

**PROGRESS AND GROWTH OF INFORMATION  
TECHNOLOGY ON BUSINESS-TO-BUSINESS RELATIONSHIP  
IN TEXTILE INDUSTRIES IN THE LOCALE OF TIRUPUR  
DISTRICT, TAMIL NADU, INDIA**

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***Abstract***

*Today, IT, plays avital role in storing, processing, exchanging and distributing the data in Business-to-Business Relationship with reference to the textile industries. Many companies are need to focus on synchronizing all these factors and developing synergies within and outside organizational operations. In short, a lot textile companies are adding power to value, leveraging their business with technology. Thus, the main aim of the study is to examine the progress and growth of information technology on business-to-business relationship in textile industries Tirupur district, Tamil Nadu, India. A research survey has been carried out by visiting the selected textile industries in Tirupur. Primary data is collected through a survey questionnaire and in-depth interviews and secondary data were collected from internets, various books, journals and company records. For this study convenience sampling method has been used.*

***Key words:*** *Business to Business, Buyer-Seller, Business relationships & Developments, Customer, Information Technology, Textile Industry and Goods & Services.*

**1 INTRODUCTION**

This research study discovers the methods in which the communication tools effects the organization to go for developing Business-to-Business Relationships. The result of this research suggests that both the parties that is, Suppliers & Buyers use Information Technology (IT) for building and maintaining business relationships but the only difference is that, suppliers accept Information Technology more rapidly than the buyers. It means that the evolution in IT

Industries/sector have not much disturbed the administration of relationships. However, in the coming years, it may substitute all the older devices of communication need to understand the effect & impact of IT on the application of communication.

It deals with the installation, development and implementation of computer packages, its systems and applications. It is “the Science & Arts of support, development, presentation, implementation and management of computer-based hardware and software applications.” It has got the greatest competence to handle process, devices, storing, output, electronic input, transmitting by co-relating the computer software and hardware information systems industries together. Information technology also helps in including text messages, receiving data and information, figures picturization, sound, pictures, receiving & sending messages graphic representation, and video, etc. It tries to manage all types of the electronic machines dealing with electronic data on large scale.

Thus, information technology (IT) deals with the networking language, satellite & communication channels, electronic computers, cable television, electronic mail (E- mail), video-text messages, robotics, electronic games, SMS and automated office equipment.

## **BUSINESS TO BUSINESS IN TEXTILE INDUSTRY**

The objectives of this research study is to illuminate the importance of business relationship for buyers and sellers, it is a tactical subject, because it affects the decision-making process of an organization, human resources management and organizational structure of a firm. Buyers consider relationship marketing as just a communication mode that helps to improve the significance of the trader’s contribution. Buying-Selling relationships attract increasing interest among practitioners.

Business to business relationships having similar characters of contracts to offer for normal business transactions and services between producers and consumer of goods and services. It officially authorizes business relations. The Indian textile industries is one of the massive producing raw materials and textile manufacturing base. The first spot of any international buyers for Indian garments in Tirupur. 35 country buyers frequently to visit the Tirupur textile industry.

- ✓ Tirupur can deliver the customized samples in less than 12 hours.
- ✓ 56% of India’s total knitwear exports come from Tirupur.

Tirupur is the knitwear cluster of India. This cluster is widely recognized as a 'dynamic' cluster with necessary 'vertical' depth, critical mass of enterprises as also appropriate factor conditions. Tirupur is located 60 km east of Coimbatore district of Tamil Nadu, has emerged as the knitwear capital of the country in three decades.

Thus, the IT domain also includes the:

- ✓ User devices
- ✓ Peripherals and
- ✓ Software
- ✓ Laptops
- ✓ Smart phones
- ✓ Even other recording equipment's

It is the set of tools, methodologies, processes and related tools used to gather, practice and present information in a proper way. It is the wide theme related with all the aspects of managing and processing huge information, especially within a big organization / company.

## **WORKING DEFINITIONS USED**

### **Information Technology**

Information Technology (IT), means "the presentation, design, implementation, science, development, study, support and management of computer related information systems". It consists of the knowledge of software applications as well as computer related information. It is the hardware as well as software technology that is very much requisite for the handing out of data and other related information. This definition is being given by Information Technology Association of America (ITAA).

### **Business Relationship**

Business Relationship (BR) are the very Formal Method of Knowing, Understanding, Supporting and Defining inter-business activities associated to the business interaction & networking. It consists of the knowledge, attitude, skills, and behaviour's that helps to nurture a self-motivated relationship between a Firm and the outsiders.

