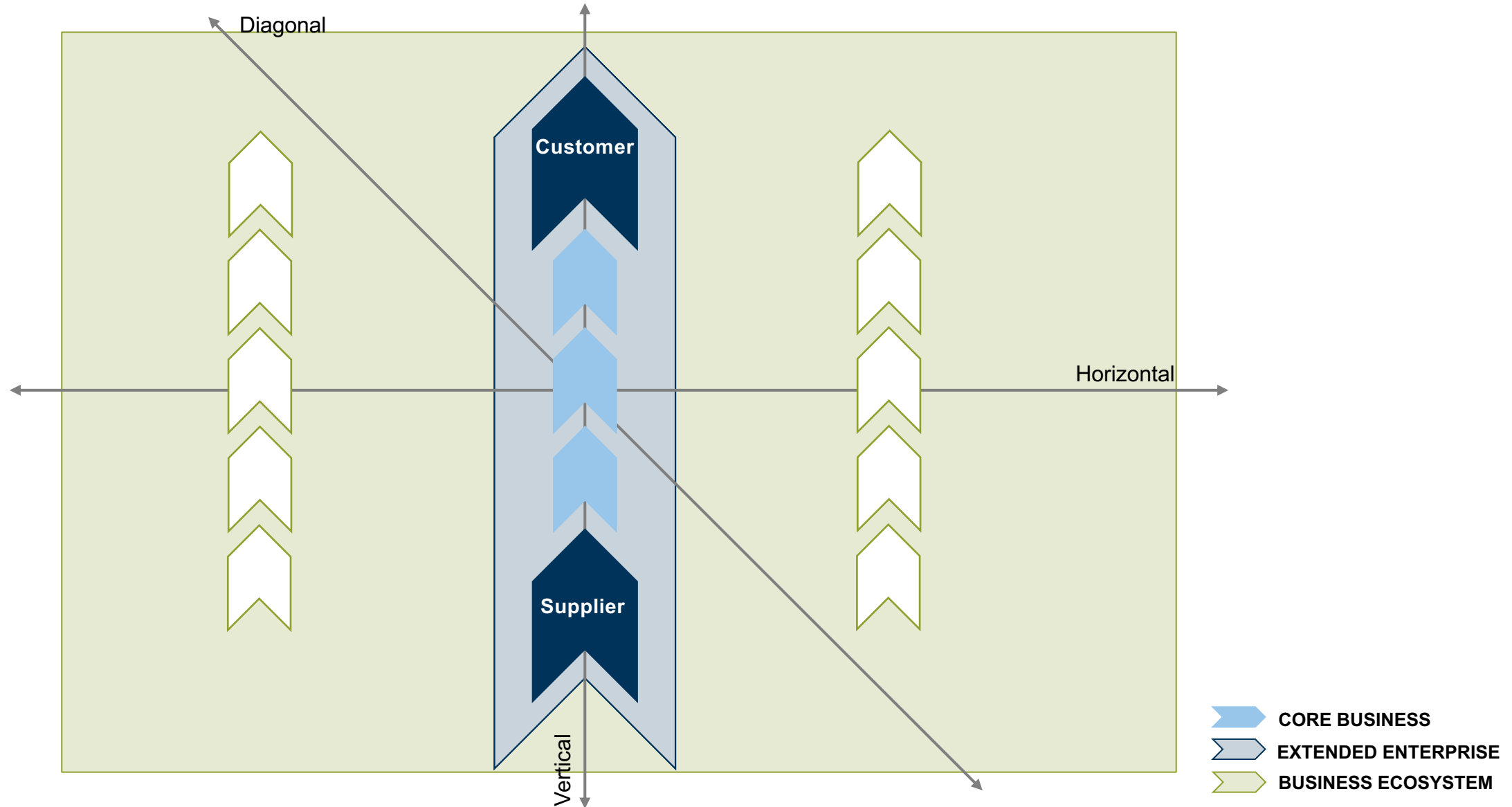
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