

# Supplier satisfaction in buyer-supplier relationships

Concept presentation

27. Techno-Ökonomie Kolloquium  
02/07/2020

Sigrid Weller

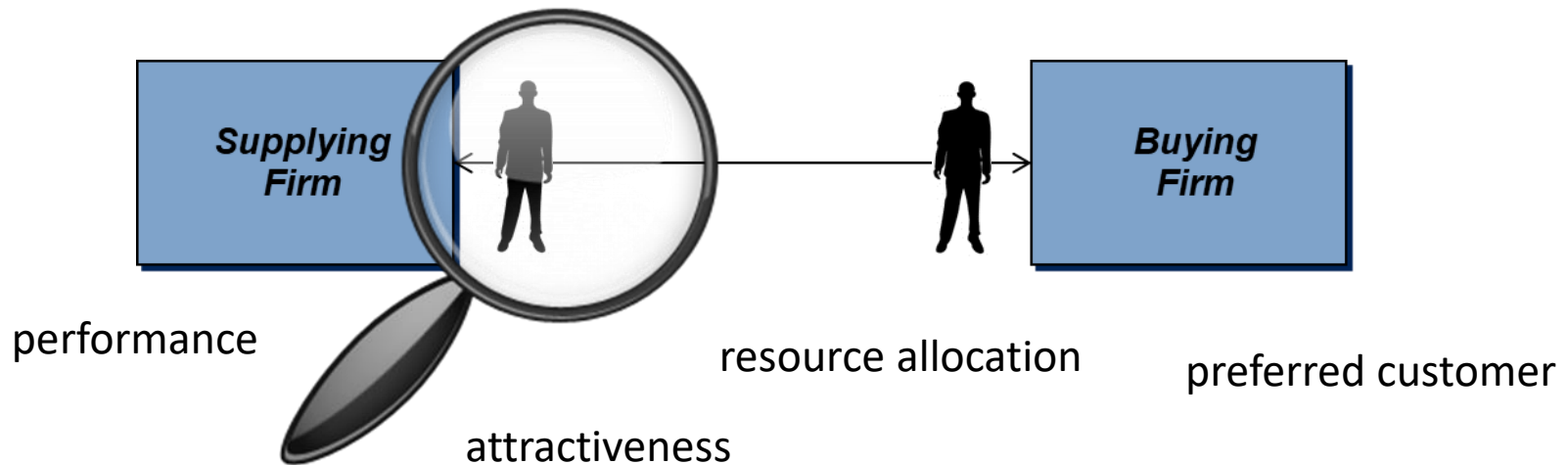


# Agenda

1. Introduction: research frame and level of analysis
2. Relevance of the topic and research interest
3. Research questions
4. Applied methodology
5. Research and managerial implications (expected)

