

Index

A

Activity links, 97
Actor ties, 97
Advantages and disadvantages of relationships, 98
Advantages of customer solutions, 48–49
Agile, 53–56
Ambidexterity, 142, 146–149
Analysing buying centre member power/interest, 83–84
Analytics, 194
Artificial Intelligence (AI), 8, 189, 193–194
Attitudes, 125, 126, 128, 129, 131, 132, 138

B

Beliefs, 129
Big data, 191
Bounded reliability, 129, 130
B2B vs. B2G, 184–185
Business-as-usual, 2, 5, 7, 9, 18, 23, 24, 100, 127, 143
Business intelligence, 194–196, 199
Buyer firm environment, 127
Buyer-supplier relationship, 17, 26–29, 31, 94, 102, 106
Buyer-supplier relationship governance, 30–31
Buying direct from the manufacturer, 159, 162
Buying direct from the service provider, 159–160
Buying from an integrator, 160, 162, 163
Buying task environment, 127, 128
Buying through an agnostic intermediary, 160–161

C

Capabilities, 109–122
Change management, 126, 135–136

Channel of supply, 157, 158, 169
Cognition, 129–131
Commitment, 95
Communications process, 79–83, 91, 135
Communicative value proposition, 67, 68, 82
Conditional value, 73
Customer perceived value, 71, 73
Customer solutions, 48
Cybersecurity, 192–193

D

Data processing capacity, 192
Didactic value proposition, 66
Disadvantages of customer solutions, 49–53
Diversity and inclusion, 209
Dynamic capabilities, 111–114

E

Early relationship, 100
Ecosystem, vii, 178, 192
Emerging economies, 210
Emotional value, 73
Epistemic value, 73
Establishment of specifications, 42, 43
Exchange frequency, 21, 27–28, 34, 37, 38, 46, 100, 143
Exchange logics, 182–184
Exploitative organisational buying approaches, 146
Explorative organisational buying approaches, 146

F

Formal governance, 31–32
Functional value, 73

H

- Habitual buying, 62
- Holistic notion of organisational buying, 206–207

I

- Identification and evaluation of sources, 43, 44
- Identifying the Preferred Supply Option, 162–167
- Importance of the purchase, 165
- Impulse buying, 61
- Influence, 137–138
- Influences on negotiations, 89–90
- Insight, 194
- Internet of things, 191–192

L

- Leadership, 136–137
- Linear, 53–55

M

- Managing legacy, 190–191
- Marketing, vii, 2–4, 7, 18, 23, 100, 119, 174, 177, 185, 186, 195, 197
- Mature relationship, 101
- Means to ends, 72
- Mental models, 130, 131
- Mid relationship, 100–101
- Modified rebuys, 24, 26
- Motivators, 86

N

- Needs/problems identification, 42, 43
- Negotiation, 23, 33, 46, 47, 89, 90, 121
- Negotiation outcomes, 90
- Net benefits, 71, 72
- Network, vii, 4, 6, 16, 25, 26, 55, 120–122, 125, 128, 133–134, 138, 152, 160, 167, 168, 171–174, 176–187, 203
- Network capabilities, 120
- Network culture, 121, 183–184
- Network environment, 127, 133–134
- Network interventions, 181–182, 184
- Network resilience, 178
- Network resources, 185
- Network temporality, 180–181
- New tasks, 24–26

O

- Opportunism, 32
- Ordinary capabilities, 111–113
- Organisational buying, vii, viii, 1–11, 13, 15, 18, 19, 21, 25, 26, 34, 35, 41–45, 47, 48, 53–57, 75, 93, 97, 99, 109–119, 121, 122, 125–130, 132, 133, 135–138, 141–155, 157, 161, 171, 172, 174, 177, 179–181, 186, 187, 189, 190, 193–198, 201, 205
- Organisational buying approach design, 142–146
- Organisational buying capabilities, 110, 151
- Organisational buying culture, 126–128, 138
- Organisational buying process, 42, 43, 45–47

P

- Plural governance, 33–34
 - Portfolio of purchase situations, 151–153
 - Post-purchase evaluation, 43, 44
 - Price and cost, 73–75
 - Procurement, vii, 2–4, 7, 9, 13, 18, 28, 47, 72, 76, 111, 113, 119, 126, 127, 142, 147, 149, 152, 174, 177, 180, 184–186, 198
 - Project management, vii, 2, 4–5, 7, 9, 13, 18, 53, 55, 164
 - Purchase decision, 3, 10, 13, 14, 42, 44, 45, 54–56, 59–61, 63–65, 72, 75, 76, 79, 80, 83–85, 87, 93, 105, 157, 167, 206
 - Purchase for augmentation then on-selling, 55
 - Purchase for buyer firm transformation, 55
 - Purchase for complementing then on-selling, 55
 - Purchase for final consumption, 55
 - Purchase for straight on-selling, 55
 - Purchase situations, 7, 10, 14, 16, 17, 21–23, 25, 26, 34, 44, 45, 60–62, 79, 83, 89, 91, 93, 105, 110, 112, 141–146, 149–155, 162, 171, 172, 190, 195, 206
- R**
- Rational buying, 61
 - Regular task environment, 127
 - Regulations, 181, 184
 - Relational governance, 32–33
 - Relationship breadth, 28, 37, 38, 100, 144
 - Relationship dissolution, 101–105
 - Relationship initiation, 99

The Relationship Lifecycle, 99–101
Relative frequency, 22
Resilience, 55, 179, 205, 211–212
Resource commitments, 143
Resource integration, 185
Resource ties, 98

S

Selection of sources, 44
Shifting demographics, 210
Social exchange theory, 94
Social identity, 131
Social norms, 183
Social value, 73
Spot transaction, 26, 29, 31
Straight rebuys, 23, 25, 26
Strength of ties, 175–177
Strong ties, 176
Supply chain management, vii, 2, 4, 7, 18, 113, 142
Supply option implications, 162–163
Supply options, 157, 158, 162–169
Sustainability, 207–209
Switching costs, 64–65

T

Targeting the communications
 approach, 87–88
Task environment, 127–131
Total cost of ownership, 74
Transaction cost economics, 167
Triple Bottom Line, 208
Trust, 95–97

U

Unique selling proposition, 59, 66, 76

V

Value proposition, 65, 66, 70, 75, 86, 102, 105

W

Weak ties, 176
When there is a better option, 102–103, 105
When there is a major falling out, 104, 105
When there is no longer a need, 103–105
When the relationship paradigm shifts,
 102, 105