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STRATEGIC ALLIANCE AS THE FORM OF INTERNALIZATION OF BUSINESS AND MANAGEMENT

Purpose of the article is analysis of nature of strategic alliance, its characteristics and features. Results of such analysis should be taken into account while using strategic alliance in the process of internalization of business and management. **Research methods:** monograph analysis, grouping and generalizing methods. **Main results.** Strategic alliances in the article are considered as form of business and management internationalization. By the results of generalized features of strategic alliance, its definition is proposed. Such definition is the basis of describing advantages and limitations of strategic alliance. Advantages and negative features of strategic alliances are divided into general and specialized. General advantages of strategic alliance pertain to strategic alliance overall and specific advantages of strategic alliance pertain to participants of such alliance. Defined positive and negative characteristics of strategic alliance should be taken into account by its participants while making decision about participating such alliance, organizing management in the alliance and in the state regulation of national economy. It is shown in the article participants' interests in the strategic alliance as in pragmatic union are different: every of the participants tries to reach his interests, but he is forced to orient his activity to the common targets of alliance and take into account interests of other participants. Solving the contradiction of interests of strategic alliance participants' may have different forms. Analyzed nature of strategic alliance, defined its characteristics, features of its participants' relations should be taken into account while solving different tasks concerning participation of domestic enterprises in strategic alliances to provide the internationalization of management and business.

Keywords: strategic alliance, form, business and management internationalization, advantages, limitations, interests, contradiction, overcoming

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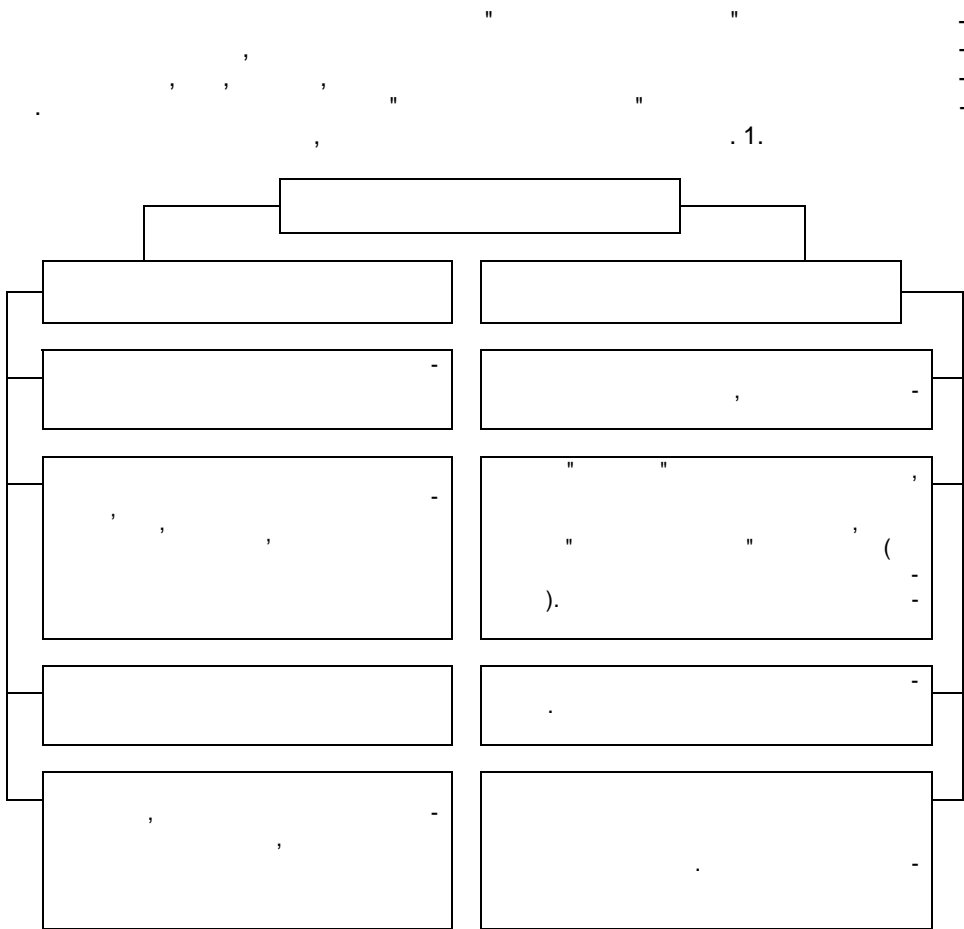
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