## References

# Introduction: research frame and level of analysis

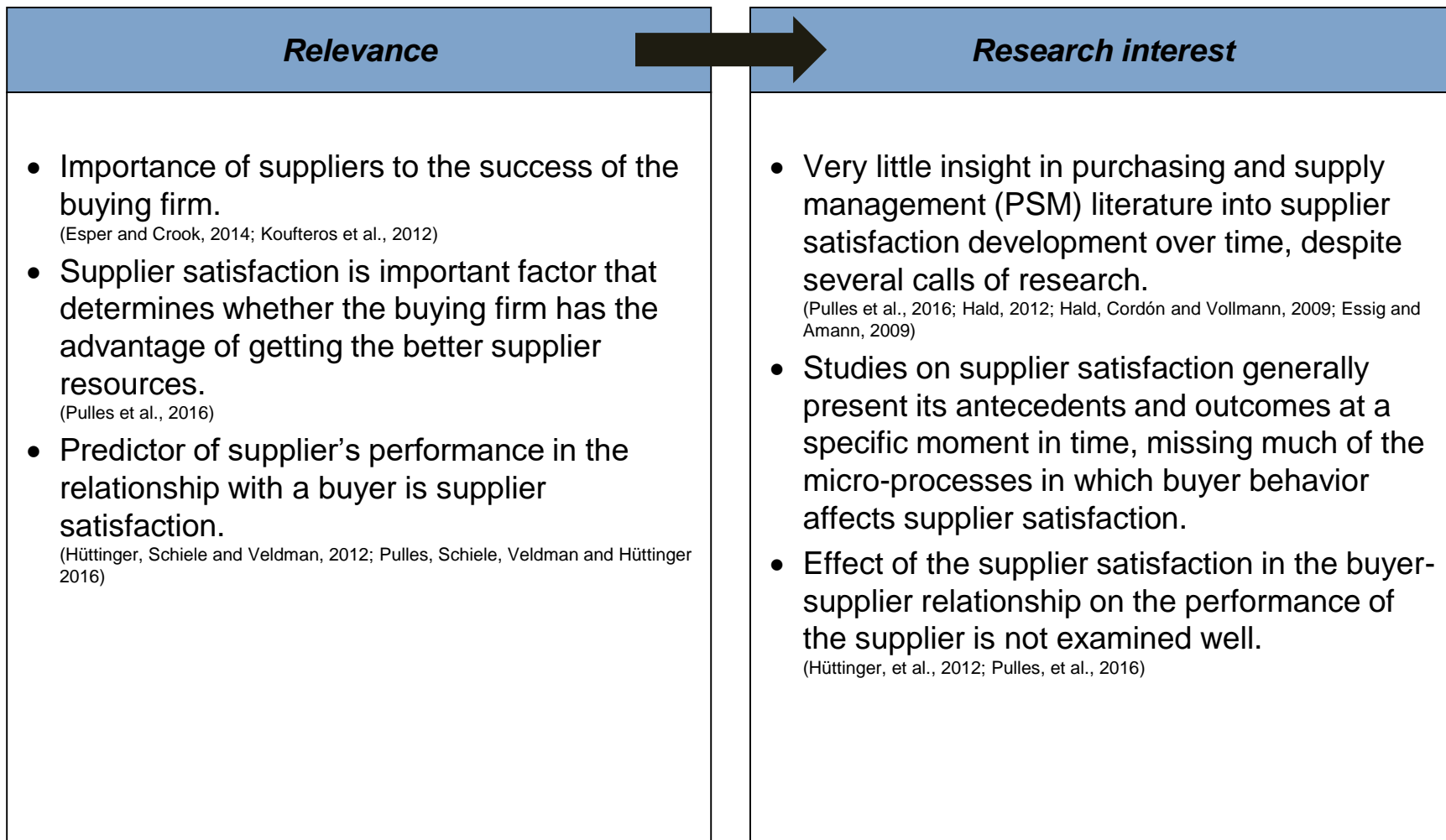


## Supplier Satisfaction

" [...] is described as a condition which can be reached when the supplier's expectations are answered or even surpassed in terms of buyer-supplier relationship outcomes."  
 (Schiele, Calvi and Gibbert, 2012)

→ **Level of analysis:** Buyer-supplier relationships in business-to-business firms on a micro level from a supplying firms' perspective.

# Relevance of the topic and research interest



# Research questions

## Guiding research question:

*What influences the supplier satisfaction in business-to-business buyer-supplier relationships on a micro level?*

> Subquestion 1:

*How does supplier satisfaction develops over time?*

> Subquestion 2:

*How does supplier satisfaction affects supplier resource allocations and performance.*

> Subquestion 3:

*How does suppliers satisfaction influences the pricing strategy?*

> Subquestion 4:

*How do relational and contractual governances influence the supplier satisfaction?*

# Applied methodology

## ➤ Longitudinal multiple case study approach\*

Examination of the micro-processes

Development of supplier satisfaction over time and how it affects supplier resource allocations and performance.

Subquestion  
1 & 2

## ➤ Experiment\*\*

Testing of hypotheses:

H1: High satisfaction results in better prices for the buyer.

H2a: Compared to breaches of formal agreements, breaches of relational agreements result in lower levels of satisfaction (or lower prices).

H2b: Compared to keeping promises based on formal agreements, keeping promises based on relational agreements result in higher levels of satisfaction (or higher prices).

H3: Keeping promises in a relationship with a history of breaches will show higher levels of satisfaction than a similar relationship with no history of breaches.

Subquestion  
3 & 4

\*Berends, van Burg and van Raaij, 2011; Canato, Ravasi and Phillips, 2013; Howard, Roehrich, Lewis and Squire, 2017; Langley, 1999

\*\*Harmeling, Palmantier, Houston, Arnold and Samaha; 2015

## Theoretical and managerial implications (expected)

### *Theoretical implications*

- Provide in-depth insight into the micro-processes that result in supplier (dis)satisfaction and how satisfaction improves the supplier's performance.
- Provide new insight in the fulfilment of expectations (formal contract vs. relational contract) and the impact on supplier satisfaction.

### *Managerial implications*

- Provide new insights how the satisfaction of the supplier influences his/her pricing strategies.
- Provide new insights how change events influence the supplier's behavior.

**→ Provide new insights into the interplay between relational and economic antecedents of supplier satisfaction.**

# References

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## Questions and answers

**Your help needed and appreciated!**

Can you please be so kind and help me to get in contact with persons in supplying firms (“salespeople”) that would be motivated & willing to participate in the planned experiment?

Note: I am targeting at persons who have personal/direct contact with purchasers in buying firms!

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