

tact (MMC) between partners on strategic alliance survival is unclear, even though recent studies – have suggested that MMC increases the likelihood of alliance formation. Managerial Summary: Recent research has shown that firms encountering each other in multiple markets are more likely to form strategic alliances, but it is unclear whether these firms are likely to stick together. Our study investigates this issue by integrating two mechanisms occurring between multimarket firms: mutual forbearance and technological resource imitation.