

REFERENCIAS BIBLIOGRÁFICAS

- ACHROL, R.S.** (1997). "Changes in the theory of interorganizational relations in marketing: toward a network paradigm". *Journal of the Academy of Marketing Science*, 25 (invierno): 56-71.
- AEF** (2003). *Libro oficial de la Asociación Española de Franquiciadores*. Asociación Española de Franquiciadores, Valencia.
- ALLCORN, S.** (1997). "Parallel virtual organizations – managing and working in the virtual workplace". *Administration & Society*, 29 (4): 412-439.
- ALONSO PRIETO, M.** (1997). *Una franquicia para mi nuevo negocio*. Selina Olmedo, Madrid.
- AMBERG, M. y ZIMMERMANN, F.** (1998). "Enabling virtual workplaces with advanced workflow management systems". En Igbaria, M. y Tan, M. (Eds.), *The virtual workplace*. Idea Group Publishing, Hershey: 108-124.
- AMBLER, T. y STYLES, C.** (2000). "The future of relational research in international marketing: constructs and conduits". *International Marketing Review*, 17 (6): 492-508.
- AMIT, R.H. y SCHOEMAKER, P.J.H.** (1993). "Strategic assets and organizational rents". *Strategic Management Journal*, 14 (1): 33-46.
- ANDALEEB, S.S.** (1992). "The trust concept: research issues for channel of distribution". *Research in Marketing*, 11: 1-34.
- ANDALEEB, S.S.** (1996). "An experimental investigation of satisfaction and commitment in marketing channels: the role of trust and dependence". *Journal of Retailing*, 72 (1): 77-93.
- ANDERSON, E. y WEITZ, B.** (1989). "Determinants of continuity in conventional industrial channel dyads". *Marketing Science*, 8 (otoño): 310-323.
- ANDERSON, E. y WEITZ, B.** (1992). "The use of pledges to build and sustain commitment in distribution Channels". *Journal of Marketing Research*, XXIX (febrero): 18-34.
- ANDERSON, J.C.** (1987). "An approach for confirmatory measurement and structural equation modeling of organizational properties". *Management Science*, 33: 525-541.
- ANDERSON, J.C.; HAKASSON, H. y JOHNSON, J.** (1994). "Dyadic business relationships within a business network context". *Journal of Marketing*, 58: 1-15.
- ANDERSON, J.C. y NARUS, J.A.** (1990). "A model of distributor firm and manufacturer firm working partnerships". *Journal of Marketing*, 54 (enero): 42-58.

- APPEL, W. y BEHR, R.** (1998). "Towards the theory of virtual organisations: a description of their formation and figure". *Virtual-organization.net, Newsletter 2* (2): 15-36.
- AULAKH, P.S.; KOTABE, M. y SAHAY, A.** (1996). "Trust and performance in cross border marketing partnerships: a behavioral approach". *Journal of International Business Studies*, 27 (5): 1.005-1.032.
- BAKER, T.L.; SIMPSON, P.M. y SIGUAW, J.A.** (1999). "The impact of suppliers' perceptions of reseller market orientation on key relationship constructs". *Journal of the Academy of Marketing Science*, 27 (1): 50-57.
- BALINT, S. y KOUROUKLIS, A.** (1998). "The management of organisational core competencies". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 165-172.
- BANDYOPADHYAY, S.; ROBICHEAUX, R.A. y HILL, J.S.** (1994). "Cross-cultural differences in intrachannel communications: The United States and India". *Journal of International Marketing*, 2 (3): 83-100.
- BANKS, C.B.** (1997). *Social aspects of technological change: the virtualization of Chiat/Day*. UMI Dissertation Services.
- BARBADILLO ASOCIADOS** (2003). *Guía de franquicias de España 2003*. Barbadillo Asociados Consultores, Madrid.
- BARNARD, C.** (1968). *The functions of the executive*. Harvard University Press, Cambridge.
- BARNATT, C.** (1995). "Office space, cyberspace, and virtual organization". *Journal of General Management*, 20 (4): 78-91.
- BARNETT, W.P.; GREVE, H.R. y PARK, D.Y.** (1994). "An evolutionary model of organizational performance". *Strategic Management Journal*, 15 (Special Issue): 11-28.
- BARNEY, J.B.** (1986). "Strategic factor markets: expectations, luck, and business strategy". *Management Science*, 32 (10): 1.231-1.241.
- BARNEY, J.B.** (1991). "Firm resources and sustained competitive advantage". *Journal of Management*, 17: 99-120.
- BARNEY, J.B. y HANSEN, M.H.** (1994). "Trustworthiness as a source of competitive advantage". *Strategic Management Journal*, 15 (1): 175-190.
- BARNEY, J.B.; WRIGHT, M. y KETCHEN, D.J. JR.** (2001). "The resource-based view of the firm: ten years after 1991". *Journal of Management*, 27 (6): 625-641.
- BARRY, B. y BATEMAN, T.S.** (1992). "Perceptions of influence in managerial dyads: the role of hierarchy, media, and tactics". *Human Relations*, 45: 555-574.
- BARTLETT, C.A. y GHOSHAL, S.** (1992). *Transnational management: text, cases, and readings in cross-border management*. Irwin, Boston.

- BAUM, J. y OLIVER, C.** (1991). "Institutional linkages and organizational mortality". *Administrative Science Quarterly*, 36:187-218.
- BELLO, D.C.; CHELARIU, C. y ZHANG, L.** (2003). "The antecedents and performance consequences of relationism in export distribution channels". *Journal of Business Research*, 56: 1-16.
- BENJAMIN, R. y WIGAND, R.** (1995). "Electronic markets and virtual value chains on the information superhighway". *Sloan Management Review*, invierno: 62-72.
- BERMÚDEZ GONZÁLEZ, G.J.** (2002). *La franquicia: elementos, relaciones y estrategias*. ESIC, Madrid.
- BOISOT, M.H.** (1995). *Information Space: A Framework for Learning in Organisations, institutions and Culture*. Routledge, London.
- BOOROM, M.L.; GOOLSBY, J.R. y RAMSEY, R.P.** (1998). "Relational communication traits and their effect on adaptiveness and sales performance". *Journal of the Academy of Marketing Science*, 26 (1): 16-30.
- BOYLE, B.A. y DWYER, F.R.** (1995). "Power, bureaucracy, influence, and performance: their relationships in industrial distribution channels". *Journal of Business Research*, 32: 189-200.
- BOYLE, B.; DWYER, F.R.; ROBICHEAUX, R.A. y SIMPSON, J.T.** (1992). "Influence strategies in marketing channels: Measures and use in different relationship structures". *Journal of Marketing Research*, XXIX (noviembre): 462-473.
- BRADACH, J.L.** (1998). *Franchise organizations*. Harvard Business School Press, Boston.
- BREMER, C.F.; ERB, M.; KAMPMEYER, J. y CORREA, G.** (1995). "Global virtual enterprise. A worldwide network of small and medium sized production companies". *XV Encontro Nacional de Engenharia de Produção*, Universidade Federal de São Carlos, Brasil.
- BREMER, C.F.; MORAES SIQUEIRA, J.E. y MORAES MARQUES, L.F.** (2002). "Applying a core competence approach in virtual enterprise formation". En Franke, U.J. (Ed.), *Managing virtual web organizations in the 21st century: issues and challenges*. Idea Group Publishing, London: 213-228.
- BROWN, J.R.; LUSCH, R.F. y NICHOLSON, C.Y.** (1995). "Power and relationship commitment: their impact on marketing channel member performance". *Journal of Retailing*, 71 (4): 363-392.
- BUCKLEY, K.B.** (1999). *A model of virtual organization effectiveness: optimizing the outcomes of interorganizational project teams*. UMI Dissertation Services.
- BUCKLIN, L.P. y SENGUPTA, S.** (1993). "Organizing successful co-marketing alliances". *Journal of Marketing*, 57 (abril): 32-46.
- BULTJE, R. y VAN WIJK, J.** (1998). "Taxonomy of virtual organisations, based on definitions, characteristics and typology". *Virtual-organization.net, Newsletter 2* (3): 7-21.

