



GRADUATE SCHOOL

GM1112 Creating, developing and dissolving business relationships, 7.5 credits

Att skapa, utveckla och avveckla affärsrelationer, 7,5 högskolepoäng

Second Cycle

Reading list for GM1112, to be valid from autumn semester of 2020

Reading list was confirmed by Graduate School on 2020-10-09 to be valid from 2020-11-03.

See appendix.

Literature GM1112 Creating, Developing and Dissolving Business Relationships, autumn 2020

Agndal, H. & Nilsson, U. (2009). Interorganisational cost management in the exchange process. *Management Accounting Research*, 20: 85-101. <https://doi.org/10.1016/j.mar.2008.07.001>

Agndal, H. & Nilsson, U. (forthcoming). The fast and the furious: The role of entrainment in controlled inter-organizational relationship transformation. *Management Accounting Research*. Vol.43, June 2019: 15-28. <https://doi.org/10.1016/j.mar.2018.09.001>

Alenius, A., Lind, J. & Strömsten, T. (2015). The role of open book accounting in a supplier network: Creating and managing interdependencies across company boundaries. *Industrial Marketing Management*, 45: 195-206. <https://doi.org/10.1016/j.indmarman.2015.01.008>

Anderson, J. C., Narus, J. A., & van Rossum, W. (2006). Customer value propositions in business markets. *Harvard Business Review*, 84(3): 90-99. [http://search.ebscohost.com.ezproxy.ub.gu.se/login.aspx?direct=true&db=buh&bquery=\(SO+\(Harvard+Business+Review\)\)AND\(DT+2006\)AND\(TI+customer+value+propositions+in+business+markets\)&type=1&searchMode=And&site=ehost-live](http://search.ebscohost.com.ezproxy.ub.gu.se/login.aspx?direct=true&db=buh&bquery=(SO+(Harvard+Business+Review))AND(DT+2006)AND(TI+customer+value+propositions+in+business+markets)&type=1&searchMode=And&site=ehost-live)

Chetty, S. & Agndal, H. (2008). The role of interorganizational networks and inter-personal networks in an industrial district. *Regional Studies*, 42(2): 175-187. <https://doi-org.ezproxy.ub.gu.se/10.1080/00343400601142696>

Halinen, A. & Tähtinen, J. (2002). A process theory of relationship ending. *International Journal of Service Industry Management* 13 (2): 163-180. <https://doi-org.ezproxy.ub.gu.se/10.1108/09564230210425359>

Havila, V. & Wilkinsson, I. (2002). The principle of the conservation of business relationship energy: or many kinds of new beginnings. *Industrial Marketing Management*, 31(3): 191-203. [https://doi.org/10.1016/S0019-8501\(00\)00105-X](https://doi.org/10.1016/S0019-8501(00)00105-X)

Hertz, S. (1998). Domino effects in international networks. *Journal of Business to Business Marketing*, 5(3): 3-31. https://doi-org.ezproxy.ub.gu.se/10.1300/J033v05n03_02

Homburg, C., Workman, J.P. & Jensen, O. (2000). Fundamental Changes in Marketing Organization: The Movement Toward a Customer- Focused Organizational Structure. *Journal of the Academy of Marketing Science*, 28(4): 459-478. <https://link-springer-com.ezproxy.ub.gu.se/content/pdf/10.1177/0092070300284001.pdf>

Håkansson, H. & Johanson, J. (1992). A model of industrial networks. In Axelsson, B & Easton, G. (Eds). *Industrial Networks: A New View of Reality*. London: Routledge, pp. 28-34. **(This book chapter will be distributed via email).**

Lambe, C.J., Wittmann, C.M. & Spekman, R.E. (2001). Social exchange theory and research on business-to-business relational exchange. *Journal of Business-to-Business Marketing*, 8(3): 1-36. https://doi-org.ezproxy.ub.gu.se/10.1300/J033v08n03_01

Morgan, R.M. & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3): 20-38. <https://www-jstor-org.ezproxy.ub.gu.se/stable/1252308>

Spekman R.E. & Carraway, R. (2006). Making the transition to collaborative buyer–seller relationships: An emerging framework. *Industrial Marketing Management*, 35: 10-19. <https://doi.org/10.1016/j.indmarman.2005.07.002>

van Weele, A. (2018). *Chapter 2: Industrial buying behavior: decision making in purchasing. In Purchasing and Supply Chain Management*, 7th edition (or 6th edi), pp. 21-53. (available in library). https://gu-se-primo.hosted.exlibrisgroup.com/permalink/f/15i1qi/46GUB_KOHA2604895

Wagner, S. M., & Johnson, J. L. (2004). Configuring and managing strategic supplier portfolios. *Industrial Marketing Management*, 33(8), 717-730. <https://doi.org/10.1016/j.indmarman.2004.01.005>

Suggested/Optional readings:

David Ford, Lars-Erik Gadde, Hakan Hakansson, Ivan Snehota (2011). *Managing Business Relationships*, 3rd Edition. ISBN: 978-0-470-72109-4 September 2011 252 Pages. ISBN: 978-0-470-72109-4. <https://www.wiley.com/en-se/Managing+Business+Relationships%2C+3rd+Edition-p-9780470721094>

A list of all articles will be published for registered students on the Canvas page for the course, close to the start of the course. Questions about the articles are provided by the course coordinator upon request.