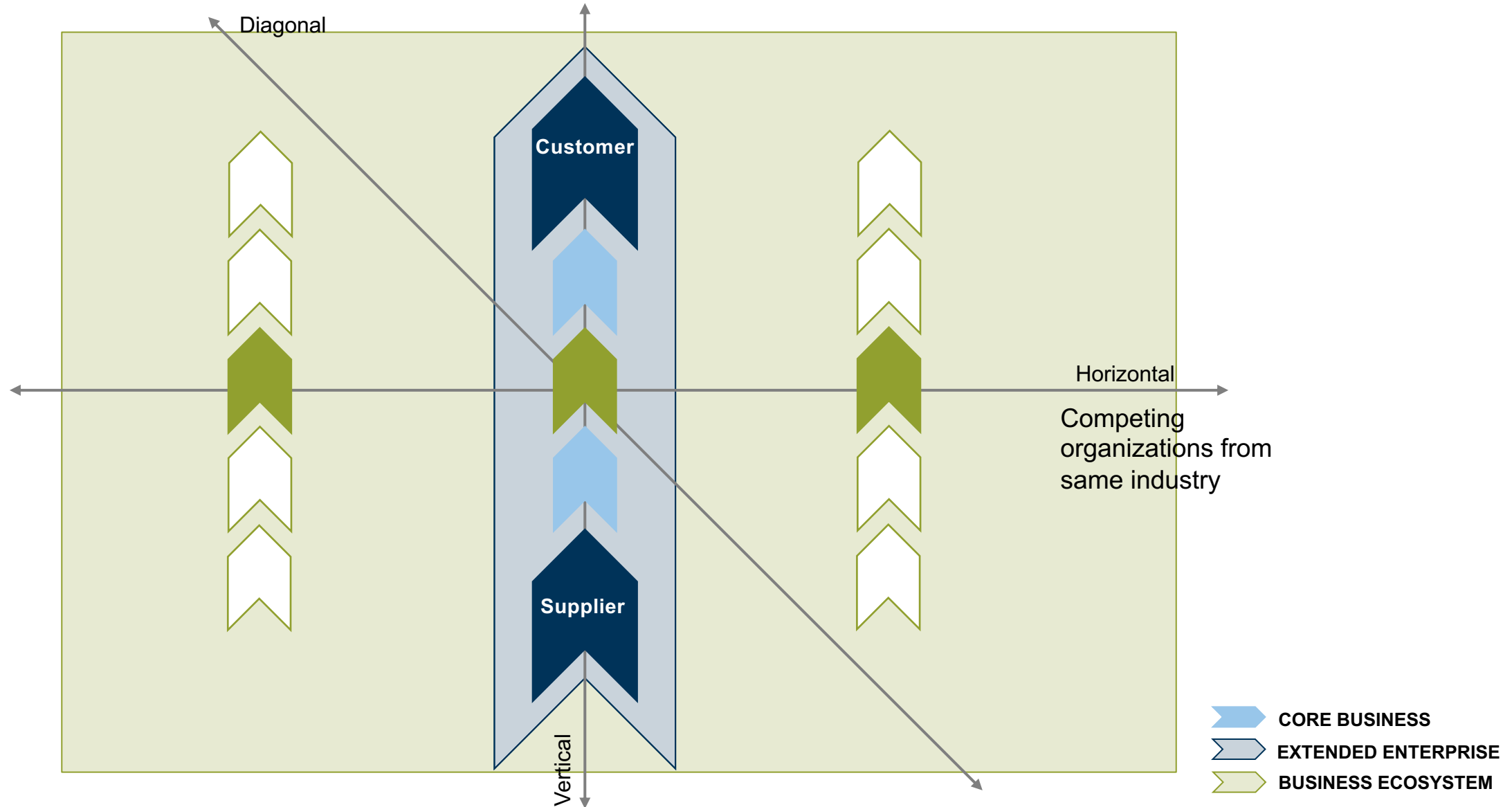
# Example for Vertical Direction – Cooperation between Webasto & DriveNow



