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COOPERATION NETWORK CLIENT- FOURNISEUR AND PERFORMANCE OF PARTICIPATING COMPANIES: INTEGRATION OF CULTURAL CONTEXT

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ABSTRACT

The network is a polysemous notion which, whether it is the object of a plentiful literature, remains complex to understand. We can define this concept, also known under the appellation of " virtual company " (Byrne, on 1993), " reticular organization " (Paché and Paraponaris, on 1993), " modular company " (Brilman, on 1995), or still " begun transactional " (Frery, on 1997), " as an implicit or explicit association of agents, industrial companies and services(departments), institutions evolving in domains often complementariness and having for object to move closer to varied resources, to develop relationships of trust between the members of these groups and to reduce the costs of obtaining of these resources, decreasing in this fact the short and long-term uncertainty on the market " (OECD, on 1993, in Joffre, on 1998).

The cultural context is indeed at the heart of the shares of cooperation, although this dimension is untold, as if it was obvious, as if the common objectives transcend these differences of conception and management of the collective action, as if the willingness was enough, or as if the common professional culture (entrepreneur, jurist, etc.) allowed a natural dialogue between the peers.

This research aims at encircling the ins and outs of the normative impact of the theories of the cooperation. She results in the perspectives in commercial transactions of B to B even in international transactions (deals), in particular by proposing a railing of reflection for the adaptation to the specific contexts. She results naturally in tracks of deepening of the interrogation on the cultural context in the interbegun ways of cooperation.

Keywords: cooperation B 2 B, Relation customer-supplier, Performance, Cultural Context, Inter-cultural, international Marketing, Distribution