DECISION SCIENCES INSTITUTE

Unpacking the Consequences of Asymmetric Buyer-Supplier Relationships on Opportunism and Performance

(Full Paper Submission)

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ABSTRACT

We use archival and survey data of 130 buyers and their matched suppliers to examine the effects of power and relational asymmetries on opportunism and relationship performance. Rather than assuming buyer and supplier symmetry relative to relational capital and power, we propose that there is indeed an asymmetric view. Specifically, we bring attention to the degree and direction of both asymmetries. We show that these two asymmetries have profound effects on opportunism and thus its drivers are more complex than previously established in the literature. Our research represents a significant step forward to the BSR literature by showing asymmetries are not unidirectional in their influence on opportunism and performance.

KEYWORDS: Asymmetry, Buyer-Supplier Relationship, Empirical Research, Relational Capital, Opportunism, Performance.