Innovation in a High Technology B2B Context: Exploring Supply Networks, Processes and Management

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Investment goods and services require the particular acceptance of buying, technical and strategic departments in customer organisations. The empirical evidence of large scale consumer (B2C) studies therefore bear no validity for B2B decision scenarios in large corporations. Monika Maria Möhring draws on deep insight in an industry-leading multinational corporation's automation, IT, MRO, warehousing and process innovation projects. She scrutinises the build-up and optimisation of sustainable supply relationships. This book depicts the idea, testing, and use of a comprehensive research agenda and methodology for value networks and dyads therein. It introduces a diagnostic industry-proven scorecard and highlights its application for managerial governance of strategic supply chains.

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