

Abstract

The paper highlights the significance of coopetition framework in attaining sustainable development goals by 2030 as decided by UN and adopted by NITI Aayog. This paper is primarily constructed on achieving 12th & 17th SDG related to responsible consumption and production and partnership for the goals at firm level.

Introduction

Coopetition has recently gained attention within UN [1]. At the firm level, organizations compete and cooperate not just for economic goals but also towards social equality and environmental concerns [2].

Examples of few organizations that have come together for attaining these targets not just for capacity building and technology transfer but also as means for achieving economic goals and to be socially impactful:

- (a) Toyota and Ford, teamed up and designed Atlas Ford F-150 Hybrid concept which turned to be the best-selling hybrids in the automobile industry.
- (b) Tesla Motors-Daimler AG alliance and Tesla Motor-Toyota alliance, in the US electric vehicle (EV) market

Materials and Methods

Systematic literature review - Bibliometric analysis [3]
Tools - R studio and VOS viewer.

Conclusions

At the outset, by reviewing the literature the study identifies countries like Finland, Sweden and France that have major contribution towards research in coopetition. At a global level, firms in European countries have shown a significant inclination towards achieving SDGs. Countries like India should provide a conducive ecosystem to firms for mutual competition and cooperation for sustainable environment and enhanced firm performance.

Industrial Significance

The study can guide practitioners in accomplishing SDGs by 2030 by encouraging the competition and cooperation at firm level to address the environmental, social and economic issues.

Technology Readiness Level: To accomplish the global targets, competitors belonging to same industry or from complementary industry should partner and find solutions for bigger world problems by responsible consumption and production, setting a level playing field and eventually compete thereafter.

