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The Impact of the Quality of Business Relationships on the Company Performance – the Case of an Automotive Industry in Poland and Brazil

Abstract

This paper aims to determine how relationship quality can influence company performance in the business-to-business setting of the automotive wholesaler and car dealers. Building on prior research and the results of focus study we propose relationship quality as a higher construct comprising trust, respect, openness and commitment. Mail survey method was chosen for data collection and the studies were carried out in Poland and Brazil. The total number of usable respondents from both countries who completed survey was 692.

The study addresses the following research issues: Which components of relationship quality are the most important in the automotive industry context? Does the quality of business relationships influence company performance in automotive industry? What is the level of the components of the relationship quality in both countries?

The results show coexistence the high level of relationship quality and very good company performances, both in Poland and Brazil, however the entities in Poland assess the quality of the relationship significantly higher than companies in Brazil.