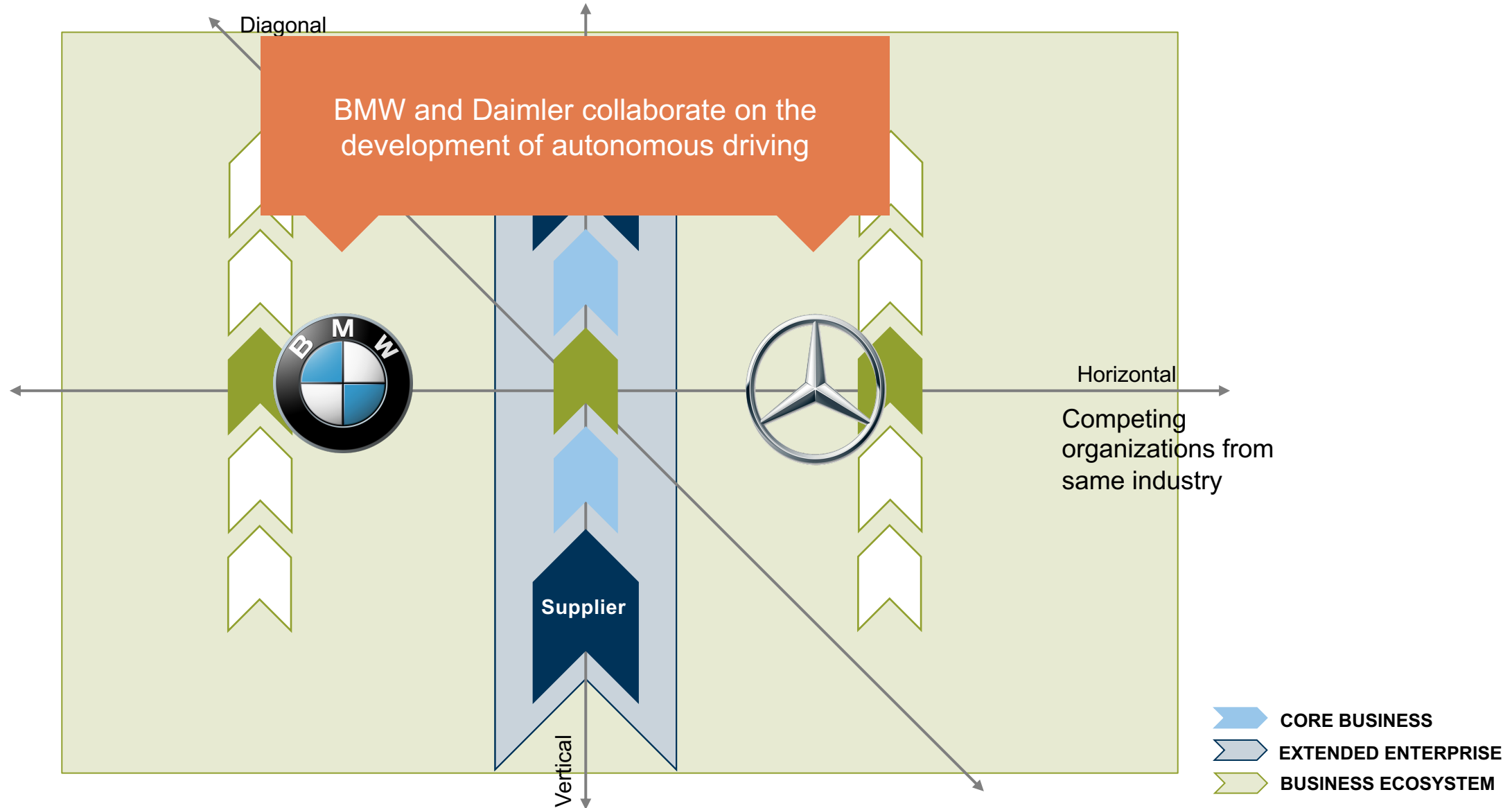
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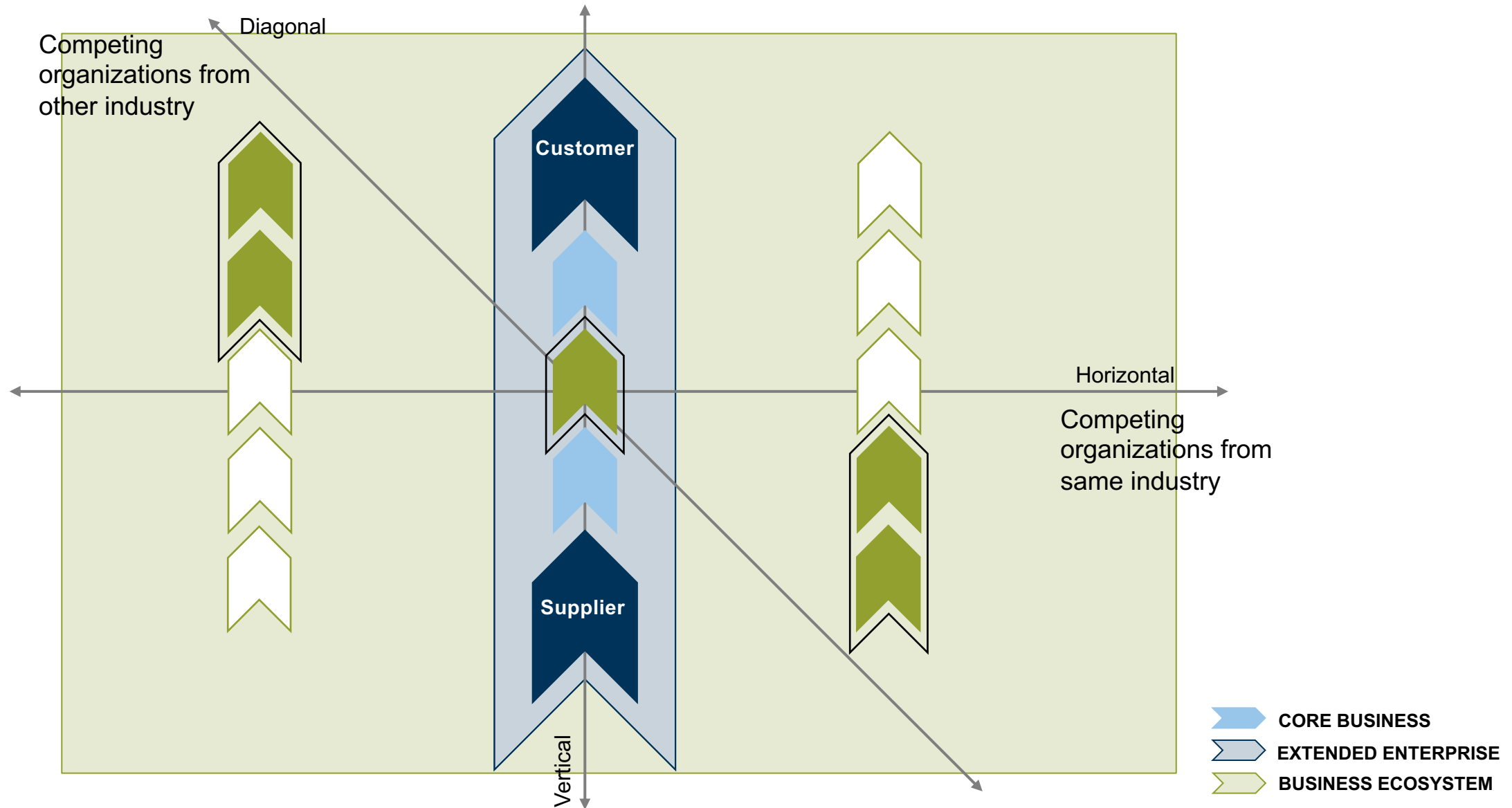