### **Business-to-Business Relations**

Business-to-Business Relationships (B2B) is the "Official & Authorized relationship having similar characteristics of contract established to offer for usual business transaction or

services between the Producers and the Consumers of goods & services”. A business relationship like all relationships is built on trust. It widens the range on quality, allowing connections in the whole business relationship and perceptions of two companies’ relationship.

### **Business-to-Customer Relationships**

Business-to-Customer Relationships (B2C) It is the relationship between the Company and the General Public in order to satisfy each other’s needs and requirements. The company always tries to maintain or form good business relationships with their customers thinking that they can develop a long-lasting relationship with them.

### **Customer-to-Customer Relationships**

Customer-to-Customer Relationships (C2C) are an innovative approach that allows the customers to interact with each other in groups. In this form of relationships, the company provides such type of an environment where customers themselves can sell the goods or services to each other. It is also known as Citizen-to-Citizen Relationships. Customer-to-Customer Relationships or Marketing is the conception of either a product or a service involving specific promotional strategy being for consumers to share that product or service with other brands. Such kind of relationships are important in developing a strong bonding between the different consumer groups in the market.

### **Customer-to-Business Relationships**

Customer-to-Business Relationships (C2B), is a business relationship where an individual customer offers to sell products and services to the companies who are ready to purchase it from them. It is also called as the recent E-Commerce business model. In this type of relationships an individual customer basically tries to do business with the Company. Customer-to-Business Relationships is the result of the modern changed methods of marketing where Information Technology plays a very important role in increasing and developing business relationships between Customers and Companies.

## **1.2 STATEMENT OF THE PROBLEM**

- ✓ What is the impact of IT services on the management of Business-to-Business relationships in textile industries in Tirupur district?
- ✓ Is the industrial sector really ready to face the different types of challenges created by IT sector in developing Business-to-Business relationships in textile industries in Tirupur?

### **1.3 OBJECTIVES OF THE STUDY**

- ✓ To study the progress & growth of information technology on Business-to-Business relationships in textile industries in Tirupur.
- ✓ To examine the IT devices used for maintaining business-to-business relationships in textile industries.
- ✓ To evaluate the awareness and perception of customers, dealers and distributors about the influence of information technology on business-to-business relationships in textile industries in Tirupur.
- ✓ To analyze the impact if IT services on the execution of business-to-business relationships in textile industries.
- ✓ To evaluate the satisfaction level of the respondents regarding the impact of information technology on business-to-business relationships in textile industries.
- ✓ To explore the opportunities and challenges in applying IT devices for maintaining business-to-business relationships in textile industries in the research study area.
- ✓ To suggest certain measures to improve the business-to-business relationships in textile industries.

### **1.4 SCOPE OF THE STUDY**

- ✓ The study is restricted to the impact of information technology on only business-to-business relationships.
- ✓ The study is confined to the effect of information technology influencing business-to-business relationships in textile industries in Tirupur.

### **1.5 STATEMENT OF HYPOTHESIS**

- ✓ Use of information technology has improved the maintenance of business-to-business relationships in textile industries.
- ✓ There is a positive impact of IT services on the execution of business-to-business relationships textile industries.
- ✓ There are greater opportunities and less challenges in applying IT devices in business-to-business relationships in textile industries.

## 2 REVIEW OF LITERATURE

**P. S. Mohana Kumar (1997)** in his study analyzed the cotton Textile Industry in the context of productivity of difference sectors. The study analyzed the relative performance of textile mills of public, private, co-operative and small & medium firms in a unified framework. He concluded that the productivity of labor, capital, spindle and raw material shows the amount of gross value added per unit of each factor. He explained that the larger the size, the greater is the capital intensity and lower the capital productivity and the higher the labour productivity also do not hold well in analysis.

**Iranna T. Hatti (2008)** in his research work has explained the economic problems and prospects of cotton power loom industry. He emphasised on the importance of decentralised power loom sector in Indian Textile Industry. The region occupies the largest concentration of cotton power looms and weavers' community. The whole study focused on the functioning and problems of the power loom industry in the region.

**Michal (2010)** He suggested that the Power loom weavers suffer the shortage of capital and low productivity because of smallness. In this situation the owners of Power looms should form co-operative society for the purpose of purchasing the yarn at large scale and selling the product at higher rate.

**Onikar Goswami (2013)** has made an analysis of demand and supply in the cotton textile industry. According to him, only the Power loom sector and the pure spinning units seem to be doing well. 65% to 70% of composite mills and the entire handloom sector are sick.

From an analysis of the demand aspects in the textile industry Goswami reached the following conclusions,

- 1) There has been an overall stagnancy in the per capita demand for textiles.
- 2) A remarkable switch from cotton to non-cottons and blended fabrics.
- 3) The elasticity of demand for synthetic and blended cloth have been greater than those of cotton.

