



# WORKING PAPER SERIES

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## **The Impact of Supplier Satisfaction on Relationship Growth: An Exploratory Study**

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**SUMMARY / KURZINFORMATION**

<b>Topic</b>	Finding and keeping reliable and well-performing suppliers is increasingly challenging on certain business markets. As a consequence, ensuring supplier satisfaction becomes more important in supply management. In an empirical study, the authors provide some exploratory insights into the operationalization and effects of supplier satisfaction.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Presentation of the supplier satisfaction construct</li> <li>• Design and results of an empirical study</li> <li>• Discussion including implications and limitations.</li> </ul>
<b>Character</b>	Conceptual and empirical
<b>Authors</b>	<ul style="list-style-type: none"> <li>• Steffen Müller is a guest lecturer at the University of Erlangen-Nürnberg</li> <li>• Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg</li> </ul>
<b>Feedback</b>	Is always welcome! Please address to: Prof. Dr. Björn Sven Ivens at the Marketing Department