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Interpreting a Case of Outsourcing Shift-gears in the Car Industry Using Different Theories Simultaneously
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Abstract

The purpose of this paper is to bring forward a methodology that makes it possible to handle different theoretical models simultaneously when analyzing cases of outsourcing - without ending up with contradictory conclusions. The approach used in the paper is a development of a framework, the analysis of three commonly used models (The Make-or-buy model, the Network approach, and Industrial strategy) and a case study where outsourcing of shift-gears in the car industry is analysed. The paper addresses the basic need to clarify the fundamental assumptions embedded in theories applied on outsourcing. It also clarifies very hands-on how the suggested methodology can be used.

Keywords

Methodology, Outsourcing, Make-or-buy, Network approach, Industrial strategy