

# **DO MODE OF CONDUCT VALUES OF TOP MANAGERS INFLUENCE TO FORMULATE STRATEGIC ALLIANCES IN EXPORT ORIENTED APPAREL INDUSTRY IN SRI LANKA?**

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Synergetic effects enhance processes in every spheres of businesses. It is a prominent fact that, top managers and strategic decision makers in apparel industry enter in to synergies with the objective of enhancing the productivity, processes and strategic relationships with global customers and suppliers. Strategic alliances are one of the best strategies to acquire benefits from synergy. With the motive of enhancing the business core, top managers committed towards these corporate strategies. Meanwhile, top management's operational related values play an important role in business operations. In this paper, operations related values are identified as mode of conduct values which concerned with how things are done rather than what is done by the top managers according to Bourne and Jenkins (2014) value categorization. Accordingly, integrity, collaboration, mutual trust and respect are identified as mode of conduct values possess by top managers. These values are ingrained in their DNA. This research was conducted to understand whether there is any influence of mode of conduct values of top managers in setting strategic alliances in apparel industry. The research was conducted based on qualitative research method taking six top managers as the sample and data collection was done through semi structured interview. Based on the thematic analysis, it is concluded that these mode of conduct values influence in setting strategic alliances in apparel industry in Sri Lanka.

**Keywords:** *Strategic alliances; Mode of conduct values; Top management*

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