

Transformations in B2B Processes and Relationships

2007 American Marketing Association
Sheth Foundation Doctoral Consortium

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HBS

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Issues

- What is the Appropriate Level of Analysis?
 - Markets → Segments → Customers
 - Customers → Segments → Markets
- One Shot Deal or Longitudinal
 - Longitudinal studies (vs. surveys)
 - Context
 - Complexity
 - Causality
 - Process Models

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Gaps

- Linking Value Creation with Value Extraction
 - Understand Customer Value
 - Define appropriate performance metrics
 - Exchange
 - Series of Exchanges
 - Relationship
 - Adversarial or Collaborative
- The growing importance of global markets
 - No longer is it US (North American)-Centric

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Looking Ahead

- The Growth of Virtual Organizations
- The Role of Private Equity
- The Next Generation of Managers
 - Will it remain as “people do business with people they like”??

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