**B. Sabhoo (2015)** has concluded that the textile industry suffers the problems of (a) Infrastructure facilities like electricity, transport, godown's etc. (b) skilled workers and trained personnel (c) efficient management (d) adequate and timely supply of cheap finance (f) proper marketing channels and (g) effective demand for the products.

**Y. N. Rao (2016)** in his study all the aspects related to the financial position of the India textile industry. He concluded that review should be done on the control of the centralised sector of the textile industry. The excise duty should be fixed on the fabrics for the progress of the decentralised sector of the textile industry. He has clearly mentioned that the government should reduce taxes & duties on the textile industry. He stated that, the crucial problem faced by the textile industry is modernisation of the industry. The government should frame the policy of the incentives for the investment in the textile industry. He mentioned that textile industry in future is required to look for new sources of short- and long-term finance.

**D. C. Mathur (2016)** in his book “Personnel Problems and Labour Welfare: A study of cotton textile industry (2011)” had explained about personnel management in the cotton textile industry. He explained that for the growth of economy. The management of personnel is very important. In managing personnel, the role of welfare activities cannot be emphasised. Personnel management and labour welfare are important for smooth running of industrial concern.

**R. R, Ansari (2016)** in his research work explained the marketing problems of Power loom industry of Tamil Nadu. He has very specifically indicated the marketing problems faced by the Power loom industry. The marketing of the product is of vital importance for survival and growth of any enterprise. Clothing is basic and elementary desire of the human a being. The need is fulfilled by the handloom weavers, Power loom weavers and textile mills. The Power loom industry is the dominant in the production of cloth. So, the marketing problems relating to the Power loom industry is discussed in the study.

**John (2016)** He studied the organisational structure of the marketing, the channels used for the marketing, preparation for the market and analysed all the aspects relating to the marketing problems of the Power loom industry.

**R. R, Ansari (2016)** in his research work explained the marketing problems of Power loom industry in Malegaon City of Nashik District. He has very specifically indicated the marketing problems faced by the Power loom industry. The marketing of the product is of vital importance for survival and growth of any enterprise. Clothing is basic and elementary desire of the human a being. The need is fulfilled by the handloom weavers, Power loom weavers and textile mills. The Power loom industry is the dominant in the production of cloth. So, the marketing problems relating to the Power loom industry is discussed in the study.

**S.V. Chorghade (2019)** in his research work studied the “Power loom Industry in Maharashtra”. Maharashtra state has a lion’s share in the growth and development of the Power loom industry. He attempted to undertake a detailed study of structure and problems of Power loom industry in Maharashtra.

The components of textile industry are the Mill sector, Decentralised Power loom Sector and Handloom sector. In which the decentralised Power loom sector is the dominant. For the study, he covered five important clusters of Maharashtra i.e., 1) Bhiwandi 2) Malegaon 3) Bombay 4) Ichalkaranji and 5) Nagpur. About 80 percent power looms are concentrated in Bombay (Mumbai) and Pune Divisions in which Bhiwandi, Malegaon, Ichalkaranji and Bom bay (Mumbai) are most important power loom centres.

### **3 RESEARCH METHODOLOGY**

#### **UNIVERSE AND SAMPLE SIZE**

Framework of the Research Study is as follows:

##### **1. Universe**

All types of Textile Companies in Tirupur district.

- ✓ Anju Garments, Pichampalayam pudhur, Tirupur.
- ✓ Sri Sathuragiri Exports, Dharapuram Road Tirupur, Tirupur.
- ✓ Eastman Exports Global Clothing Private Limited, Sri Lakshmi Nagar, Pitchampalayam Pudur, Tiruppur.
- ✓ Knit Cloth Manufacturers Association, Valipalayam, Tiruppur.
- ✓ Victorian Group of Companies, K. Chettipalayam, Darapuram Main Road, Tirupur.
- ✓ Tirupur Knitwears Exports Pvt. Ltd., Sirupoluvapatti Post, Tirupur.
- ✓ Stellar Clothing Company, Near Pazha Godown Bus Stop, Mangalam Road, Tirupur.
- ✓ Sree Ram Dyes and Chemicals, Gandhinagar (Post), Tirupur.

##### **2. Sample Size**

Total 485 Textile Companies/Industries located in Tirupur district.

Nature and Classes of Respondents:

- ✓ Officers/Executives/Managers of Textile Industries in Tirupur.

- ✓ Suppliers/Distributors dealing with Textile Industries in Tirupur.
- ✓ Buyers/Customers using products of Textile Industries in Tirupur.

