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A five Dimension Framework for International Business Relationships the B2B Approach

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Abstract

The current paper proposes an alternative overview on the formation and development of international business relationships in a business-to-business (B2B) industrial sector. 107 Romanian managers from small and medium-sized enterprises (SMEs) participated in a questionnaire-based survey regarding their approaches and conducts when going international with a view to become more competitive and present on the global market. Five dimensions of international business relationships are mainly discussed, that is competitiveness, commonality, compatibility, credibility and connectivity. The findings of the study indicate that all the five elements stand for catalysts, enhancing the establishment and development of solid and sustainable business partnerships if shared by all the involved parties.

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