

An Extended Abstract of

Creating a typology of international alliances with city-level distance measures

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Abstract

This paper describes how microlocal factors affect international alliance formation. We focus specifically on the role of global cities, which we study from a distance perspective. We argue that distances must be apprehended not at the country level but at the city level. The paper is an attempt to provide a better understanding of the complex, multilevel factors that interact when firms select a foreign alliance partner in a particular location. We take an explorative methodological approach through a configurational analysis of international alliances made by American companies in 2015. The main contribution is the proposition of a typology of international alliances with city-level distance measures.

Key words: International alliances, location, global cities, distance measures

The paper is available from the authors