

THEORETICAL PERSPECTIVES AND CONCEPTUAL FRAMEWORKS OF COOPETITION

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ABSTRACT

There are several perspectives that provide useful theoretical frameworks for analyzing coopetition based on its original paradigm – competition and cooperation. They are transaction–cost economics, resource-based view, game theory, industrial-organization, socioeconomics and social network analysis. Theoretical perspectives then developed to conceptual frameworks that explain and predict empirical phenomena of coopetition. The frameworks of coopetition vary from a continuum with cooperation and competition at its ends to the tendency to adopt multidimensionality under orthogonal structure between two constructs of competition and cooperation. – briefly drawing the typology of coopetition with competition and cooperation constructs as its axis.

Keywords: *, coopetition, theoretical perspectives.*