# Example for Horizontal Direction - Cooperation between BMW & Daimler

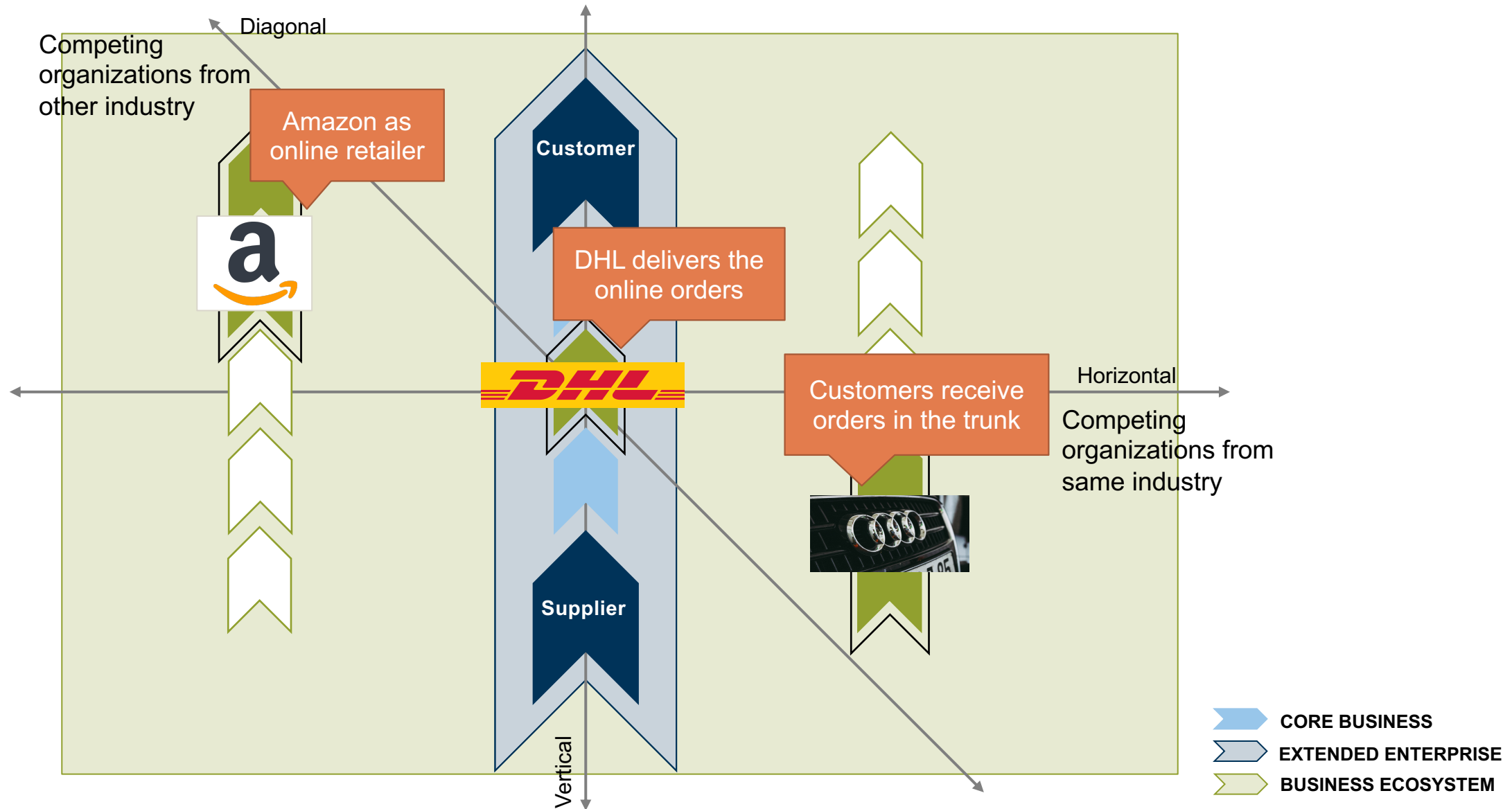




