

Non-market collaboration for market emergence: Pursuing non-market strategies in partnership with competitors

6pm, 1 November, 2016

Bioenergy Association is facilitating a study being conducted by Joel Allen, a doctoral researcher from the University of Auckland Business School and member of the Association. The study examines how market emergence or new market creation may be driven by competing firms through nonmarket collaborations such as industry or trade associations. In particular, the research investigates in what ways industry or trade associations use nonmarket strategies such as their social, political and legal activities to shape market emergence.

This research project will provide insights into how the bioenergy sector can become more effective in assisting members grow their own businesses by working collaboratively on common generic activities. One implication of this could be how the balance between pursuing a member's own business strategies and strategies geared toward growing the market pie for the common good is strengthened.

In undertaking the research, Joel Allen has been contacting a number of the Association's members on a confidential basis to identify the ways in which collaboration has impacted, and continue to impact, the strategies that influence the emergence of the bioenergy market in New Zealand, and how they can get good benefit for their own business..

Joel Allen will discuss his preliminary findings with members in a presentation following the [Bioenergy Association's AGM](#). This is a great opportunity for us to get free research on how we can improve.

**Joel Allen, PhD Candidate and
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Joel is the Research Assistant for a team of scholars currently examining the ways in which leading firms in New Zealand, Singapore, Sweden and Finland shape the markets in which they operate.

Joel is a Chartered Investment Manager (CIM®) and former investment banker who acquired expert knowledge in corporate finance, securities origination and trading, financial engineering and strategic planning before becoming a student of Strategic Management. Drawing on previous experience of collaborating with competitors in market and nonmarket arenas, Joel's PhD considers how market emergence is shaped by nonmarket collaboration, particularly industry associations. In general, his research interests include the use of lawful nonmarket collaborations by firms to acquire and maintain competitive advantages over other rivals in their markets