- BURGELMAN, R.A.** (1994). "Fading memories: a process theory of strategic business exit in dynamic environments". *Administrative Science Quarterly*, 39: 223-244.
- BURRUEZO GARCÍA, J.C.** (1999). *La gestión moderna del comercio minorista*. ESIC, Madrid.
- BYRNE, J.A.** (1993). "The futurists who fathered the ideas". *Business Week*, 8 (febrero): 41.
- BYRNE, J.A.; BRANDT, R. y PORT, O.** (1993). "The virtual corporation". *Business Week*, 8 (febrero): 36-40.
- CANNON, J.P.; ACHROL, R.S. y GUNDLACH, G.T.** (2000). "Contracts, norms, and plural form governance". *Journal of the Academy of Marketing Science*, 28 (2): 180-194.
- CANNON, J.P. y HOMBURG, C.** (2001). "Buyer-supplier relationships and customer firm costs". *Journal of Marketing*, 65 (enero): 29-43.
- CANNON, J.P. y PERREAULT, W. JR.** (1999). "Buyer-seller relationships in business markets". *Journal of Marketing Research*, XXXVI (noviembre): 439-460.
- CEPEDA PÉREZ, J.M.** (2003). *El canal de distribución: disección de las relaciones comerciales*. Septem Ediciones, Oviedo.
- CHATMAN, J.A.** (1991). "Matching people and organizations: selection and socialization in public accounting firms". *Administrative Science Quarterly*, 36 (septiembre): 459-484.
- CHESBROUGH, H.W. y TEECE, D.J.** (1996). "When is virtual virtuous?". *Harvard Business Review*, enero-febrero: 65-73.
- CHILD, J. y FAULKNER, D.** (1998). *Strategies of co-operation. Managing alliances, networks, and joint ventures*. Oxford University Press, New York.
- CHUNG, S.; SINGH, H. y LEE, K.** (2000). "Complementarity, status similarity and social capital as drivers of alliance formation". *Strategic Management Journal*, 21: 1-22.
- COMBS, J.G. y CASTROGIOVANNI, G.J.** (1994). "Franchisor strategy: a proposed model and empirical test of franchise versus company ownership". *Journal of Small Business Management*, 32 (2): 37-48.
- COOPER, W.W. y MUENCH, M.L.** (2000). "Virtual organizations: practice and the literature". *Journal of Organizational Computing & Electronic Commerce*, 10 (3): 189-208.
- COYLE, J. y SCHNARR, N.** (1995). "The soft-side challenges of the virtual corporation". *The Journal of the HRP Society*, 18 (1): 41-42.
- CRAVENS, D.W., PIERCY, N.F. y SHIPP, S.H.** (1996). "New organizational forms for competing in highly dynamic environments: the network paradigm". *British Journal of Management*, 1: 203-218.

- CRIADO FERNÁNDEZ, M.** (2001). "El sistema de información interorganizacional como posibilitador de la organización virtual". *XV Congreso Nacional – XI Congreso Hispano-Francés de la Asociación Europea de Dirección y Economía de la Empresa* (AEDEM), Gran Canaria: 291-300.
- CROSBY, L.A.; EVANS, K.R. y COWLES, D.** (1990). "Relationship quality in services selling: an interpersonal influence perspective". *Journal of Marketing*, 54 (julio): 68-81.
- CUESTA FERNÁNDEZ, F.** (1998). *La empresa virtual*. McGraw-Hill, Madrid.
- DAFT, R.L. y LENGEL, R.H.** (1986). "Organizational information requirements, media richness and structural design". *Management Science*, 32 (5): 554-571.
- DAHLSTROM, R. y NYGAARD, A.** (1995). "An exploratory investigation of interpersonal trust in new and mature market economies". *Journal of Retailing*, 71 (4): 339-361.
- DANT, R.P. y SCHUL, P.L.** (1992). "Conflict resolution processes in contractual channels of distribution". *Journal of Marketing*, 56 (enero): 38-54.
- DAS, T.K. y TENG, B.** (1998). "Between trust and control: developing confidence in partner cooperation in alliances". *Academy of Management Review*, 23 (3): 491-512.
- DAS, T.K. y TENG, B.** (2000). "A resource-based theory of strategic alliances". *Journal of Management*, 26 (1): 31-61.
- DAVIDOW, W.H. y MALONE, M.S.** (1992). *The virtual corporation. Structuring and revitalizing the corporation for 21st century*. Harper Business, New York.
- DAY, G.S.** (1995). "Advantageous alliances". *Journal of the Academy of Marketing Science*, 23 (4): 297-300.
- DAY, G.S.** (2000). "Managing market relationships". *Journal of the Academy of Marketing Science*, 28 (1): 24-30.
- DE RUYTER, K. y WETZELS, M.** (2000). "Determinants of a relational exchange orientation in the marketing-manufacturing interface: an empirical investigation". *Journal of Management Studies*, 37 (2): 257-276.
- DE WULF, K.** (1999). *The role of the seller in enhancing buyer-seller relationships: empirical studies in a retail context*. Tesis doctoral. Vlerick Leuven Gent Management School.
- DE WULF, K.; ODERKEKEN-SCHRÖDER, G. y LACOBUCCI, D.** (2001). "Investments in consumer relationships: a cross-country and cross-industry exploration". *Journal of Marketing*, 65 (octubre): 33-50.
- DEMBSKI, T.M.** (1998). "Future present: the concept of virtual organisation revisited the nature of boundedness of virtual organisations". *Virtual-organization.net, Newsletter 2* (2): 37-58.

