ADVANCES IN BUSINESS MARKETING AND PURCHASING VOLUME 16

ORGANIZATIONAL CULTURE, BUSINESS-TO-BUSINESS RELATIONSHIPS, AND INTERFIRM NETWORKS

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CONTENTS Jain

LIST OF CONTRIBUTORS	vii
EDITORIAL REVIEW BOARD	ix
CHAPTER 1 INTRODUCTION: THEORY AND PRACTICE OF ORGANIZATIONAL CULTURE, B2B RELATIONSHIPS, AND INTERFIRM NETWORKS Arch G. Woodside	1
CHAPTER 2 DISCOURSES IN ORGANIZATIONAL CULTURE: BANK MANAGERS AND EMPLOYEES PERCEIVED RELATIONSHIPS AND PERFORMANCE Farah Asif	11
CHAPTER 3 MODELING THE STRUCTURE OF BUSINESS-TO-BUSINESS RELATIONSHIPS Sergio Biggemann CHAPTER 4 UNDERSTANDING AND MODELING THE DYNAMICS OF BUSINESS-TO-BUSINESS RELATIONSHIPS Sergio Biggemann	27
	179
CHAPTER 5 STRUCTURE AND DYNAMICS OF BUSINESS-TO-BUSINESS RELATIONSHIPS Sergio Biggemann	327
CHAPTER 6 ORGANIZATIONAL INNOVATION AND OUTCOMES IN SMES Sylvie Laforet	341

vi CONTENTS

363
405
455