

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

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

Henrik Blomgren

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Interpreting a Case of Outsourcing Shift-gears in the Car Industry Using Different Theorys Simultaneously
Henrik Blomgren

Building: Hilton Ocean Front Resort
Room: Promenade 6
Date: 03-27-2010 - 10:30 AM – 11:45 AM
Last modified: 01-22-2010

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 carindustry 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