- DeSANCTIS, G. y MONGE, P.** (1999). "Introduction to the special issue: communication processes for virtual organizations". *Organization Science*, 10 (6): 693-703.
- DESS, G.G.; RASHEED, A.M.A.; McLAUGHLIN, K.J. y PRIEM, R.L.** (1995). "The new corporate architecture". *Academy of Management Executive*, 9 (3): 7-17.
- DÍAZ DÍAZ, N.L.** (2003). *El conocimiento organizativo tecnológico y su incidencia en la innovación y performance corporativa. Evidencia para la empresa industrial española*. Tesis doctoral. Universidad de Las Palmas de Gran Canaria.
- DIERICKX, I. y COOL, K.** (1989). "Asset stock accumulation and sustainability of competitive advantage". *Management Science*, 35 (12): 1.504-1.511.
- DÍEZ, E.C. y GALÁN, J.L.** (1998). *Práctica de la franquicia*. McGraw-Hill, Madrid.
- DONEY, P.M. y CANNON, J.P.** (1997). "An examination of the nature of trust in buyer-seller relationships". *Journal of Marketing*, 61 (abril): 35-51.
- DONEY, P.M.; CANNON, J.P. y MULLEN, M.R.** (1998). "Understanding the influence of national culture on the development of trust". *Academy of Management Review*, 23 (3): 601-620.
- DORSCH, M.J.; SWANSON, S.R., y KELLY, S.W.** (1998). "The role of relationship quality in the stratification of vendors as perceived by customers". *Journal of the Academy of Marketing Science*, 26 (2): 128-142.
- DOZ, Y.** (1996). "The evolution of cooperation in strategic alliances: initial conditions or learning processes". *Strategic Management Journal*, 17: 55-83.
- DWYER, F.R. y GASSENHEIMER, J.B.** (1992). "Relational roles and triangle dramas: effects on power play and sentiments in industrial channels". *Marketing Letters*, 3 (2): 187-200.
- DWYER, F.R. y OH, S.** (1987). "Output sector munificence effects on the internal political economy of marketing channels". *Journal of Marketing Research*, 24: 347-358.
- DWYER, F.R.; SCHURR, P.H. y OH, S.** (1987). "Developing buyer-seller relationships". *Journal of Marketing*, 51 (abril): 11-27.
- DYER, J.H. y SINGH, H.** (1998). "The relational view: cooperative strategy and sources of interorganizational competitive advantage". *Academy of Management Review*, 23 (4): 660-679.
- EISENHARDT, K.M. y BROWN, S.L.** (1999). "Patching: restitching business portfolios in dynamic markets". *Harvard Business Review*, septiembre-octubre: 165-170.
- EISENHARDT, K.M. y MARTIN, J.A.** (2000). "Dynamic capabilities: what are they?". *Strategic Management Journal*, 21: 1.105-1-121.
- EISENHARDT, K.M. y SCHOONHOVEN, C.B.** (1996). "Resource-based view of strategic alliance formation: strategic and social effects in entrepreneurial firms". *Organization Science*, 7 (2): 136-150.

- ENSIGN, P.C.** (1999). "Innovation in the multinational firm with globally dispersed R&D: technological knowledge utilization and accumulation". *The Journal of High Technology Management Research*, 10 (2): 203-221.
- ERBEN, K. y GERSTEN, K.** (1997). "Cooperation networks towards virtual enterprises". *Virtual-organization.net, Newsletter* 1 (5): 12-22.
- EVERSHEIM, W.; BAUERNHANS, T.; BREMER, C.; MOLINA, A.; SCHUTH, S. y WALZ, M.** (1998). "Configuration of virtual enterprises based on a framework for global virtual business". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 77-83.
- FAISST, W.** (1997). "Information technology as an enabler of virtual enterprises: a lifecycle-oriented description". *Paper presentado en la IT-Vision-European Conference on Virtual Enterprises and Networked Solutions*.
- FARACE, R.V.; MONGE, P.R. y RUSSELL, H.M.** (1977). *Communicating and organizing*. Addison-Wesley, Reading.
- FERNÁNDEZ CALVO, R.** (1994). "La corporación virtual y el factor humano". *Capital Humano*, 69 (julio-agosto): 25-29.
- FERNÁNDEZ SÁNCHEZ, E.** (1996). *Innovación, tecnología y alianzas estratégicas*. Civitas, Madrid.
- FERRÁN ARANAZ, M.** (1996). *SPSS para Windows. Programación y análisis estadístico*. McGraw-Hill, Madrid.
- FIOL, M.** (2001). "Revisiting an identity-based view of sustainable competitive advantage". *Journal of Management*, 6: 691-699.
- FOSS, N.J.** (1997). *Resources, firms, and strategies*. Oxford University Press, New York.
- FOWLER, F.J. JR.** (2002). *Survey research methods*. Sage Publications, Thousand Oaks.
- FRANKE, U.** (1998) "The evolution from a static virtual corporation to a virtual web. What implications does this evolution have on 'supply chain management'?" *Virtual-organization.net, Newsletter*, 2 (2): 59-65.
- FRANKE, U.J.** (2002). "The competence-based view on the management of virtual web organizations". En Franke, U.J. (Ed.), *Managing virtual web organizations in the 21st century: issues and challenges*. Idea Group Publishing, London: 1-27.
- FRAZIER, G.L.** (1999). "Organizing and managing channels of distribution". *Journal of the Academy of Marketing Science*, 27 (2): 226-240.
- FRAZIER, G.L. y SUMMERS, J.O.** (1984). "Interfirm influence strategies and their application within distribution channels". *Journal of Marketing*, 48 (verano): 43-55.
- FULOP, C.** (2000). "History and development". En Lashley, C. y Morrison, A. (Eds.), *Franchising hospitality services*. Butterworth-Heinemann, Oxford: 22-43.