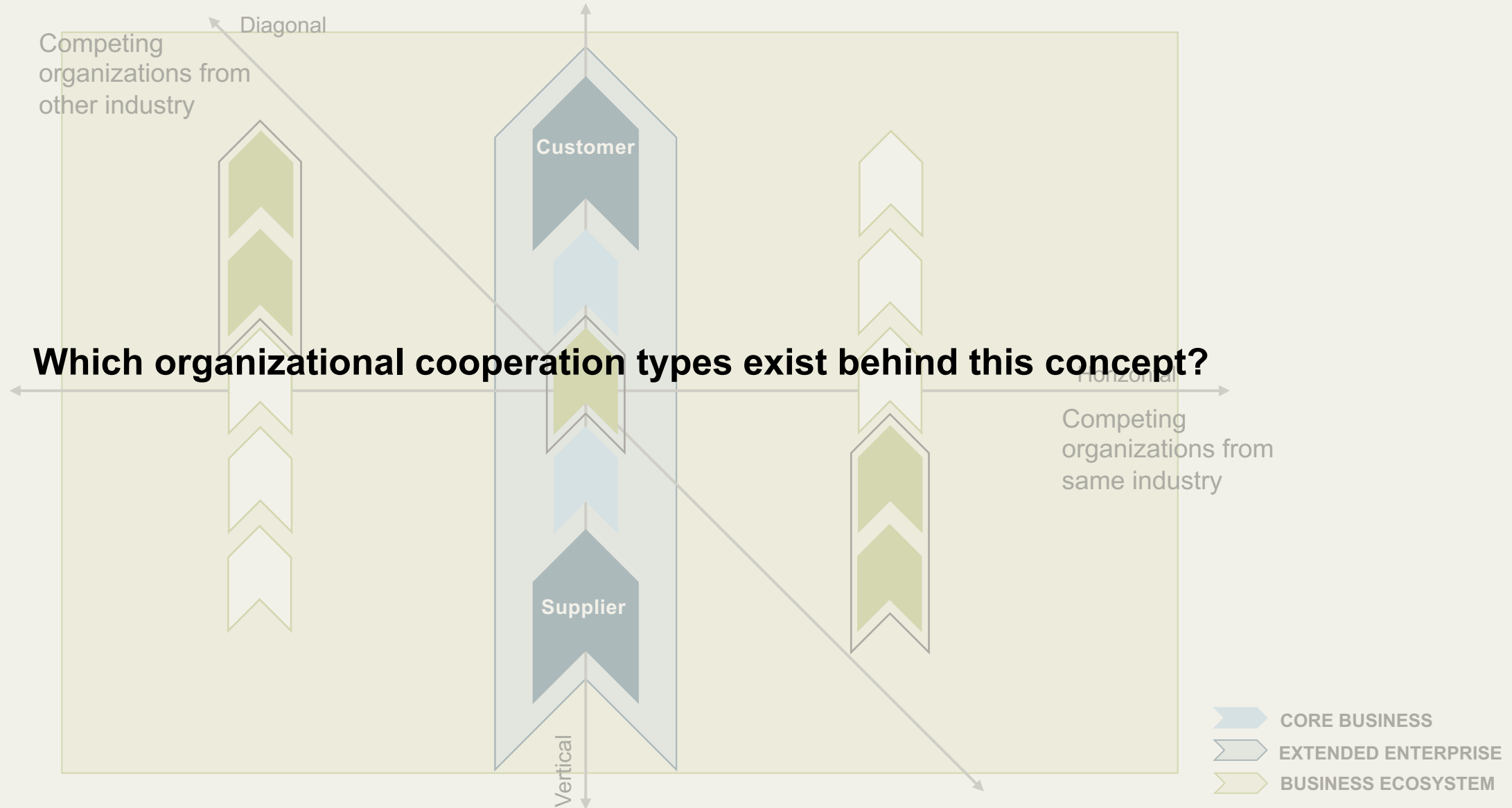
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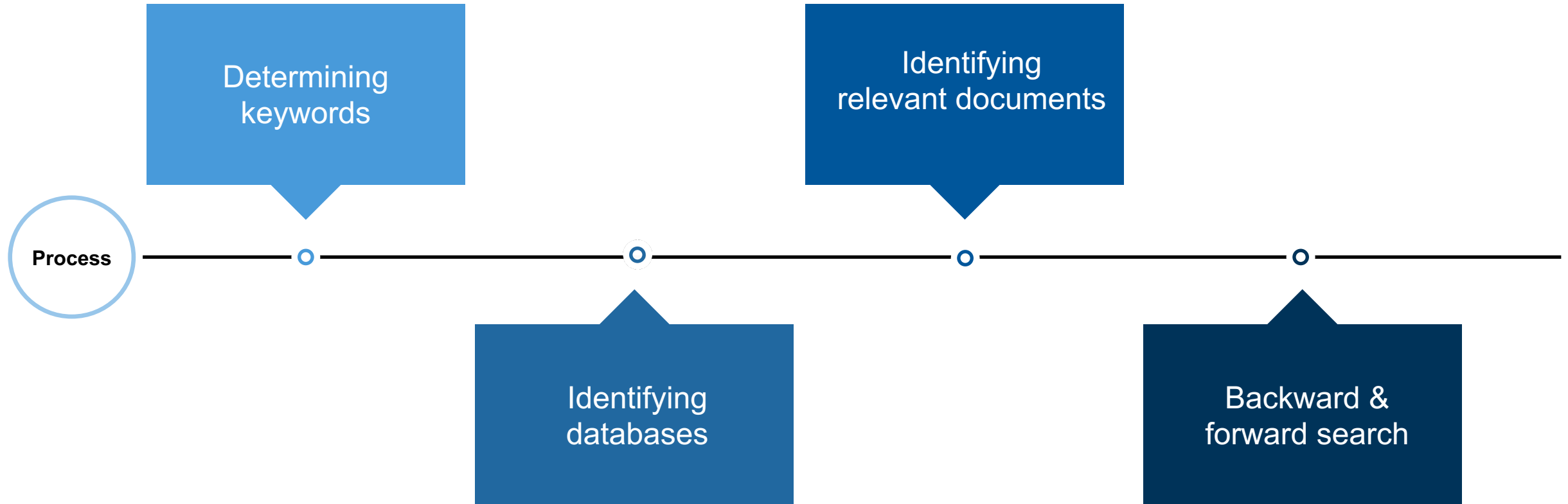


