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## Dynamic synergy analysis in international business: the concept and application to two players China and Russia

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**The problem**

There are two ways to conduct economic, and possibly political, business between countries. The first is conventional search for country present day competitive advantage (Porter, 1990). Yet competitive advantage is transient, not sustainable (Forbes, 2.6.2013). And competitive advantage could relate to yesterday's industries not today's arenas. A more plausible search is that for strategic synergy in a situation where the two countries whole is greater than the sum of individual country parts. The latter the synergy route, places emphasis on strategic longer term complementarity or synergy between two countries rather than a transient advantage. The following article addresses the second scenario.

It projects a model for the identification of the term driving forces of two economies, tracing their respective future synergies and deriving synergy-rooted strategies. The article goes on to apply the model to two countries: China and Russia, being contemporary illustrations of a largely political driven search for economic synergy.

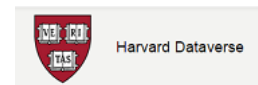
The model could have conceptual as well as applied dimensions. Conceptually, it provides a theoretical framework for present day international business concepts. Operationally it could lead to specific strategies, and venues, for economic and business engagement between countries.

**Dynamic synergy: the concept**

Dynamic synergy analysis is a process whereby future driving forces of two economies are juxtaposed in order to identify areas of synergy and create a foundation for cross country strategic behavior. Synergy connotes, in this case, interaction between two or more forces in a way that leads to a combined output that is greater than the sum of the individual components. Synergy could also be viewed as the creation of a whole that is greater than the simple sum of its parts.

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