

CSCRL FALL FORUM

The Road Ahead: Technology, Techniques and Tactics
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ABSTRACT

“Buyer-Supplier Relational Tactics: The Role of Unspoken Obligations and Accountability”

SAIF MIR Assistant Professor, Decision and Technology Analytics (DATA),
Lehigh University

Buyer supplier relationships often focus on written contract and the deliverables in black and white. This presentation summarizes research on the softer side of relationships. Results from three different studies examine the role of unspoken obligations on relationship continuity, the role of relationship upkeep on relationship continuity and finally, the role of compensation and accountability to repair a relationship.

