

Reconsidering Business-to-Business Relationships: Multi-Dimensionality and Traces Left Behind

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Abstract This paper elucidates the possibilities of using theoretical lenses from complexity theory in inter-organisational research to reconsider business relationships and to understand patterns of interaction and change within dyads. We consider two lenses; complex adaptive systems and dissipative structures, to reveal details that have been mostly obscured. These offer us understanding not only of the multi-dimensionality of business relationships in one point in time but also how traces of relationships may stretch their boundaries over time. The two lenses are discussed one at a time, with illustrative empirical examples, highlighting what comes to light when applying the lenses.

References: Available upon request

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