

GRA 6436 Managing Business-to-Business Relationships

View Online



[1]

Anderson, J.C. et al. 2009. Chapter 1 in Business market management. Business market management: understanding, creating, and delivering value. Pearson Prentice Hall. 5-9.

[2]

Baer, M. et al. 2013. Microfoundations of strategic problem formulation. Strategic Management Journal. 34, 2 (Feb. 2013), 197-214. <https://doi.org/10.1002/smj.2004>.

[3]

Bajari, P. et al. 2009. Auctions Versus Negotiations in Procurement: An Empirical Analysis. Journal of Law, Economics, and Organization. 25, 2 (2009), 372-399. <https://doi.org/10.1093/jleo/ewn002>.

[4]

Bercovitz, J. et al. 2006. The Antecedents and Performance Implications of Cooperative Exchange Norms. Organization Science. 17, Issue 6 (2006), 724-740.

[5]

Brandenburger, A.M. and Stuart, H.W. 1996. Value-based Business Strategy. Journal of Economics & Management Strategy. 5, 1 (1996), 5-24.

[6]

Cressman Jr., G.E. 2012. Value-based pricing: A state-of-the-art review. Handbook of business-to-business marketing. Edward Elgar. 246–274.

[7]

DeParle, J. Two classes, Divided by 'I do'. The New York Times.

[8]

Drubule, A. and Kashan, K. Value Selling at SKF.

[9]

Fiorillo, V. et al. 2013. 787 Dreamliner: Cleared for take off? The Case Centre.

[10]

Fiorillo, V. et al. 2013. 787 Dreamliner: Cleared for take off? The Case Centre.

[11]

Fiorillo, V. et al. 2013. 787 Dreamliner: Cleared for take off? The Case Centre.

[12]

Francis, I. and Kashani, K. 2011. Xiameter: the past and future of a 'disruptive innovation.

[13]

Ghosh, M. et al. 2019. Choosing Value-Chain Locations in Marketing Channels: Integrating Service-Dominant Logic and Product-Form Strategy Perspectives. Handbook of research on distribution channels / edited by Charles A. Ingene, James R. Brown, Rajiv P. Dant. Edward Elgar Publishing.

[14]

Ghosh, M. and John, G. 1999. Governance Value Analysis and Marketing Strategy. *Journal of Marketing*. 63, 4 (1999), 131–145.

[15]

Gibbons, R. and Henderson, R. 2012. Relational Contracts and Organizational Capabilities. *Organization Science*. 23, 5 (2012), 1350–1364. <https://doi.org/10.1287/orsc.1110.0715>.

[16]

Haruvy, E. and Jap, S. 2012. Designing B2B markets. *Handbook of business-to-business marketing*. Edward Elgar. 639–656.

[17]

Hendrikse, G. Hidden action problem. *Economics and management of organizations: co-ordination, motivation and strategy*. McGraw-Hill. 106–156.

[18]

Hendrikse, G. Principal agent models. *Economics and management of organizations: co-ordination, motivation and strategy*. McGraw-Hill. 90–98.

[19]

Jay, M. The downside of cohabiting before marriage. *The New York Times*.

[20]

John, G. 2008. Designing price contracts for procurement and marketing of industrial equipment. (2008), 183–199.

[21]

Lilien, G.L. 2016. The B2B Knowledge Gap. *International Journal of Research in Marketing*. 33, 3 (Sept. 2016), 543–556. <https://doi.org/10.1016/j.ijresmar.2016.01.003>.

[22]

Lo, D. (Ho-F. et al. 2011. The Incentive and Selection Roles of Sales Force Compensation Contracts. *Journal of Marketing Research*. 48, 4 (Aug. 2011), 781–798.

[23]

Macher, J.T. 2006. Technological Development and the Boundaries of the Firm: A Knowledge-Based Examination in Semiconductor Manufacturing. *Management Science*. 52, 6 (June 2006), 826–843. <https://doi.org/10.1287/mnsc.1060.0511>.

[24]

Narayandas, D. 2007. Arrow Electronics, Inc. Harvard Business School.

[25]

Nickerson, J. 2013. A Reckoning of Invoices.

[26]

Nickerson, J. 2010. Renewing Kid Meal Toys.

[27]

Nickerson, J.A. et al. 2008. Are You Solving the Right Strategic Problem? (2008).

[28]

Nickerson, J.A. and Zenger, T.R. 2004. A Knowledge-Based Theory of the Firm—The Problem-Solving Perspective. *Organization Science*. 15, 6 (Dec. 2004), 617–632. <https://doi.org/10.1287/orsc.1040.0093>.

[29]

Payne, A. et al. 2017. The customer value proposition: evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*. 45, 4 (July 2017), 467-489. <https://doi.org/10.1007/s11747-017-0523-z>.

[30]

Sande, J.B. and Haugland, S.A. 2015. Strategic performance effects of misaligned formal contracting: The mediating role of relational contracting. *International Journal of Research in Marketing*. 32, 2 (2015), 187-194. <https://doi.org/10.1016/j.ijresmar.2015.02.002>.

[31]

Smith, K. 23 AD. Building Relationships With Key Suppliers. General Cable.

[32]

Tadelis, S. and Williamson, O.E. Transaction cost economics. *The handbook of organizational economics*. R. Gibbons and J. Roberts, eds. Princeton University Press. 159-191.

[33]

Thomas, R.J. 2012. Business-to-business market segmentation. *Handbook of business-to-business marketing*. Edward Elgar. 182-207.

[34]

Tuli, K.R. et al. 2007. Rethinking Customer Solutions: From Product Bundles to Relational Processes. *Journal of Marketing*. 71, 3 (2007), 1-17.

[35]

Worm, S. et al. 2017. When and why do customer solutions pay off in business markets? *Journal of the Academy of Marketing Science*. 45, 4 (July 2017), 490-512. <https://doi.org/10.1007/s11747-017-0529-6>.

[36]

Worm, S. and Srivastava, R.K. 2014. Impact of component supplier branding on profitability. *International Journal of Research in Marketing*. 31, 4 (2014), 409–424. <https://doi.org/10.1016/j.ijresmar.2014.05.005>.

[37]

Wuyts, S. and Van den Bulte, C. 2012. Network governance. *Handbook of business-to-business marketing*. Edward Elgar. 73–89.

[38]

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.