

To buy or not to buy : empirical studies on buyer-supplier collaboration

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To Buy or Not To Buy: Empirical Studies on Buyer-Supplier Collaboration

van
Agnieszka Blonska

1. Close social relationships pay off for buyers (this dissertation, *chapter 2*).
2. Maintenance of buyer–supplier relationships depends on the joint efforts made by multiple departments in both companies, not just the efforts made by one purchasing officer or key account manager (this dissertation, *chapter 3 and 4*).
3. Buyer satisfaction with feedback from supplier on supplier ability to meet performance requirements not only makes the buyer more attracted to conducting business with the supplier in the long-run, but most importantly it triggers the reciprocal effect from suppliers, and makes them committed to the relationship with the buyer (this dissertation, *chapter 3*).
4. Online portals amplify the effect of close social relationships on cross-functional information sharing behavior (this dissertation, *chapter 4*).
5. Close collaboration is a business strategy (Anderson and Jap, 2005), but close social relationships are necessary to attract partners for this type of collaboration.
6. Purchasing has outpaced marketing in its importance as a function.
7. Traffic jams will never be reduced because they are more profitable for the economy than building new highways.
8. Finding relevant, research-related information depends on the creativity of the seeker with regards to the key words that are used.
9. Pressure makes diamonds (General George S. Patton).
10. “- You can’t just turn on creativity like a faucet. You have to be in the right mood.
- What mood is that?
- Last-minute panic.” (Calvin & Hobbes quotes by Bill Watterson)
11. You don't want a million answers as much as you want a few forever questions. The questions are diamonds you hold in the light. Study a lifetime and you see different colors from the same jewel (Richard Bach).