

# Which one collective strategy is appropriate for the business ecosystem? The role of foreign policy

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## Abstract:

This paper explores the role of foreign policy on the choice of the collective strategy in dealing with new restrictions and new opportunities from an operational perspective in the business ecosystem. To demonstrate this important issue, we have studied the performance of the PSA (Peugeot société Anonyme in the French language) for about 6 years from 2013 to 2018 to find out how the PSA applies the collective strategy in dealing with restrictions and new opportunities. And how it can create value for its members in uncertain situations. To respond to this question, we have chosen a quantitative approach that the research data has been analyzed by the PCA (principal component analysis) model. Results show what brings success to the business ecosystem in uncertain conditions and turn the threat into opportunities is deeply depends on how to choose the collective strategy according to circumstance. The result also pointed out to obtain competitive advantages via evaluation of the collective strategy according to foreign policy. Previous literature has focused on applying a variety of collective strategy and has ignored the role of influential political environment variables on the collective strategy selection. Once the role of foreign policy on the collective strategy selection is introduced, a more complex picture of the business ecosystem performance emerges with the signification implications for theory and practice.

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