- FYNES, B. y VOSS, C.** (2002). "The moderating effect of buyer-supplier relationships on quality practices and performance". *International Journal of Operations & Production Management*, 22 (6): 589-613.
- GALÁN ZAZO, J.I.** (1998). "El crecimiento de la empresa: sinergias y capacidades dinámicas". *Economía Industrial*, V, 323.
- GANESAN, S.** (1994). "Determinants of long-term orientation in buyer-seller relationships". *Journal of Marketing*, 58 (abril): 1-19.
- GARBARINO, E. y JOHNSON, M.S.** (1999). "The different roles of satisfaction, trust, and commitment in customer relationships". *Journal of Marketing*, 63 (abril): 70-87.
- GASSENHEIMER, J.B.; CALANTONE, R.J.; SCHMITZ, J.M. y ROBICHEAUX, R.A.** (1994). "Models of channel maintenance: what is the weaker party to do?". *Journal of Business Research*, 30 (3): 225-236.
- GASSENHEIMER, J.B. y RAMSEY, R.** (1994). "The impact of dependence on dealer satisfaction: a comparison of reseller-supplier relationships". *Journal of Retailing*, 70 (3): 253-266.
- GEBAUER, J. y HARTMAN, A.** (1997). "Going once, goin twice, sold to the woman with the red sweater. The case of Onsale.com". *Virtual-organization.net, Newsletter* 1 (3): 31-35.
- GEBAUER, J. y SEGEV, A.** (1998). "Assessing Internet-based procurement to support the virtual enterprise". *Virtual-organization.net, Newsletter* 2 (3): 31-45.
- GEBER, B.** (1995). "Virtual teams". *Training*, 36-40.
- GENDALL, P.** (1998). "A framework for questionnaire design: Labaw revisited". *Marketing Bulletin*, 9: 28-39. (<http://marketing-bulletin.massey.ac.nz>).
- GEORGE, D. y MALLERY, P.** (1995). *SPSS/PC+ Step by step. A simple guide and reference*. Wadsworth Publishing, Belmont.
- GERINGER, J.M.** (1991). "Strategic determinants of partner selection criteria in international joint ventures". *Journal of International Business Studies*, 22: 41-62.
- GEYSKENS, I. y STEENKAMP, J.E.M.** (2000). "Economic and social satisfaction: measurement and relevance to marketing channel relationships". *Journal of Retailing*, 76 (1): 11-32.
- GEYSKENS, I.; STEENKAMP, J.E.M. y KUMAR, N.** (1999). "A meta-analysis of satisfaction in marketing channel relationships". *Journal of Marketing Research*, XXXVI (mayo): 223-238.
- GEYSKENS, I.; STEENKAMP, J.E.M.; SCHEER, L.K. y KUMAR, N.** (1996). "The effects of trust and interdependence on relationship commitment: a trans-atlantic study". *International Journal of Research in Marketing*, 13: 303-317.
- GILLHAM, B.** (2002). *Developing a questionnaire*. Continuum, London.

- GILLILAND, D.I. y BELLO, D.C.** (2002). "Two sides to attitudinal commitment: the effect of calculative and loyalty commitment on enforcement mechanisms in distribution channels". *Journal of the Academy of Marketing Science*, 30 (1): 24-43.
- GIULIANO, V.E.** (1982). "The mechanization of office work". *Scientific American*, 247: 149-164.
- GOLDMAN, S.; NAGEL, R. y PREISS, K.** (1995). *Agile competitors and virtual organizations*. Van Nostrand Reinhold, New York.
- GONZÁLEZ HERNANDO, S.; IGLESIAS ARGÜELLES, V. y TRESPALACIOS GUTIÉRREZ, J.A.** (2002). "Exclusividad territorial y satisfacción en los canales de distribución". *XIV Encuentro de Profesores Universitarios de Marketing*, Granada: 89-100.
- GONZÁLEZ HERNANDO, S.; IGLESIAS ARGÜELLES, V. y TRESPALACIOS GUTIÉRREZ, J.A.** (2003). "Exclusivity and relationalism in marketing channels". *Journal of Business & Industrial Marketing*, 18 (1): 22-39.
- GONZÁLEZ LÓPEZ-VALCÁRCEL, B.** (1991). *Análisis multivariante. Aplicación al ámbito sanitario*. SG Editores, Barcelona.
- GOSAIN, S.** (1998). "Applying plug-and-play design philosophy to virtual organizing". *Virtual-organization.net, Newsletter 2* (4): 13-20.
- GRABOWSKI, M. y ROBERTS, K.H.** (1999). "Risk mitigation in virtual organizations". *Organization Science*, 10 (6): 704-721.
- GRANOVETTER, M.** (1992). "Economic action and social structure: the problem of embeddedness". En Granovetter, M. y Swedberg, R. (Eds.), *The Sociology of Economic Life*. Westview, Boulder: 53-81.
- GRANT, R.M.** (1991). "The resource-based theory of competitive advantage: implications for strategic formulation". *California Management Review*, 33 (3): 114-135.
- GRANT, R.M.** (1996). "Prospering in dynamically-competitive environments: organizational capability as knowledge integration". *Organization Science*, 7 (4): 375-387.
- GRISTOCK, J.** (1997). "Communications and organisational virtuality". *Virtual-organization.net, Newsletter 1* (5): 6-11.
- GRISTOCK, J.** (1998). "The combinatory role of virtual experiences: implications for knowledge exchange". *Virtual-organization.net, Newsletter 2* (2): 9-14.
- GULATI, R.** (1995). "Does familiarity breed trust? The implications of repeated ties for contractual choice in alliances". *Academy of Management Journal*, 38 (1): 85-112.
- GULATI, R.; KHANNA, T. y NOHRIA, N.** (1994). "Unilateral commitments and the importance of process in alliances". *Sloan Management Review*, 35 (3): 61-69.

- GULATI, R. y SINGH, H.** (1998). "The architecture of cooperation: managing coordination costs and appropriation concerns in strategic alliances". *Administrative Science Quarterly*, 43: 781-814.
- GUMMESSON, E.** (1994). "Broadening and specifying relationship marketing". *Asia-Australia Marketing Journal*, 2 (1): 31-43.
- GUNDLACH, G.T.; ACHROL, R.S. y MENTZER, J.T.** (1995). "The structure of commitment in exchange". *Journal of Marketing*, 59 (enero): 78-92.
- HAGEDOORN, J.** (1993). "Understanding the rationale of strategic technology partnering: interorganizational modes of cooperation and sectoral differences". *Strategic Management Journal*, 14: 371-385.
- HAIR, J.K.; ANDERSON, R.E.; TATHAM, R.L. y BLACK, W.C.** (1999). *Análisis multivariante*. Prentice Hall, Madrid. Quinta edición.
- HALE, R. y WHITLAM, P.** (1997). *Towards the virtual organization*. McGraw-Hill, Berkshire.
- HAMEL, G.; DOZ, Y.L. y PRAHALAD, C.K.** (1989). "Collaborate with your competitors –and win". *Harvard Business Review*, 67 (1): 133-139.
- HAMMER, M. y CHAMPY, J.** (1993). *Reengineering the corporation: a manifesto for business revolution*. HarperCollins, New York.
- HANDY, C.** (1992). "Balancing corporate power: a new federalist paper". *Harvard Business Review*, noviembre-diciembre: 59-72.
- HANDY, C.** (1995). "Trust and the virtual organization". *Harvard Business Review*, 73 (3): 40-50.
- HAUGLAND, S.A.** (1999). "Factors influencing the duration of international buyer-seller relationships". *Journal of Business Research*, 46: 273-280.
- HAUSMAN, A.** (2001). "Variations in relationship strength and its impact on performance and satisfaction in business relationships". *Journal of Business & Industrial Marketing*, 16 (7): 600-616.
- HEDBERG, B.; DAHLGREN, G.; HANSSON, J. y OLVE, N.** (1997). *Virtual organizations and beyond. Discover imaginary systems*. John Wiley & Sons, Chichester, Reino Unido.
- HEDBERG, B. y OLVE, N.** (1997). "Inside the virtual organization. Managing imaginary systems". *Paper presentado en la 17th Strategic Management Society Conference*, Barcelona.
- HEDLUND, G.** (1986). "The hypermodern MNC. A heterarchy?" *Human Resource Management*, 25: 9-35.
- HEIDE, J.B.** (1994). "Interorganizational governance in marketing channels". *Journal of Marketing*, 58 (enero): 71-85.

