**ABSTRACT**

The article discusses various aspects of the “networked” character of modern economy and the importance of culture for the success of cooperation between companies in a supply chain. Part one deals with the key features of modern “wikinomics” and discusses the commonality of ways in which wikinomics and supply chains operate.

Part two deals with the importance of national culture for the success of cooperation between companies comprising a supply chain. This part draws on the work of G. Hoefstede and F. Trompenars.

Part three focuses on organizational culture. It discusses the importance of organizational culture for the success of cooperation in a supply chain and the Partnership Model (a tool that can help determine the optimum type of cooperation). The article ends with some basic conclusions that can be drawn from the foregoing discussion.