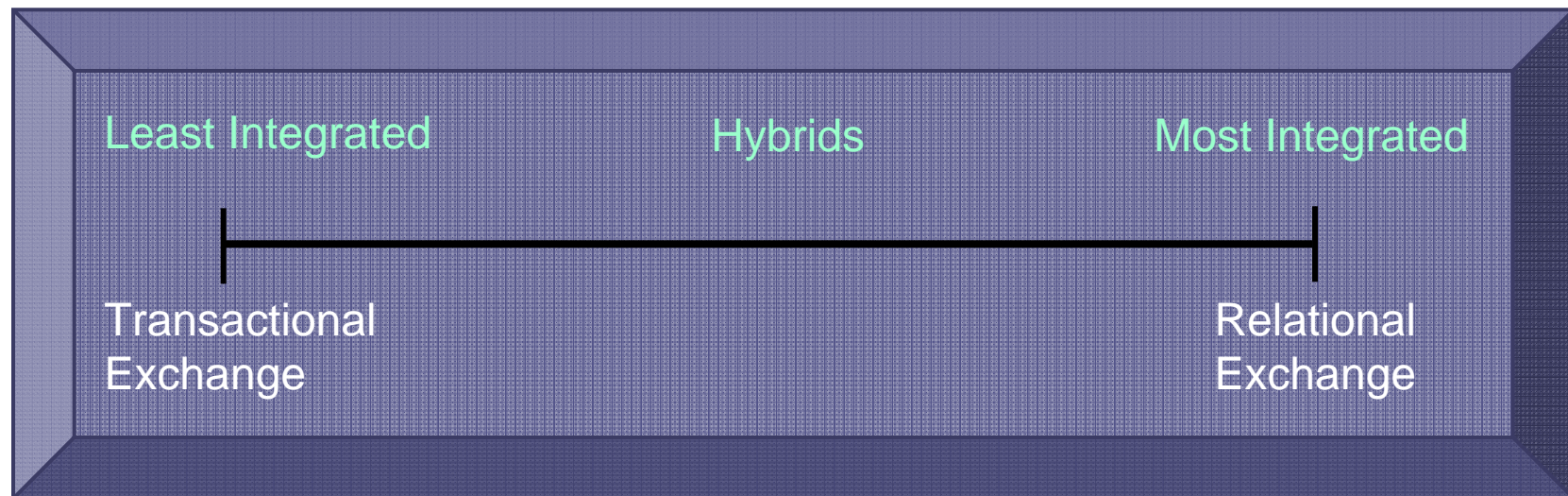


# Assessing Collaborative Capacity and Collaborating in the Acquisition Domain

Dr. Jim Simpson  
Dean, College of Business Administration  
Distinguished Professor of Marketing  
The University of Alabama in Huntsville  
[simpsonj@uah.edu](mailto:simpsonj@uah.edu)  
256.824.6735

# Alternative Governance Structures



## Relational Norms

Flexibility  
Solidarity  
Mutuality  
Perceived Duration of the Relationship

## Transaction Specific Investments

## Governance Structures with Contractual Requirements

