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# Trust factor in construction alliances

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## Abstract

In any strategic alliance, there are cooperation and competition aspects between the parties involved. The propensity to pursue vigorously either of them depends on the

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confiance dans la propension à poursuivre l'aspect compétitif de l'alliance. Il ressort d'interviews conduites dans le cadre de cinq alliances dans le secteur de la construction que les entreprises ont tendance à favoriser l'aspect compétitif lorsque le niveau de confiance entre les partenaires est peu élevé; au contraire, l'aspect coopératif se trouve renforcé lorsque la confiance règne entre les partenaires. On en a conclu que pour atteindre leurs principaux objectifs, les partenaires d'alliances signées dans le secteur de la construction devaient favoriser la création d'un climat de confiance réciproque. Un cadre proposé à cet effet est mis à l'épreuve dans une étude de cas.

Keywords: construction alliance construction firm opportunism partnering strategic alliance trust Botswana

Mots clés: Alliance dans le secteur de la construction entreprise de construction opportunisme partenariat alliance stratégique confiance Botswana

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