- HEIDE, J.B. y JOHN, G.** (1990). "Alliances in industrial purchasing: the determinants of joint action in buyer-supplier relationships". *Journal of Marketing*, 27 (febrero): 24-36.
- HEIDE, J.B. y JOHN, G.** (1992). "Do norms matter in marketing relationship?". *Journal of Marketing*, 56 (abril): 32-44.
- HELFERT, G.; RITTER, T. y WALTER, A.** (2002). "Redefining market orientation from a relationship perspective". *European Journal of Marketing*, 36 (9/10): 1.119-1.139.
- HIBBARD, J.D.; KUMAR, N. y STERN, L.W.** (2001). "Examining the impact of destructive acts in marketing channel relationships". *Journal of Marketing Research*, XXXVIII (febrero): 45-61.
- HILL, C.; HITT, M. y HOSKISSON, R.** (1992). "Cooperative versus competitive structures in related and unrelated diversified firms". *Organization Science*, 3 (4): 501-521.
- HILTZ, S.R.** (1986). "The virtual classroom: using computer-mediated communication for university teaching". *Journal of Communication*, 36: 95-104.
- HINTERHUBER, H.H. y LEVIN, B.M.** (1994). "Strategic networks. The organization of the future". *Long Range Planning*, 27 (3): 43-53.
- HODGE, B.J.; ANTHONY, W.P. y GALES, L.M.** (1998). *Teoría de la organización. Un enfoque estratégico*. Prentice Hall, Madrid. Quinta edición.
- HOPKINSON, G.C. y HOGARTH-SCOTT, S.** (1999). "Franchise relationship quality: micro-economic explanations". *European Journal of Marketing*, 33 (9/10): 827-843.
- HOPLAND, J.** (1995). "Virtual organization and dynamic business structures". En OFW (Ed.), *Mehrwert Information*. Schaeffer-Poeschel Publishing, Stuttgart: 175-190.
- HOYT, J. Y HUQ, F.** (2000). "From arms-length to collaborative relationships in the supply chain". *International Journal of Physical Distribution & Logistics Management*, 30 (9): 750-764.
- HREBINIAK, L.G.** (1992). "Implementing global strategies". *European Management Journal*, 10 (4): 392-403.
- HUNT, S.D.** (1997). "Competing through relationships: grounding relationship marketing in resource advantage theory". *Journal of Marketing Management*, 13 (5): 431-445.
- IVENS, B.S.** (2002). "Governance norms in relational exchange: What we do know and what we do not know". *Paper presentado en la 18th Annual IMP Conference*: 1-21.
- JÄGERS, H.; JANSEN, W. y STEENBAKKERS, W.** (1998). "Characteristics of virtual organizations". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 65-76.
- JANSEN, W.; JÄGERS, H.P.M. y STEENBAKKERS, W.** (2002). "The virtual corporation and trust: balancing between identity and innovation". En Franke, U.J. (Ed.), *Managing virtual web organizations in the 21st century: issues and challenges*. Idea Group Publishing, London: 43-60.

- JANSEN, W.; STEENBAKKERS, W. y JÄGERS, H.** (1999). "Electronic Commerce and virtual organizations". *Electronic Journal of Organizational Virtualness*, 1 (1): 54-68.
- JAP, S.D.** (1999). "Pie-expansion effort: collaboration processes in buyer-supplier relationships". *Journal of Marketing Research*, XXXVI (noviembre): 461-475.
- JAP, S.D.** (2001). "Perspectives on joint competitive advantages in buyer-supplier relationships". *International Journal of Research in Marketing*, 18: 19-35.
- JAP, S.D. y GANESAN, S.** (2000). "Control mechanisms and the relationship life cycle: implications for safeguarding specific investments and developing commitment". *Journal of Marketing Research*, 37 (mayo): 227-245.
- JAP, S.D.; MANOLIS, C. y WEITZ, B.A.** (1999). "Relationship quality and buyer-seller. Interactions in channels of distribution". *Journal of Business Research*, 46: 303-313.
- JARVENPAA, S.L. y LEIDNER, D.E.** (1999). "Communication and trust in global virtual teams". *Organization Science*, 10 (6): 791-815.
- JARVENPAA, S.L. y SHAW, T.R.** (1998). "Global virtual teams: integrating models of trust". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 35-51.
- JOHLKE, M.C.; DUHAN, D.F.; HOWELL, R.D. y WILKES, R.W.** (2000). "An integrated model of sales managers' communication practices". *Journal of the Academy of Marketing Science*, 28 (2): 263-277.
- JOHNSON, J.L.** (1999). "Strategic integration in industrial distribution channels: managing the interfirm relationship as a strategic asset". *Journal of the Academy of Marketing Science*, 27 (1): 4-18.
- JOHNSON, J.L.; CULLEN, J.B.; SAKANO, T. Y TAKENOUCHI, H.** (1996). "Setting the stage for trust and strategic integration in Japanese-U.S. cooperative alliances". *Journal of International Business Studies*, 27 (5): 981-1.004.
- JOHNSON, J.L.; SAKANO, T.; COTE, J.A. y ONZO, N.** (1993). "The exercise of interfirm power and its repercussions in U.S.-Japanese channel relationships". *Journal of Marketing*, 57 (2), 1-10.
- JOHNSTON, H. y VITALE, M.** (1988). "Creating competitive advantage with interorganizational systems". *MIS Quarterly*, 6: 153-165.
- JOHNSTON, R. y LAWRENCE, P.R.** (1988). "Beyond vertical integration. The rise of the value-adding partnership". *Harvard Business Review*: 94-101.
- JONES, T.M. y BOWIE, N.E.** (1998). "Moral hazards on the road to the 'virtual' corporation". *Business Ethics Quarterly*, 8 (2): 273-292.
- KANTER, R.M.** (1994). "Collaborative advantage: the art of alliances". *Harvard Business Review*, julio-agosto: 96-108.

