

How and Why to Forge Open Source Alliances

Strategic alliances between companies are typically forged top-down, following strategic considerations of the involved parties. Open source companies add a different perspective: By observing the community of open source users, companies can determine how combinations of open source products from different companies make sense to users and customers. Using these signals, open source companies can be led bottom-up by users and product adoption to forge strategic alliances. This Master Thesis creates a model of this behavior by analysing existing transcribed interviews and validates the model through a short survey.

Expected Results

- Creation of a model of bottom-up open source-led forging of strategic alliances
 - Analysis of an existing set of transcribed English-language interviews
 - Discussion of a theory (model) created from the analysis
- Validation of the model using a survey
 - Creation of a hypothesis-testing survey to validate the model
 - Execution and evaluation of survey as to model validity
- Summary presentation and discussion of resulting hopefully validated model

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