

## Contents

	Page
<b>Figures</b> .....	<b>XIII</b>
<b>Tables</b> .....	<b>XV</b>
<b>Abbreviations</b> .....	<b>XVII</b>
<b>1 Introduction</b> .....	<b>1</b>
1.1 Relevance for academic investigation.....	1
1.2 Definition of research questions.....	3
1.3 Structure and course of investigation.....	8
<b>2 Terminological and conceptual foundation of investigation</b> .....	<b>9</b>
2.1 Definition of fundamental terms.....	9
2.1.1 Terminological foundation of business-to-business markets.....	10
2.1.1.1 Definition of the term “business-to-business markets”.....	10
2.1.1.2 Characteristics of business-to-business markets.....	10
2.1.2 Terminological foundation of recovery management.....	14
2.1.2.1 Definition of the term “recovery management”.....	14
2.1.2.2 Delineation of the term “recovery management”.....	18
2.1.3 Characteristics of recovery management in business-to-business markets.....	20
2.2 Review of recovery literature.....	22
2.2.1 Classification of recovery research.....	22
2.2.2 Seller-related research on recovery.....	23
2.2.2.1 Research on seller-related measures of recovery.....	23
2.2.2.2 Research on seller-related requirements for recovery.....	29
2.2.2.3 Research on seller-related consequences of recovery.....	34
2.2.3 Customer-related research on recovery.....	35
2.2.3.1 Research on customer-related expectations of recovery.....	35

	2.2.3.2 Research on customer-related evaluations of recovery .....	36
	2.2.3.3 Research on customer-related consequences of recovery .....	39
<b>3</b>	<b>Theoretical foundation of investigation .....</b>	<b>45</b>
3.1	The equity theory.....	46
3.1.1	The fundamental principles of equity theory .....	46
3.1.2	The comparison process of equity theory .....	47
3.1.3	The outcomes of the comparison process of equity theory.....	49
3.1.4	The conceptual dimensions of equity theory .....	51
3.2	The social exchange theory .....	53
3.2.1	The fundamental principles of social exchange theory.....	54
3.2.2	The comparison process of social exchange theory.....	55
3.2.3	The outcomes of the comparison process of social exchange theory .....	57
3.3	Critical assessment of theoretical foundation.....	60
<b>4</b>	<b>Qualitative investigation on recovery management in business markets.....</b>	<b>65</b>
4.1	Structure of qualitative investigation .....	66
4.2	Methodological foundation of qualitative investigation .....	67
4.2.1	Methodology of qualitative data collection .....	67
4.2.1.1	Collection of qualitative data.....	68
4.2.1.2	Structure of qualitative data collection .....	71
4.2.1.3	Characteristics of qualitative data.....	72
4.2.1.4	Transcription of qualitative data.....	75
4.2.2	Methodology of qualitative data analysis .....	76
4.2.2.1	Coding of qualitative data.....	77
4.2.2.2	Evaluation criteria for qualitative data .....	79
4.3	Findings from qualitative data analysis.....	82
4.3.1	The nature of failures in business-to-business markets .....	82

4.3.2	The nature of recovery in business-to-business markets .....	84
4.3.3	The measures of recovery in business-to-business markets .....	85
4.3.3.1	The recovery process .....	85
4.3.3.2	The recovery outcome .....	87
4.3.3.3	The recovery interaction .....	89
4.3.4	The consequences of recovery in business-to-business markets .....	91
4.4	The conceptual dimensions of recovery management .....	93
4.4.1	The recovery process dimension.....	93
4.4.2	The recovery outcome dimension.....	94
4.4.3	The recovery interaction dimension.....	95
<b>5</b>	<b>Quantitative investigation on recovery management in business markets .....</b>	<b>99</b>
5.1	Structure of quantitative investigation .....	100
5.2	Methodological foundation of quantitative investigation .....	101
5.2.1	Methodology of quantitative data collection .....	101
5.2.1.1	Collection of quantitative data.....	102
5.2.1.2	Characteristics of quantitative data.....	106
5.2.1.3	Evaluation criteria for quantitative data collection.....	107
5.2.2	Methodology of quantitative data analysis .....	110
5.2.2.1	Partial least squares .....	110
5.2.2.2	Evaluation criteria for quantitative data analysis .....	116
5.3	The relational consequences of recovery management.....	122
5.3.1	Frame of investigation .....	122
5.3.2	Definition of constructs.....	123
5.3.2.1	The recovery dimensions.....	124
5.3.2.2	The relationship quality dimensions.....	126
5.3.2.3	The relationship loyalty dimensions.....	128

5.3.3	Development of hypotheses .....	130
5.3.3.1	Development of hypotheses related to main effects .....	130
5.3.3.2	Development of hypotheses related to moderating effects .....	139
5.3.4	Measurement of constructs .....	142
5.3.5	Results of hypothesis testing .....	147
5.3.5.1	Results of hypothesis testing related to main effects .....	148
5.3.5.2	Results of hypothesis testing related to moderating effects .....	157
5.4	The financial consequences of recovery management .....	159
5.4.1	Frame of investigation .....	159
5.4.2	Definition of constructs .....	160
5.4.2.1	The recovery performance measures .....	160
5.4.2.2	The financial performance measures .....	161
5.4.3	Development of hypotheses .....	161
5.4.4	Measurement of constructs .....	169
5.4.5	Results of hypothesis testing .....	173
<b>6</b>	<b>Conclusions .....</b>	<b>179</b>
6.1	Summary and discussion of findings .....	180
6.2	Theoretical implications .....	197
6.3	Practical implications .....	199
6.4	Limitations and avenues for future research .....	201
	<b>Appendices .....</b>	<b>205</b>
	<b>Bibliography .....</b>	<b>263</b>