# Example for Diagonal Direction – Audi Connect Easy Delivery



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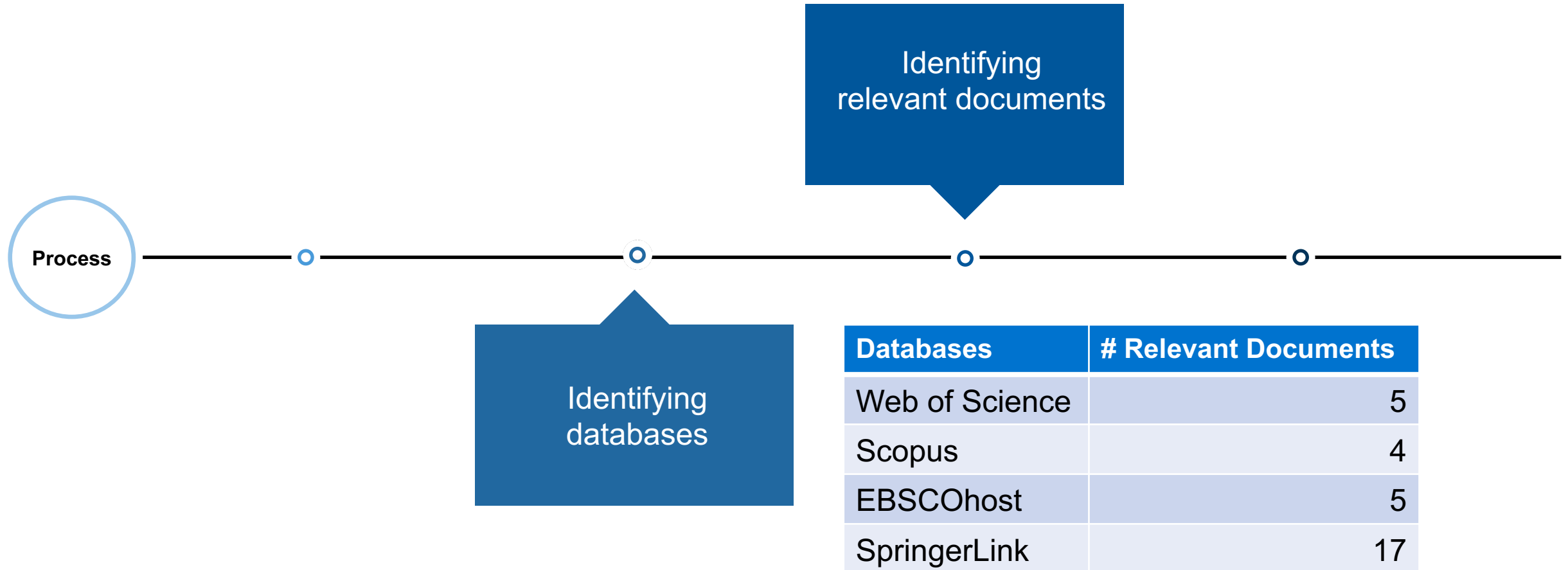
Determining  
keywords

Process

**SQ1:** (organization OR enterprise) AND (collaboration OR "co-operation" OR relationship OR partnership) AND (type OR form) AND characteristics

**SQ2:** ("inter-organizational" OR "inter-enterprise" OR "cross-organizational" OR "cross-enterprise") AND (collaboration OR relationship OR "co-operation" OR partnership) AND (type OR characteristics OR form)