- KATZY, B.R.** (1998). "Design and implementation of virtual organisations". *Paper* presentado en la *31st Hawaii International Conference on Systems Sciences* (HICSS), 4: 142-153.
- KAUFMANN, P.J. y DANT, R.P.** (1992). "The dimensions of commercial exchange". *Marketing Letters*, 3 (2): 171-185.
- KAUFMANN, P.J. y STERN, L.W.** (1988). "Relational exchange norms, perceptions of unfairness, and retained hostility in commercial litigation". *Journal of Conflict Resolution*, 32 (septiembre): 534-552.
- KEITH, J.; JACKSON, D. JR. y CROSBY, L.** (1990). "Effects of alternative types of influence strategies under different channel dependence structures". *Journal of Marketing*, 54 (julio): 30-41.
- KIM, K. y FRAZIER, G.L.** (1997). "On distributor commitment in industrial channels of distribution: a multicomponent approach". *Psychology & Marketing*, 14 (8): 847-877.
- KLUEBER, R.** (1997). "The need for the function of the promotor". *Virtual-organization.net, Newsletter* 1 (4): 3-10.
- KNIGHT, L.A.** (2000). "Learning to collaborate: a study of individual and organizational learning, and interorganizational relationships". *Journal of Strategic Marketing*, 8: 121-138.
- KOCIAN, C.** (1997). "The Virtual Centre: a networking co-operation model for small businesses". *Virtual-organization.net, Newsletter* 1 (2): 10-12.
- KOGUT, B.** (1988). "Joint ventures: theoretical and empirical perspectives". *Strategic Management Journal*, 9: 319-332.
- KOGUT, B. y ZANDER, U.** (1993). "Knowledge of the firm and evolutionary theory of the multinational corporation". *Journal of International Business Studies*, 24: 625-645.
- KRAUT, R.; STEINFELD, C.; CHAN, A. P.; BUTLER, B. y HOAG, A.** (1999). "Coordination and virtualization: the role of electronic networks and personal relationships". *Organization Science*, 10 (6): 722-740.
- KUMAR, N.; SCHEER, L.K. y STEENKAMP, J.E.M.** (1995a). "The effects of perceived interdependence on dealer attitudes". *Journal of Marketing Research*, XXXII (agosto): 348-356.
- KUMAR, N.; SCHEER, L.K. y STEENKAMP, J.E.M.** (1995b). "The effects of supplier fairness on vulnerable resellers". *Journal of Marketing Research*, XXXII (febrero): 54-56.
- LADO, A.A.; BOYD, N.G. y HANLON, S.C.** (1997). "Competition, cooperation and the search for economic rents: a syncretic model". *Academy of Management Review*, 22 (1): 110-141.
- LADO, A.A. y KEDIA, B.L.** (1992). "Determinantes en la elección estratégica de lo individual frente a la alianza: un marco integrador". *Economía Industrial*, 283 (enero-febrero): 49-60.

- LAFONTAINE, F. Y KAUFMANN, P.J.** (1994). "The evolution of ownership patterns in franchise systems". *Journal of Retailing*, 70 (2): 97-113.
- LAMBE, C.J.; SPEKMAN, R.E. y HUNT, S.D.** (2000). "Intermistic relational exchange: Conceptualization and prepositional development". *Journal of the Academy of Marketing Science*, 28 (2): 212-225.
- LAMBE, C.J.; SPEKMAN, R.E. y HUNT, S.D.** (2002). "Alliance competence, resources, and alliance success: conceptualization, measurement, and initial test". *Journal of the Academy of Marketing Science*, 30 (2): 141-158.
- LANE, C. y BACHMANN, R.** (1996). "The social constitution of trust: supplier relations in Britain and Germany". *Organization Studies*, 17: 365-395.
- LANE, P.J.; SALK, J.E. y LYLES, M.A.** (2001). "Absortive capacity, learning, and performance in international joint ventures". *Strategic Management Journal*, 22: 1.139-1.161.
- LARSEN, K.R.T. y McINERNEY, C.R.** (2002). "Preparing to work in the virtual organization". *Information & Management*, 39: 445-456.
- LARSON, A.** (1992). "Network dyads in entrepreneurial settings". *Administrative Science Quarterly*, 37 (1): 76-104.
- LEE, D.; PAE, J.H. y WONG, Y.H.** (2001). "A model of close business relationships in China (guanxi)". *European Journal of Marketing*, 35 (1/2): 51-69.
- LENGNICK-HALL, C.A.** (1998). "Customer contributions to quality: a different view of the customer-oriented firm". *Academy of Management Review*, 21 (3), 791-824.
- LENOX, M.** (2002). "Organizational design, knowledge transfer, and the acquisition of rent-producing resources". *Computational & Mathematical Organization Theory*, 8 (2): 113-131.
- LEONARD-BARTON, D.** (1992). "Core capabilities and core rigidities: a paradox in managing new product development". *Strategic Management Journal*, 13 (Summer Special Issue): 111-125.
- LEONIDOU, L.C. y KALEKA, A.A.** (1998). "Behavioural aspects of international buyer-seller relationships. Their association with export involvement". *International Marketing Review*, 15 (5): 373-397.
- LEVINTHAL, D. y MARCH, J.** (1993). "The miopía of learning". *Strategic Management Journal*, 14 (Winter Special Issue): 95-112.
- LINDSKOLD, S.** (1978). "Trust development, the GRIT propolsal, and the effects of conciliatory acts on conflict and cooperation". *Psychological Bulletin*, 85 (4): 772-793.
- LIU, H. y WANG, Y.P.** (1999). "Co-ordination of international channel relationships: four case studies in the food industry in China". *Journal of Business & Industrial Marketing*, 14 (2): 130-150.

- LOEBBECKE, C.** (1997). "Content providers on the Internet: a discussion paper on opportunities, limits, and impacts". *Virtual-organization.net, Newsletter* 1 (4): 10-20.
- LÓPEZ FERNÁNDEZ, M.B. Y VENTURA VICTORIA, J.** (2002). "Integración vertical y causas de aparición de la franquicia". *Revista Europea de Dirección y Economía de la Empresa*, 11 (4): 55-74.
- LORD, M.** (1997). *Transfer of knowledge within the firm and entry into new international markets*. UMI Dissertation Services.
- LORENZO GÓMEZ, J.D. y RUIZ NAVARRO, J.** (1998). "Flexibilidad estratégica y capacidades dinámicas: utilización de las capacidades latentes y periféricas de la organización". *VIII Congreso Nacional de la Asociación Científica de Economía y Dirección de la Empresa* (ACEDE), Las Palmas de Gran Canaria.
- LUCAS, H.C. JR. y BAROUDI, J.** (1994). "The role of information technology in organization design". *Journal of Management Information Systems*, 10 (4): 9-23.
- LUQUE MARTÍNEZ, T. y DEL BARRIO GARCÍA, S.** (2000). "Análisis de ecuaciones estructurales". En Luque Martínez, T. (Coord.), *Técnicas de análisis de datos en la investigación de mercados*. Pirámide, Madrid: 489-557.
- LUREY, J.S. y RAISINGHANI, M.S.** (2001). "An empirical study of best practices in virtual teams". *Information & Management*, 38: 523-544.
- LUSCH, R.F. y BROWN, J.R.** (1996). "Interdependency, contracting, and relational behavior in marketing channels". *Journal of Marketing*, 60 (octubre): 19-38.
- MACKENZIE, K.D.** (1986). "Virtual positions and power". *Management Science*, 32 (5): 622-642.
- MACNEIL, I.R.** (1980). *The new social contract*. Yale University Press, New Haven.
- MADHOK, A.** (1995). "Revisiting multinational firms' tolerance for joint ventures: a trust-based approach". *Journal of International Business Studies*, 26 (1): 117-138.
- MADHOK, A. y TALLMAN, S.B.** (1998). "Resources, transactions, and rents: managing value through interfirm collaborative relationships". *Organization Science*, 9 (3): 326-339.
- MALONE, T.W.** (1997). "Is empowerment just a fad? Control, decision making, and IT". *Sloan Management Review*, invierno: 23-35.
- MARKUS, M.L.** (1994). "Electronic mail as the medium of managerial choice". *Organization Science*, 5 (4): 502-527.
- MAYER, R.C.; DAVIS, J.H. y SCHOORMAN, F.D.** (1995). "An integrative model of organizational trust". *Academy of Management Review*, 20 (3): 709-734.
- McALLISTER, D.J.** (1995). "Affect- and cognition-based trust as foundations for interpersonal cooperation in organizations". *Academy of Management Journal*, 38 (1): 24-59.

