

STRATEGIC ALIGNMENT

A Case Study on the Romantic Road

*Paula Maines da Silva
UNISINOS y ULBRA
Canoas, Brasil
Manuela Rösing Agostini
UNISINOS e IFECT
Passo Fundo, Brasil
Leandro Marcio Langoski
UNISINOS y URI
Erechim, Brasil*

This study aims to analyze the way that different actors, members of the Romantic Route/RS, developed their individual and collective strategies and identify if there is strategic alignment between the cities and the OSCIP that keeps the route. In this way, it sought theoretical references in inter-organizational relations, collective strategy and strategic alignment. The research strategy was a single case study, using an interpretative approach with qualitative data. As research results it concluded that there is evidence of strategic alignment, such as participation, leadership, clear communication and commitment; however, the lack of formalization of strategies inhibits one full strategic alignment.

KEY WORDS: *Inter-organizational relations, collective strategies, strategic alignment.*