**SQ3:** (Unternehmenskooperation OR "zwischenbetriebliche Kooperation" OR Unternehmensnetzwerke OR Wertschöpfungsnetzwerk) AND (Arten OR Typen OR Formen) AND (Eigenschaften OR Charakteristika)





# First Results of the Literature Review

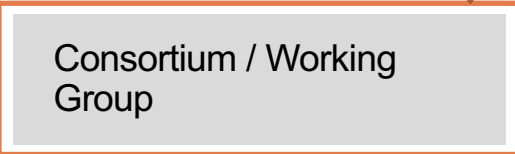
Types of Cooperations	Definition	# Docs	References
Strategic Alliance	is a form that provides at least one of the cooperating companies a long-term competitive advantage (Sydow, 1991)	15	(Hagenhoff, 2004; Wolff, 1998; Eckert, 2009; Killich, 2011; Männel, 2013; Schmid, 2013; Rief, 2008; Hess, 2013; Fischer, 2006; Teusler, 2008; Morschett, 2003; Kaschny & Nolden, 2018; Becker, Ulrich, Botzkowski, Fibitz, & Stradtman, 2018; Sydow, 1991; Sydow, 1992)
Joint Venture	is founded by two or more partners. They operate jointly and usually have the same equity investment (Sydow, 1991)	15	(Hagenhoff, 2004; Osiecka, 2007; Eckert, 2009; Killich, 2011; Männel, 2013; Schmid, 2013; Rief, 2008; Hess, 2013; Teusler, 2008; Morschett, 2003; Jagdev & Thoben, 2001; Kaschny & Nolden, 2018; Becker, Ulrich, Botzkowski, Fibitz & Stradtman, 2018; Sydow, 1991; Sydow, 1992)
Enterprise Network	is a form of cooperation with the goal to realize competitive advantages. Main characteristics are complex-reciprocal, cooperative and relatively stable relationships between legally independent but economically dependent enterprises (Sydow, 1991)	13	(Hagenhoff, 2004; Eckert, 2009; Männel, 2013; Schmid, 2013; Rief, 2008; Hess, 2013; Fischer, 2006; Jagdev & Thoben, 2001; Wolff, 1998; Cravens, Piercy, & Shipp, 1996; Kaschny & Nolden, 2018; Sydow, 1991; Sydow, 1992)
Virtual Enterprise	„Some authors define virtual enterprises as a temporary network of independent companies engaged in providing a product or service.“ (Jagdev & Thoben, 2001)	10	(Eckert, 2009; Killich, 2011; Hagenhoff, 2004; Hess, 2013; Jagdev & Thoben, 2001; Riemer & Vehring, 2012; Pires, Bremer, De Santa Eulalia, & Goulart, 2001; Becker, Ulrich, Botzkowski, Fibitz & Stradtman, 2018; Fischer, 2006; Bitici, Martinez, Albores, & Parung, 2004)
Consortium / Working Group	is a form of short-time cooperation, where the partners remain independent (Killich, 2011)	9	(Osiecka, 2007; Eckert, 2009; Killich, 2011; Männel, 2013; Schmid, 2013; Morschett, 2003; Becker, Ulrich, Botzkowski, Fibitz, & Stradtman, 2018; Sydow, 1991; Sydow, 1992)
Cooperations based on Contracts	include license agreements, management contracts, franchising contracts, long-term supply contracts ...	9	(Osiecka, 2007; Teusler, 2008; Morschett, 2003; Jagdev & Thoben, 2001; Eckert, 2009; Killich, 2011; Becker, Ulrich, Botzkowski, Fibitz, & Stradtman, 2018; Sydow, 1991; Sydow, 1992)



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Case study partner

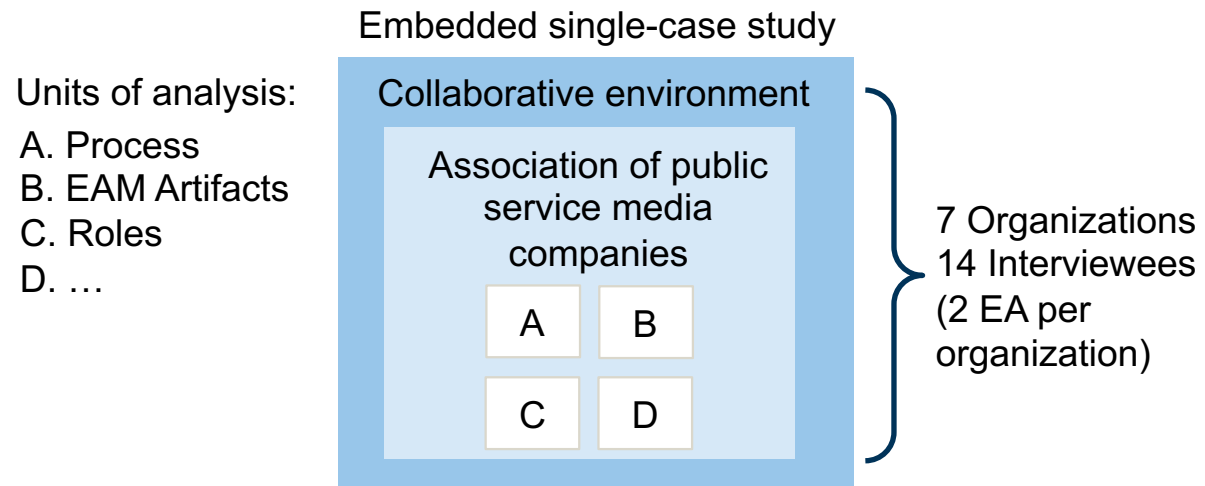


Following the guidelines according to (Yin, 2014):



