Abstract

The International Joint Venture (IJV) is an atypical structure where not only two companies join but also two cultures meet. The stability of this organizational form seems to also call behavioral variables which guide the co-operation between the local and the foreign partners. If we consider that the place of opportunism was extremely exaggerated in the dominating theoretical paradigm, we think that the integration of trust in the explanation of the firm can moderate the effect of such an exaggeration. This thesis wonders about the characteristics and the role of trust in a case of IJV: the joint venture operating company in the Egyptian oil sector. Lit by a qualitative approach of data-gathering, the results show us that trust is a dynamic concept which fits as well in the strategic motivations of the parents as in the operational logic of the managers. Thus, the ways to inspire trust to its partner result in actions which represent long-term engagements (attribution of larger blocks of investment, prolongation of the periods of exploitation, sharing data bases and transfer of knowledge) and short-term signals (flexibility during the budgetary negotiations, operational transparency and solidarity at the time of crises).