

---

## Managers' attitude towards strategic alliance formation – an empirical investigation of SMEs sector In Nigeria

**Abiodun Eniola Alao**

Department of Marketing,  
Moshood Abiola Polytechnic, Ogun state, Nigeria

**Felix Olalekan Taiwo**

Department of Business Administration & Management  
Moshood Abiola Polytechnic, Ogun state, Nigeria

---

### Keywords

Strategic Alliance, Managers' attitude, SMEs sector, Strategy, Business growth and success, global economy.

### Abstract

*Strategic alliance as an inter-firm collaboration strategy particularly among larger firms has been considered a prominent strategy in every sector of the global economy. It is expected to be a growing corporate culture for accelerating business growth and success in all sectors of the economy. In spite of the enormous potential of the strategy to firms especially in the SMEs sector, the trend towards its adoption is still at a low ebb, the intention of some of the firms to go into alliances has failed right from the stage of its introduction. The study thus focuses on the attitude of SMEs managers towards adopting strategic alliance as a key business strategy for growth and success. It further examines the issues around why and how SMEs should adopt strategic alliances from the perspective of possible risks and cost associated to successful formation of strategic alliances. We developed the theoretical framework based on resource-based view and transaction cost theory, which suggest the rationale for alliances and the structural make-up of the alliance. Finally, an empirical study was conducted to collect data from twenty-two SMEs in Lagos business district to test the hypothesis through t-test statistical model. From the results shows that the SMEs Managers' wrong attitude toward strategic alliances formation is based on fear of loss of control to either partners to the alliance. Thus, there is relationship between SMEs managers' attitude and adoption or approach to strategic alliances formation.*

---