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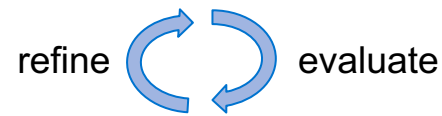


**DESIGN**

**PREPARE**

**COLLECT**

**ANALYZE**



**Workshop with  
enterprise  
architects**

Includes first degree data:  
Semi-structured interviews

Analyzing collected data with MAXQDA

# Outline

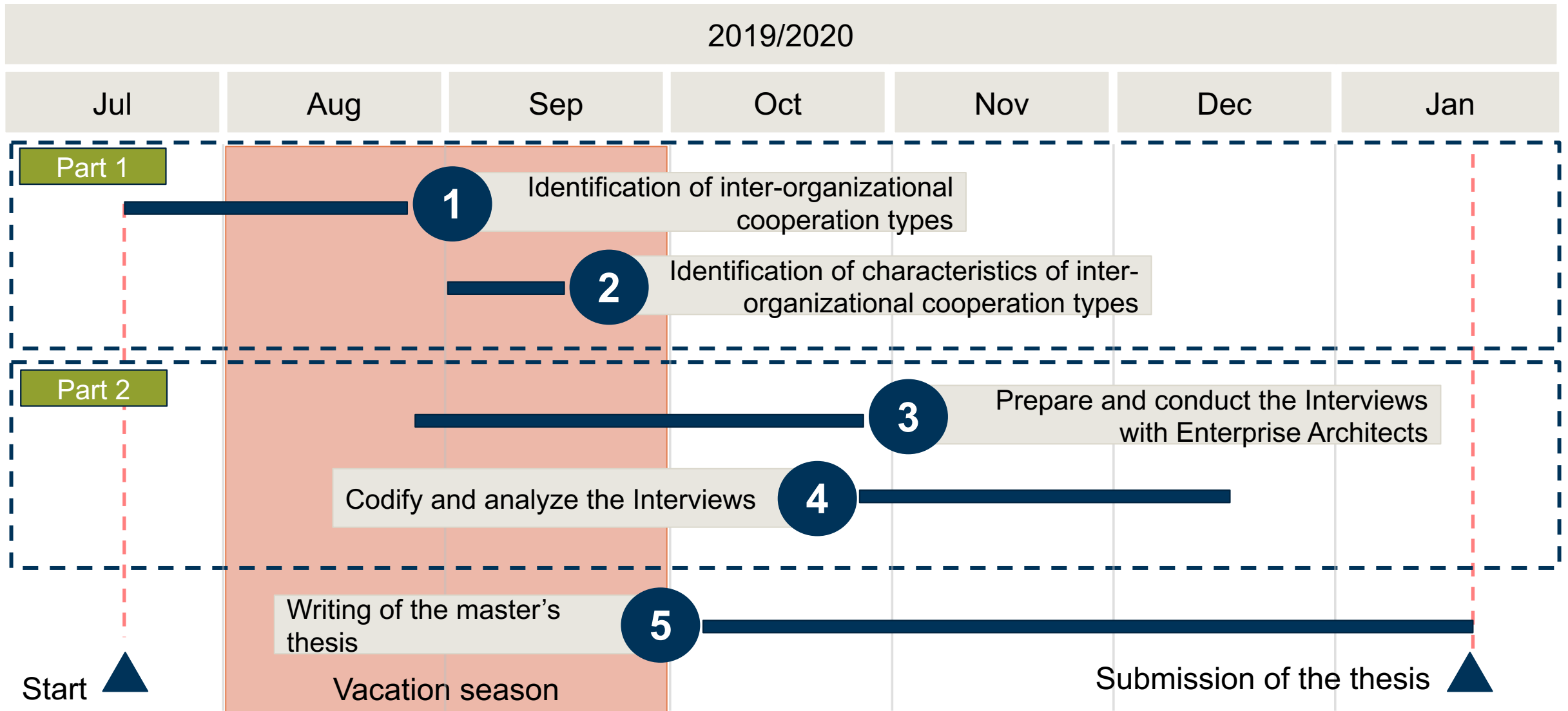


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QUESTIONS?  
**THANK YOU!**

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# Images

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[https://de.wikipedia.org/wiki/Datei:Webasto\\_logo.svg](https://de.wikipedia.org/wiki/Datei:Webasto_logo.svg)

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