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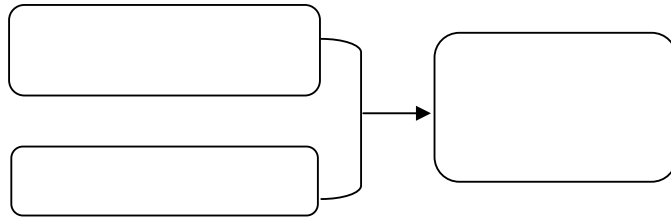
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Email: m_hamidzadeh@sbu.ac.ir

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¹ Diversification Strategies
² Multi-business or Diversified Corporation

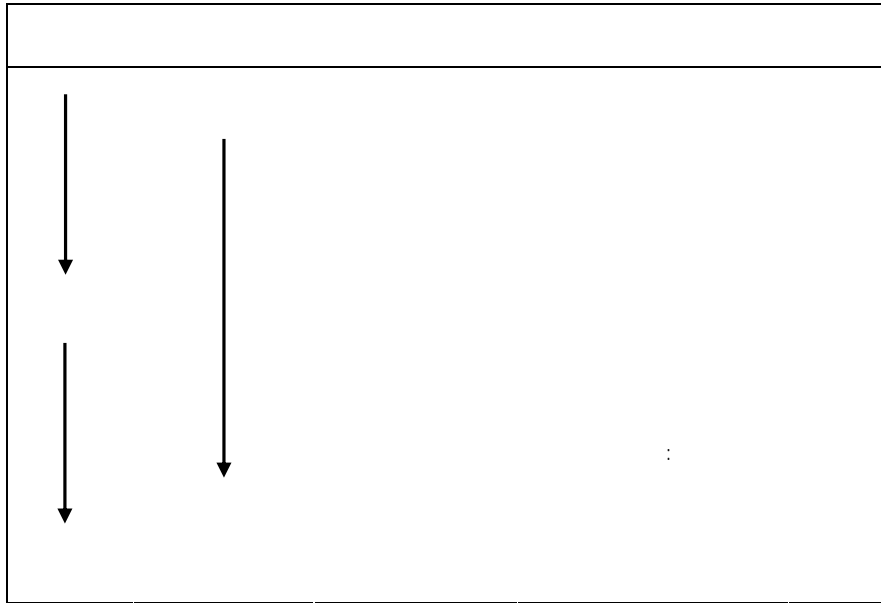
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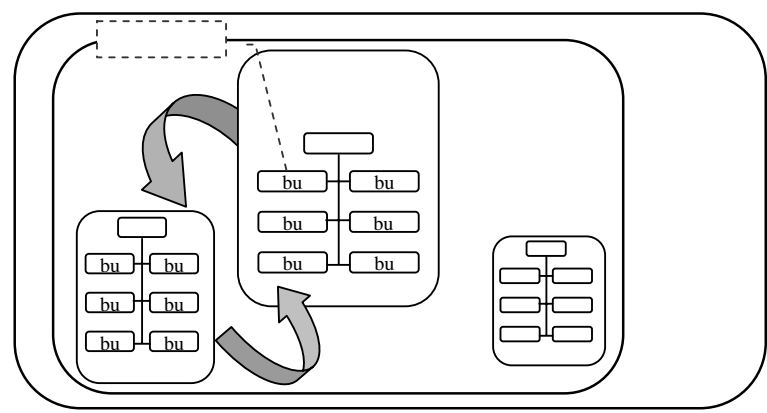
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¹ Switching Cost
² Dyer & Singh

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¹ Relation- specific assets

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¹ Switching cost
² Knowledge sharing routines
³ Complementary resources and capabilities

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(Dyer & Singh)

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¹ Effective Governance

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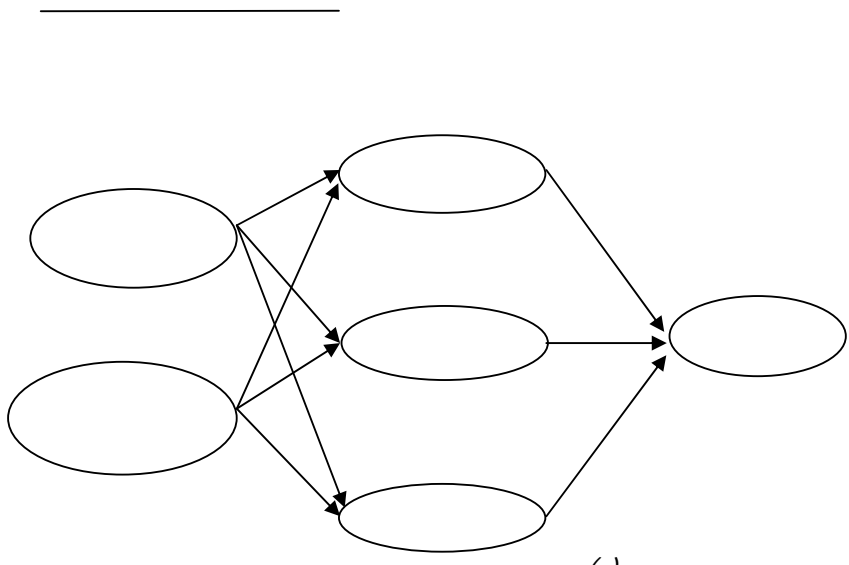
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