

UNIVERSITY OF TECHNOLOGY, SYDNEY

MASTER OF BUSINESS (RESEARCH) IN MARKETING THESIS

**THESIS TOPIC: THE CHANGING VALUE OF INTERFIRM  
RELATIONSHIPS (SUSTAINABILITY)**

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## **CERTIFICATE OF AUTHORSHIP/ORIGINALITY**

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

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## **Abstract**

This thesis is a study of the interpersonal nature of the interfirm buyer-seller relationship through which the impact of the key thematic processes of relational trust, sustainability and communications are considered. The integrating theory of complexity is reviewed as a way of viewing the dynamic nature of interfirm relationships, and serves as the binding force in the discussion.

The literature review considers the evolution of interfirm relational sustainability through examination of contemporary research.

The methodology which has been developed combines quantitative and qualitative research techniques. The first stage, the quantitative research utilizes an existing database of business relationship interviews to provide general insights and augments this with the findings from the qualitative research, which consists of a series of depth interviews with people from different industries.

The results of the research largely confirm the findings of the literature and empirical analysis that communication, relational sustainability and trust can be explained through the use of complex adaptive systems.

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