- McDONALD, T.** (1995). "Brain trust". *Successful Meetings*: 16.
- McDONOUGH III, E.F.; KAHN, K.B. y BARCZAK, G.** (2001). "An investigation of the use of global, virtual, and collocated new product development teams". *The Journal of Product Innovation Management*, 18 (2): 110-120.
- McKISSICK, D.** (1998). *Expressions of virtuality in the transition to post-Fordist organization: three case studies*. UMI Dissertation Services.
- MEHTA, S.S.** (1999). *Continuity expectations in vertical marketing systems: a dyadic perspective of domestic and international franchising*. UMI Dissertation Services.
- MEYER, J.P. y ALLEN, N.J.** (1991). "A three-component conceptualization of organizational commitment". *Human Resource Management Review*, 1: 61-89.
- MEYERSON, D.; WEICK, K.E. y KRAMER, R.M.** (1996). "Swift trust and temporary groups". En Kramer, R.M. y Tyler, T.R. (Eds.), *Trust in organizations: frontiers of theory and research*. Sage Publications, Thousand Oaks: 166-195.
- MILES, R.E. y SNOW, C.C.** (1992). "Causes of failure in network organizations". *California Management Review*, 34 (4): 53-72.
- MIRABELL IZARD, O.** (1999). "Visión estratégica de las organizaciones virtuales en el turismo. Aprovechamiento de las tecnologías de la comunicación y la información en la competitividad de las empresas turísticas". *Estudios turísticos*, 142: 73-84.
- MITCHELL, W. y SINGH, K.** (1996). "Survival of businesses using collaborative relationships to commercialize complex goods". *Strategic Management Journal*, 17 (3): 169-195.
- MOHR, J.J.; FISHER, R.J. y NEVIN, J.R.** (1996). "Collaborative communication in interfirm relationships: moderating effects of integration and control". *Journal of Marketing*, 60 (julio): 103-115.
- MOHR, J.J. y NEVIN, J.R.** (1990). "Communication strategies in marketing channels: a theoretical perspective". *Journal of Marketing*, octubre: 36-51.
- MOHR, J.J. y SENGUPTA, S.** (2002). "Managing the paradoxes of inter-firm learning: the role of governance mechanisms". *Journal of Business & Industrial Marketing*, 17 (4): 282-301.
- MOHR, J.J. y SOHI, R.S.** (1995). "Communication flows in distribution channels: impact on assessments of communication quality and satisfaction". *Journal of Retailing*, 71 (4): 393-416.
- MOHR, J.J. y SPEKMAN, R.** (1994). "Characteristics of partnership success: partnership attributes, communication behavior, and conflict resolution techniques". *Strategic Management Journal*, 15: 135-152.
- MOORMAN, C.; DESHPANDÉ, R. y ZALTMAN, G.** (1992). "Factors affecting trust in market research relationships". *Journal of Marketing*, 57 (enero): 81-101.

- MORENO-LUZÓN, M.D.; PERIS BONET, F.J. y GONZÁLEZ CRUZ, T.** (2001). *Gestión de la calidad y diseño de organizaciones*. Prentice Hall, Madrid.
- MORGAN, R.M. y HUNT, S.D.** (1994). "The commitment-trust theory of relationship marketing". *Journal of marketing*, 58 (julio): 20-38.
- MORGAN, R.M. y HUNT, S.D.** (1999). "Relationship-based competitive advantage: the role of relationship marketing in marketing strategy". *Journal of Business Research*, 46: 281-290.
- MOWDAY, R.T.** (1998). "Reflections on the study and relevance of organizational commitment". *Human Resource Management Review*, 8: 387-401.
- MOWSHOWITZ, A.** (1994). "Virtual organisation: a vision of management in the information age". *The Information Society*, 10: 267-288.
- MOWSHOWITZ, A.** (1997). "On the theory of virtual organization". *Systems Research and Behavioral Science*, 14 (6): 373-384.
- NAUDÉ, P. y BUTTLE, F.** (2000). "Assessing relationship quality". *Industrial Marketing Management*, 29: 351-361.
- NAVAS LÓPEZ, J.E. y GUERRAS MARTÍN, L.A.** (1998). *La dirección estratégica de la empresa: teoría y aplicaciones*. Civitas, Madrid. Segunda edición.
- NELSON, R. y WINTER, S.** (1982). *An evolutionary theory of economic change*. Harvard University Press, Cambridge.
- NGWENYAMA, O.K. y LEE, A.S.** (1997). "Communication richness in electronic mail: critical social theory and the contextuality of meaning". *MIS Quarterly*, 21 (2): 145-167.
- NICHOLSON, C.Y.; COMPEAU, L.D. y SETHI, R.** (2001). "The role of interpersonal liking in building trust in long-term channel relationships". *Journal of the Academy of Marketing Science*, 29 (1): 3-15.
- NOLLER, D.K.** (1997). *Communication and virtual organization*. UMI Dissertation Services.
- NOORDEWIER, T.G.; JOHN, G. y NEVIN, J.R.** (1990). "Performance outcomes of purchasing arrangements in industrial buyer-vendor relationships". *Journal of Marketing*, 54 (4): 80-93.
- NORTON, S.W.** (1988). "Franchising, brand name capital, and the entrepreneurial capacity problem". *Strategic Management Journal*, 9: 105-114.
- O'REILLY, C.** (1982). "Variations in decision makers' use of information sources: the impact of quality and accessibility of information". *Academy of Management Journal*, 25 (4): 756-771.
- ODENDAHL, C.; HIRSCHMANN, P. y SCHEER, A.** (1997). "Cooperation exchanges as media for the initialization and implementation of virtual enterprises". *Virtual-organization.net, Newsletter* 1 (3): 13-23.

