

CASE STUDIES IN PLURAL FORMS

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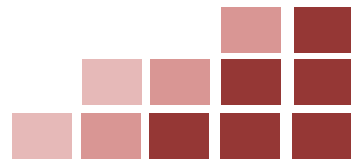
Sylvia Saes

Motivation:

In the business firms adopt a plurality of organizational forms to conduct transactions between suppliers, clients and competitors.

The puzzle:

Why do firms choose to do and buy simultaneously in obtaining the input or in the sale of an asset / service with identical characteristics?



The research

Method

12 case studies (clinical study) in the Brazilian sector of agro-business.

Each case at least two companies of the same sector, within which at least one of them has adopted plural forms.

The focus: the transactions between two segments of the productive chain and the reasons that they chose the governance structure that they had adopted



PLURAL FORMS TEAM

41 French-Brazilian researchers



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27 Brazilian CASE STUDIES

12 sectors



lettuce organic



meat beef



shoes: leather



coffee



cocoa



cellulose



27 Brazilian CASE STUDIES

12 sectors



milk



sugar cane



cachaça



shoes: rubber



wine



agricultural inputs