Result

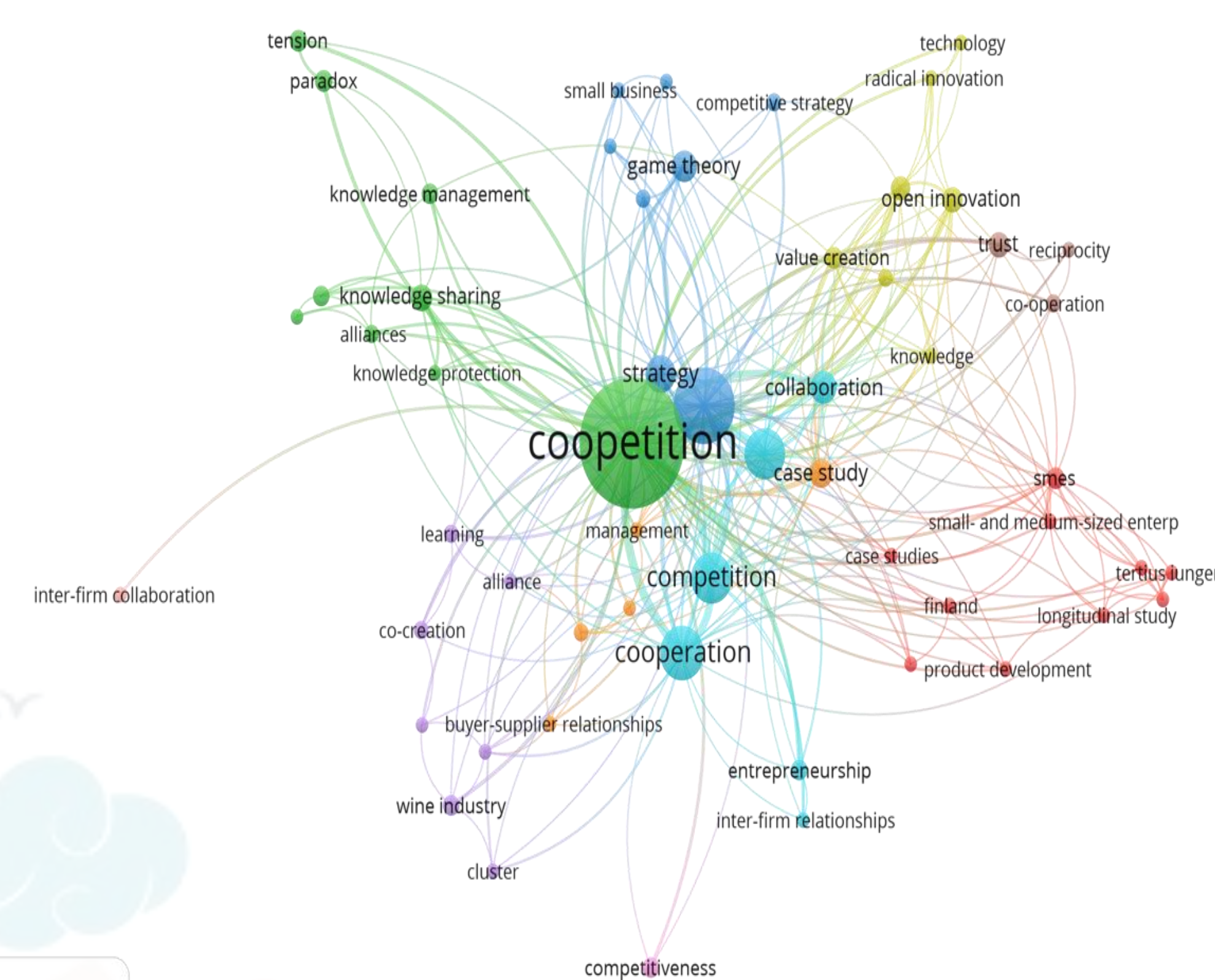


Fig.1 Keyword Co-occurrence

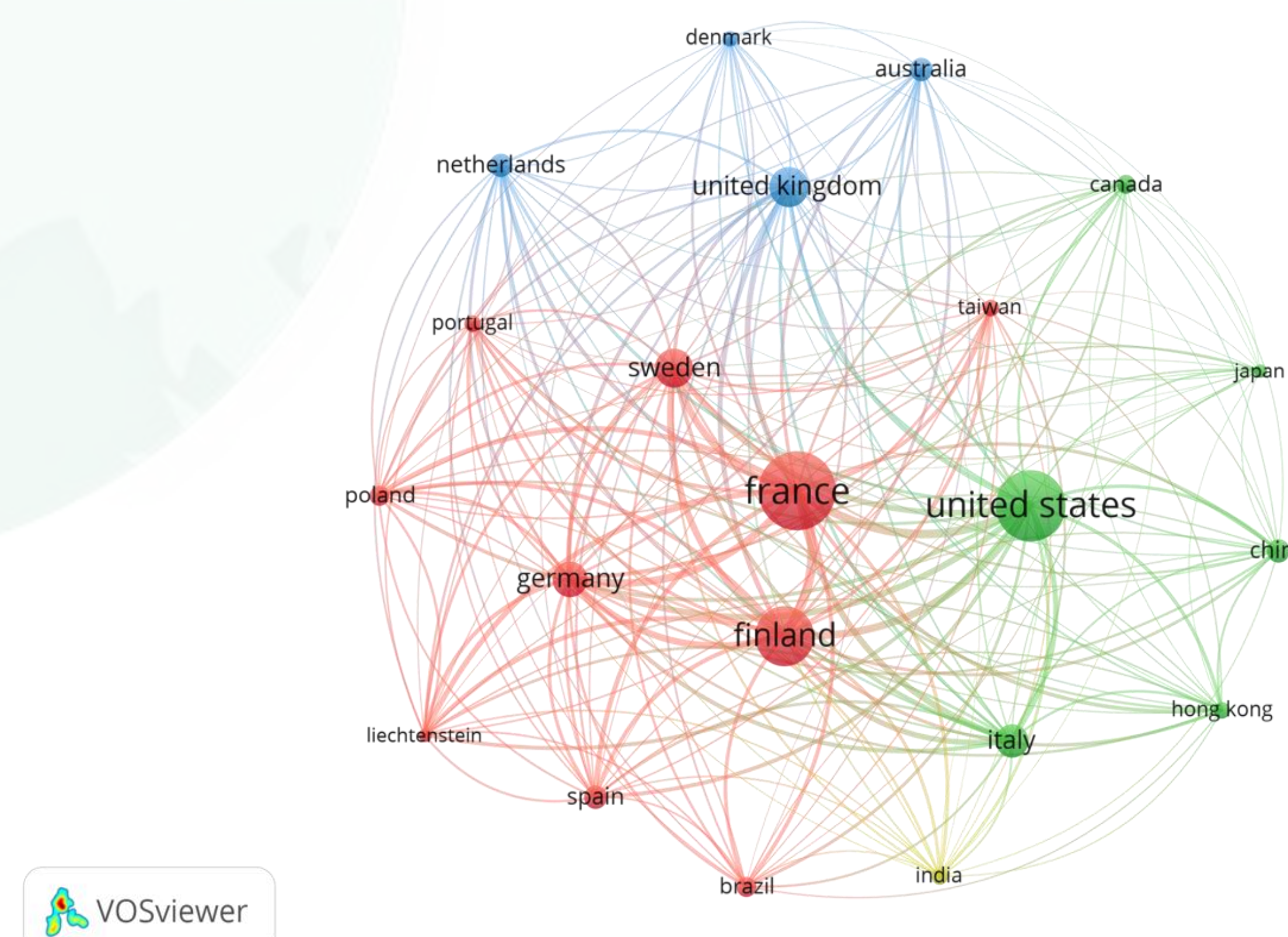


Fig.2 Country Co-citation Analysis

References

- [1] Pedersen, C. S. (2018). The UN sustainable development goals (SDGs) are a great gift to business!. *Procedia CIRP*, 69, 21-24.
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- [3] Gast, J., Filser, M., Gundolf, K., & Kraus, S. (2015). Coopetition research: towards a better understanding of past trends and future directions. *International Journal of Entrepreneurship and Small Business*, 24(4), 492-521.

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