This study draws on the knowledge-based view to propose that a supplier’s utilization of its managers’ personal business ties differs significantly from how it utilizes its managers’ personal political ties in acquiring external knowledge from its primary buyer. Specifically, utilizing its managers’ personal business ties leads the supplier to access deeper knowledge from the buyer, whereas utilizing its managers’ personal political ties leads the supplier to acquire broader knowledge from the buyer.

Friday, August 14
2:00 pm
539 Drake Centre

GUEST SPEAKER:
Dr. Haibin Yang
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City University of Hong Kong