### **3. Sample Design**

Sampling Design used in this study is (Probability) Convenience Random Sampling; it is that type of sampling where the researcher selects the sample according to his convenience based on availability of sample.

### **4. Area of the Research Study**

The study deals with the Impact of IT services on the management of Business-to-Business Relationships on Textile Industries in Tirupur District.

## **METHODS OF DATA COLLECTION**

### **Primary data**

- Survey Questionnaire with Objectives, Close Ended Questions and Detailed Interviews of Company Executives.
- Primary data is collected through Personal and Structured Interviews.

A detailed discussion with the persons directly & indirectly related to Textile Industries was conducted. These persons are in the various capacities as Administrators/manager, executives, dealers, distributors and customers etc. In the interviews, open-ended questions were also asked to gather information. The interviews conducted were un-structured.

### **Secondary data**

Secondary Data for the Research Proposal has been collected through various sources which includes the following:

- News Papers
- Journals
- Books Literature
- RBI Bulletins
- Reports
- Internet
- Company Annual Reports
- Articles
- Related Thesis
- Survey conducted by Research Agencies, etc.

## TOOLS AND TECHNIQUES OF DATA ANALYSIS

Analysis of the data depends on the data collected for the research work and the various statistical as well as quantitative tools/techniques/methods used for its further interpretation.

### **For the study the following techniques are used:**

- Percentage analysis
- Correlation analysis
- Chi-square analysis
- ANOVA Test: for having Analysis of Variance
- Ks Test: (for normalcy of data)

Thus, Considering the growth in the IT sector and the various facilities provided by them to the Textile Industries, it is perceived that this sector will observe a definite growth in the years to come and customers will have wider options for availing products and various services provided by Textile Industries.

### **Percentage analysis**

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total respondents}} \times 100$$

### **Correlation analysis**

Correlation analysis gives the relationship between the variables. Regression concept will help to find out the dependence of one variable on the other. In this study the researcher is interested in finding the impact of variables like service attributes and offers on level of satisfaction.

### **Chi-square analysis**

Chi-square is a statistical measure used in the context of sampling analysis for comparing a ratio to a theoretical ratio. It can be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used (Ullman 1978). Thus, the Chi-square test is applicable in large number of problems.

The test is a technique through which it is possible for all researchers to carry out the following. i) Test the goodness of fit, ii) Test the significance of association between two attributes, and iii) Test the homogeneity of the population variance. Hence, in this study, to test the significant relationship between demographic profiles of the respondents' and their expectation, Perception and satisfaction on service quality provide by the banks, chi-square test was used. Thus, chi-square test describes the discrepancy between theory and observation.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Whereas, O = Observed frequency and  
E = Expected frequency

### ANOVA analysis

Analysis of Variance (ANOVA) is a statistical technique, used to determine how one variable relates to another. It is an extension of 'Z' test; in 'Z' test two groups are compared. In the present study, to compare three or more number of groups based on their mean values, Analysis of Variance technique is followed. In this study an attempt has been made to analyse influence of the service factor on the basis of the mean scores for the respondents based on their residential area, educational qualification, and occupation and so on.

$$F = \frac{\sum n_j (\bar{X}_j - \bar{X})^2 / (k-1)}{\sum \sum (X - \bar{X}_j)^2 / (N-k)}$$

## 4 ANALYSIS AND INTERPRETATION

TABLE NO – 4.1 DEMOGRAPHIC PROFILE

Variables	Classification	Frequency	Percentage
Gender	Male	291	60%
	Female	194	40%
Marital status	Single	136	28%
	Married	349	72%
Age	21-30 years	161	33%
	31-40 years	203	42%
	41-50 years	97	20%

	Above 50 years	24	05%
<b>Educational qualification</b>	S.S.C	39	08%
	H.S.C	121	25%
	UG	247	51%
	PG	68	14%
	Professional	10	02%
<b>Occupation</b>	Government employee	111	23%
	Self-employee business	306	63%
	House wife	29	06%
	Others	39	08%
<b>Monthly income</b>	Below Rs. 1,00,000	87	18%
	Rs. 1,00,000 – Rs. 3,00,000	180	37%
	Rs. 3,00,000 - Rs. 5,00,000	194	40%
	Rs. 5,00,000 – Rs. 10,00,000	0	0%
	Above Rs. 10,00,000	24	05%

Source: Primary data

## Result

From the above table, it is revealed that 60% of the respondents are male, 72% of the respondents are married, 42% of the respondents are belonging to the age group of 31-40 years, 51% of the respondent's education level is U.G, 63% of the respondents are doing business and 40% of the respondents belong to the monthly income level is Rs. 3,00,000 to Rs. 5,00,000.

