

CONTENTS

Title Page	i
Certificate of Approval	ii
Certificate	iii
Declaration	iv
Acknowledgement	v
Curriculum Vita	vi
Contents	vii
List of Figures	x
List of Tables	xi
List of Symbols and Abbreviations	xii
Abstract	xiii
Chapter – 1: Introduction to the Study	1
1.1 The Choice of Topic	1
1.1.1 Development of Long-term Relationships	3
1.1.2 The Choice of Industry: Buyer-seller Relationship in Indian Steel Industry	4
1.2 Purpose and Objectives of the Study	7
1.2.1 Research Questions	8
1.2.2 Objectives	8
1.2.3 Scope of the Study	9
1.2.4 Overall Methodology of the Study	9
1.2.5 Expected Contribution of the Study	10
1.2.6 Organization of the Thesis	11
1.3 Concluding Remarks	12
Chapter – 2: Review of Literature	14
2.1 Introduction	14
2.2 Inter-organisational Relationships	14
2.3 Theoretical approaches for studying Inter-organizational Relationships	19
2.3.1 Transaction Cost Theory (TCT)	19
2.3.2 Political Economy Theory (PET)	21
2.3.3 Resource Based Theory (RBT)	23
2.3.4 Social Exchange Theory (SET)	26

2.4 Research in Buyer-Seller Relationships	28
2.4.1 Major studies during 1980-1990	28
2.5.2 Major Studies during 1991-2000	37
2.5.3 Major Studies after 2001	49
2.6 Summary of Literature Review	64
2.7 Gaps identified from Literature Review	67
Chapter-3: Research Hypotheses and Conceptual Framework	69
3.1 Introduction	69
3.2 Inter-organisational Trust and Relationship Continuity	70
3.3 Inter-personal Trust and Inter-organisational Trust	72
3.4 Salesperson's Personal Characteristics	73
3.4.1 Expertise of the Salesperson	74
3.4.2 Likability of the Salesperson	75
3.4.3 Similarity of the Salesperson	76
3.5 Effect of Communication	77
3.6 Effect of Opportunistic Behavior	78
3.7 Effect of Supplier Size	80
3.8 Effect of Willingness to Customize	81
3.9 Effect of Performance Evaluation Ambiguity	82
3.10 Effect of Offer quality	83
3.11 Dependence on Supplier and Relationship Continuity	84
3.12 Effects of Relationship Termination Cost (Switching Cost)	85
3.13 Effects of Comparison Level of Alternatives (Clalt)	87
3.14 Hypothetical Model	88
Chapter-4 Research Methodology	90
4.1 Introduction	90
4.2 Design of the Questionnaire	93
4.2.1 Measures of Relationship Continuity Intention	96
4.2.2 Measures of Buyer's Trust in Supplier	97
4.2.2 Measures of Buyer's Trust in Salesperson	97
4.2.4 Measures of Buyer's Dependence on Supplier	98
4.2.5 Measures of Supplier Size	98
4.2.6 Measures of Opportunistic Behavior	99
4.2.7 Measures of Willingness to Customize	100

	4.2.8 Measures of Communication with Supplier	100
	4.2.9 Measures of Performance Evaluation Ambiguity	101
	4.2.10 Salesperson Characteristics	101
	4.2.11 Measures of Comparison Level Alternatives	102
	4.2.12 Measures of Relationship Termination Cost (Switching Cost):	103
	4.2.13 Measures of Offer Quality	104
	4.3 Sample	105
	4.4. Pre-tests	108
	4.5. Data Analysis Techniques and Procedures	109
	4.5.1 Step1: Determine the Reliability and Validity	111
	4.5.2 Step 2: Testing the Structural Model	115
	4.5.3 Step 3: Testing the Mediation Effect	116
Chapter-5	Data Analysis and Results	119
	5.1 Introduction	119
	5.2 Results from Pre-test	119
	5.3. Final Survey	123
	5.3.1. Sample Response Rate and Characteristics	123
	5.4. Data Analysis	126
	5.4.1 Determination of the Reliability and Validity	126
	5.4.2 Testing the Path Model	135
	5.4.3 Testing the Mediation Effect	138
	5.5 Results of Hypotheses Testing	143
	5.6 Discussions on Results	151
Chapter-6	Research Implications and Conclusion	153
	6.0 Introduction	153
	6.1 Major Research Findings and Implications	155
	6.2 Theoretical Implications	157
	6.3 Managerial Implications	164
	6.4 Limitations and Future Direction	167
References		169
Appendix A	Final Questionnaire for Data Collection	185