

IPSERA special topic workshop: Mobilization of Supplier Resources

Aarhus University, Denmark

October 23 - October 25, 2017

Chris Ellegaard, Aarhus University
Hanne Kragh, Aarhus University
Holger Schiele, University of Twente
Niels Pulles, University of Twente

The performance of many firms is highly dependent on supplier resources. Supplier relationships can be seen as vehicles through which buying firms can access and leverage supplier resources. However, suppliers are known to differentiate in the way they allocate their resources to different suppliers (Dyer and Hatch, 2006; Pulles et al. 2014). Some *preferred customers* (Schiele et al., 2012) obtain better access to supplier knowledge, technologies, human resources and even financial resources than other customers (Ellis et al., 2012; Pulles et al., 2016).

The way suppliers mobilize their resources can be influenced by the supply management efforts of the buying firm (Dyer and Hatch, 2006; Ellegaard and Koch 2012). This notion is important, because buyers essentially compete with other buyers (often even direct product market competitors) for the commitment and resources of shared suppliers (Takeishi, 2001). Despite recent research into this phenomenon, the literature provides only limited insights into supplier resource mobilization processes and how buying firms can influence this process through supply management efforts. From a purchasing and supply management perspective, this topic is critical, because this process determines suppliers' contribution to the firm's competitive advantage.

The workshop and special topic forum in Journal of Purchasing and Supply Management

The workshop in Aarhus aims to bring together researchers interested in the phenomenon of *supplier resource mobilization*, a phenomenon closely related to supplier resource allocation (Hüttinger et al., 2014). The workshop includes a mixture of paper presentations, various research and paper development activities, a practitioner keynote and opportunities to discuss research plans. For the development sessions, we ask participants to review the work of each other. We expect the workshop to be a forum for developing new research and to strengthen the network of researchers interested in this phenomenon.

A special issue or topic forum in JPSM will be published if a sufficient number of quality papers are submitted. The workshop is an important opportunity to improve the quality of potential submissions.

Call for papers

Within the scope of this workshop, we invite papers on the following themes, among others:

- (1) Effects of supplier resource mobilization (e.g., customer specific performance or innovation outcomes)
- (2) Intra- and inter-firm micro dynamics of supplier resource mobilization
- (3) Resource mobilization initiatives, actions and practices

- (4) Determinants of supplier resource mobilization such as:
- Supplier development (Krause and Ellram, 1997)
 - Supplying behavior (Ramsay and Wagner, 2009)
 - Supplier involvement (Potter and Lawson, 2013)
 - Supplier integration (Eltantawny et al., 2009)
 - Attractiveness and satisfaction (Pulles et al. 2016)
- (5) Competition for supplier resources
- (6) Buyer-supplier exchange capabilities

Both the workshop and the JPSM special issue seek to encourage papers to link to new theoretical perspectives. We welcome both conceptual and empirical papers.

Submission Process

Authors are invited to indicate their participation by submitting a (max) 2-page abstract/proposal by June 2, 2017 to the e-mail addresses below. We intend to provide initial feedback on this abstract by June 16. The deadline for the final submission to the workshop is October 6, 2017. Please format the final submission to the requirements of JPSM. The workshop fee will be approx. € 300 including reception, dinner, lunch and coffee. We start Monday October 23 with a welcome reception at 18:00 and end Wednesday October 25 at 16:00.

For any questions, please contact us:

Chris Ellegaard, chrel@mgmt.au.dk

Hanne Kragh: hak@mgmt.au.dk

Holger Schiele, h.schiele@utwente.nl

Niels Pulles, n.j.pulles@utwente.nl

References

- Dyer, J.F. and Hatch, N.W. (2006). Relation-specific capabilities and barriers to knowledge transfer: Creating advantage through network relationships, *Strategic Management Journal*, 27, 701-719.
- Ellegaard, C. and Koch, C. (2012). The effects of low internal integration between purchasing and operations on suppliers' resource mobilization. *Journal of Purchasing and Supply Management*, 18(3), 148-158.
- Ellis, S.C., Henke, J.W. and Kull, T.J. (2012). The effect of buyer behaviors on preferred customer status and access to supplier technological innovation: an empirical study of supplier perceptions, *Industrial Marketing Management*, 41(8), 1259-1269.
- Eltantawny, R.A., Giunipero, L. and Fox, G.L. (2009). A strategic skill based model of supplier integration and its effect on supply management performance, *Industrial Marketing Management*, 38(8), 925-936.
- Hüttinger, L., Schiele, H. and Schröer, D. (2014). Exploring the antecedents of preferential customer treatment by suppliers: a mixed methods approach, *Supply Chain Management*, 19(5/6), 697-721.
- Krause, D.R. and Ellram, L.M. (1997). Success factors in supplier development, *International Journal of Physical Distribution and Logistics Management*, 27(1), 39-52.
- Potter, A. and Lawson, (2013). Help or Hindrance? Causal Ambiguity and Supplier Involvement in New Product Development Teams, *Journal of Product Innovation Management*, 30(4), 794-808.
- Pulles, N.J., Veldman, J., Schiele, H., and Sierksma, H. (2014). Pressure or Pamper? The Effects of Power and Trust Dimensions on Supplier Resource Allocation, *Journal of Supply Chain Management*, 50(3), 16-36.
- Pulles, N.J., Schiele, H., Veldman, J. and Hüttinger, L. (2016). The impact of customer attractiveness and supplier satisfaction on becoming a preferred customer, *Industrial Marketing Management*, 54(April), 129-140.
- Ramsay, J. and Wagner, B.A. (2009). Organisational Supplying Behaviour: understanding supplier needs, wants and preferences, *Journal of Purchasing and Supply Management*, 15(2), 127-138.
- Schiele, H., Calvi, R., and Gibbert, M. (2012). Customer attractiveness, supplier satisfaction and preferred customer status: Introduction, definitions and an overarching framework. *Industrial Marketing Management*, 41(8), 1178-1185.

Takeishi, A. (2001). Bridging inter- and intra-firm boundaries: Management of supplier involvement in automobile product development, *Strategic Management Journal*, 22(5), 403-433.