### TABLE – 4.2 CORRELATION ANALYSIS ON PURCHASE OF PRODUCT FROM TEXTILE PRODUCT IN MARKET AND AGE OF THE RESPONDENTS

#### HYPOTHESIS

✓ **Null hypothesis**

Ho: There is no association between purchase of product from textile product in market age of the respondents.

✓ **Alternative hypothesis**

H1: There is an association between purchase of product from textile product in market age of the respondents.

Particulars		Purchase of product from textile product in market	Age of the respondents
Purchase of product from textile product in market	Pearson correlation	1	.030
	Sig. (2-tailed)		.766
	N	485	485
Age of the respondents	Pearson correlation	.030	1
	Sig. (2-tailed)	.766	
	N	485	485

Source: Primary data

## RESULT

From the above table, it is revealed that sig (2-tailed) values .766 is greater than sig. value 0.05. Hence H1 is accepted and H0 rejected.

**TABLE – 4.3 CHI-SQUARE ANALYSIS ON UNDERSTANDING OF THE CUSTOMER NEEDS AND EDUCATION OF THE RESPONDENTS**

## HYPOTHESIS

✓ **Null hypothesis**

Ho: There is no association between understanding of the customer needs and education of the respondents.

✓ **Alternative hypothesis**

H1: There is an association between understanding of the customer needs and education of the respondents.

FACTOR	CALCULATED VALUE	TABLE VALUE	DF	RESULT
Understanding of the customer needs * Education of the respondent	16.106a	21.03	12	Accepted

Source: Primary data

## RESULT

From the above table, it is observed that we calculated value (16.106) is less than the table value (21.03) at 5% level of significant and the degrees of freedom (12). The hypothesis “There is no association between education of the respondents and understanding of the customer needs.”

### TABLE – 4 ANOVA ANALYSIS ON EDUCATION OF THE RESPONDENTS AND METHODS TO IMPROVE THE BUSINESS RELATIONSHIP WITH THE OUTSIDERS HYPOTHESIS

✓ **Null hypothesis**

Ho: There is no association between the education of the respondents and methods to improve business relationship with the outsiders.

✓ **Alternative hypothesis**

H1: There is an association between the education of the respondents and methods to improve the business relationship with the outsiders.

	Sum of squares	Df	Mean square	F	Sig.
Between groups	.434	3	.145	.362	.781
Within groups	38.406	481	.400		
Total	38.840	484			

Source: Primary data

## RESULT

From the above table, it is show that the significance value 0.781 > than 0.05. Hence the H1 is accepted and Ho is rejected. It indicates that there is an association between the education of the respondents and methods to improve the business relationship with the outsiders.

### TABLE – 5 KOLMOGOROV - SMIRNOV TEST AGE OF THE RESPONDENTS AND CHANGE OR IMPROVE JUST OINE THING ABOUT COMPANY

#### HYPOTHESIS

✓ **Null hypothesis**

Ho: There is no association variance between the age of the respondents and change or improve just one thing about company.

✓ **Alternative hypothesis**

H1: There is an association variance between the age of the respondents and change or improve just one thing about company.

**ONE SAMPLE K S TEST**

Particulars		Age of the respondents	Change or improve just one thing about company
N		485	485
Normal parameters	Mean	2.16	1.51
Most extreme differences	Std. deviation	.748	.577
	Absolute	.275	.342
	Positive	.275	.342
	Negative	-.235	-.272
Kolmogorov – Smirnov Z		2.747	3.415
Asymp. Sig. (2-tailed)		.045	.045

Source: Primary data

**Result**

From the above table, it is show that the significance value  $0.045 >$  than  $0.05$ . Hence the H1 is accepted and Ho is rejected. It's releveled that there is an association between the age of the respondents and change or improve just one thing about company.

**5 CONCLUSION**

In a nut shell, it can be concluded that fundamentally all these suggestions will guide the textile industries towards the direction of modern marketing philosophy. Thus, the analysis and interpretation of the study reveals that as the result of the impact of information technology on business-to-business relationship in connection and with special reference to textile companies in Tirupur city, it is perceived that the company sector will definitely witness a growth in the years to come and customer will have wider choices & options for availing the textile products and services on large scale leaving no other option for them. The effort of IT, internet and e-commerce is definitely going to happen on supplier-buyer relationship. IT based methods will become the most powerful methods of communication by both suppliers and buyers, followed by internet and mobile telephone. With the advent of newer technologies, the audio and video conferencing is expected to increase in future helping to have string relationships.

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