



Supplier adaptation to changing collaboration levels in B2B networks

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The Research

Abstract

The aim of my research is to explore and analyse the adaptation processes of suppliers to changing collaboration level, i.e. different types of resource integration in B2B networks. Despite its importance for B2B networks there is a stated research gap regarding the systemic nature of coordination of resource integration in general, the adaptation processes based on changes of collaboration level and the influence of the institutional logics held by the suppliers of a B2B network.

Drawing on a practice-oriented approach, scandinavian institutionalism and the resource integration concepts of value co-creation my research aims for a more comprehensive understanding of the adaptive processes of suppliers to changing collaboration levels in a B2B network context.

Key Words: B2B networks, supplier integration, changing collaboration level, coordination of resource integration, institutional logics, organisational routines.

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