- OLIVER, C.** (1997). "Sustainable competitive advantage: combining institutional and resource-based views". *Strategic Management Journal*, 18: 697-714.
- ORTON, J.D. y WEICK, K.E.** (1990). "Loosely coupled systems. A reconceptualization". *Academy of Management Review*, 15 (2): 203-223.
- OTT, M. y NASTANSKY, L.** (1997). "Modeling organizational forms of virtual enterprises". *Virtual-organization.net, Newsletter* 1 (4): 21-40.
- OUCHI, W.** (1980). "Markets, bureaucracies, and clans". *Administrative Science Quarterly*, 25: 129-141.
- OXENFELDT, A.R. y KELLY, A.O.** (1969). "Will successful franchise systems ultimately become wholly owned chains?". *Journal of Retailing*, 44 (4): 69-83.
- PALMER, J. y SPEIER, C.** (1997). "A typology of virtual organizations: an empirical study". *Paper presentado en la Americas Conference on Information Systems*, Indianapolis.
- PARKHE, A.** (1993). "Strategic alliance structuring: a game theoretic and transaction cost examination of interfirm cooperation". *Academy of Management Journal*, 36 (4): 794-829.
- PASWAN, A.K. y YOUNG, J.A.** (1999). "An exploratory examination of the relationship between channel support mechanisms and relational norms in an international context". *Journal of Business & Industrial Marketing*, 14(5/6): 445-455.
- PENNINGS, J. y HARIANTO, F.** (1992a). "The diffusion of technological innovation in the commercial banking industry". *Strategic Management Journal*, 13: 29-46.
- PENNINGS, J. y HARIANTO, F.** (1992b). "Technological networking and innovation implementation". *Organization Science*, 3 (3): 356-382.
- PENROSE, E.** (1959). *The theory of the growth of the firm*. Basil Blackwell, London.
- PETERAF, M.** (1993). "The cornerstones of competitive advantage: a resource-based view". *Strategic Management Journal*, 14 (3): 179-191.
- PHILLIPS, L.W.** (1981). "Assessing measurement error in key informant reports: a methodological note on organizational analysis in marketing". *Journal of Marketing Research*, XVIII (noviembre): 395-415.
- PISANO, G.P. y TEECE, D.J.** (1989). "Collaborative arrangements and global technology strategy: some evidence from the telecommunications equipment industry". *Research on Technological Innovation, Management, and Policy*, 4: 227-256.
- PODSAKOFF, P.M. y ORGAN, D.W.** (1986). "Self reports in organizational research: problems and prospects". *Journal of Management*, 12: 531-544.
- PORTER, M.E. y FULLER, M.B.** (1986). "Coalitions and global strategy". En Porter, M.E. (Ed.), *Competition in global industries*. Harvard Business School Press, Boston: 315-344.

- POWELL, W.W.; KOPUT, K.W. y SMITH-DOERR, L.** (1996). "Interorganizational collaboration and the locus of innovation: networks of learning in biotechnology". *Administrative Science Quarterly*, 41: 116-145.
- PRAHALAD, C.K. y HAMEL, G.** (1990). "The core competences of the corporation". *Harvard Business Review*, 82 (mayo-junio): 79-91.
- PREISS, K.; GOLDMAN, S.L. y NAGEL, R.N.** (1996). *Cooperate to compete*. Van Nostrand Reinhold, New York.
- QUINN, J.B.** (1992). *Intelligent enterprise*. Free Press, Nueva York.
- RAUTENSTRAUCH, T.** (2002). "The virtual corporation: a strategic option for small and medium-sized enterprises (SME'S)". *Paper presentado en la Association for Small Business & Entrepreneurship Conference (ASBE)*: 18-24. (<http://www.sbaer.uca.edu/Research/2002/ASBE/papers/02asbe018.pdf>).
- RHEINGOLD, H.** (1993). *The virtual community: homesteading on the electronic frontier*. Addison-Wesley, New York.
- RING, P.S. y VAN DE VEN, A.H.** (1992). "Structuring cooperative relationships between organizations". *Strategic Management Journal*, 13 (7): 483-498.
- RING, P.S. y VAN DE VEN, A.H.** (1994). "Developmental processes of cooperative interorganizational relationships". *Academy of Management Review*, 19 (1): 90-118.
- RITTER, T.; WILKINSON, I.F. y JOHNSTON, W.J.** (2002). "Firms' ability to manage in business networks: a review of concepts". *Paper presentado en la Inaugural Conference of the IMP Group in Asia*, Perth, Western Australia.
- ROBINS, J.A., TALLMAN, S. y FLADMOE-LINDQUIST, K.** (2002). "Autonomy and dependence of international cooperative ventures: an exploration of the strategic performance of U.S. ventures in Mexico". *Strategic Management Journal*, 23: 881-901.
- RUMELT, R.P.** (1984). "Towards a strategic theory of the firm". En Lamb, R.B. (Ed.), *Competitive strategic management*. Prentice Hall, New Jersey: 556-571.
- SAABEEL, W.; VERDUIJN, T.M.; HAGDOM, L. y KUMAR, K.** (2002). "A model of virtual organisation: a structure and process perspective". *Electronic Journal of Organizational Virtualness*, 4 (1): 1-16.
- SANCHEZ, R.** (1995). "Strategic flexibility in product competition". *Strategic Management Journal*, 16 (Special Issue): 135-159.
- SANCHEZ, R.; HEENE, A. y THOMAS, H.** (1996). "Introduction". En Sanchez, R.; Heene, A. y Thomas, H. (Eds.), *Dynamics of competence-based competition: theory and practice in the new strategic management*. Elsevier, Oxford: 1-36.

- SANTOS PEÑAS, J.; MUÑOZ ALAMILLOS, A.; JUEZ MARTEL, P. y GUZMÁN JUSTICIA, L.** (1999). *Diseño y tratamiento estadístico de encuestas para estudios de mercado*. Centro de Estudios Ramón Areces, Madrid.
- SARKAR, M.B.; ECHAMBADI, R.; CAVUSGIL, S.T. y AULAKH, P.S.** (2001). "The influence of complementarity compatibility and relationship capital on alliance performance". *Journal of the Academy of Marketing Science*, 29 (4): 358-373.
- SCHEER, L.K. y STERN, L.W.** (1992). "The effect of influence type and performance outcomes on attitude toward the influencer". *Journal of Marketing Research*, 29 (febrero): 128-142.
- SCHEIN, E.G.** (1990). "Organisational culture". *American Psychologist*, 45 (2): 109-119.
- SCHERTLER, W.** (1998). "Virtual enterprises in tourism: folklore and facts: conceptual challenges for academic research". En Buhalis, D.; Tjoa, A.M. y Jafari, J. (Eds.), *Information and Communication Technologies in Tourism*. Springer-Verlag.
- SCHRAGE, M.** (1997). "The real problem with computers". *Harvard Business Review*, 75 (5): 178-188.
- SCOTT-MORTON, M.S.** (1991). *The corporation of the 1990s: information technology and organizational transformation*. Oxford University Press, New York.
- SELNES, F.** (1998). "Antecedents and consequences of trust and satisfaction in buyer-seller relationships". *European Journal of Marketing*, 32 (3/4): 305-322.
- SERVICIO DE ESTUDIOS ESTADÍSTICOS DE LA AEF** (2001). *Informe del sistema de franquicia en 2001*. (<http://www.franquiciadores.com>).
- SHIELDS, K.** (1994). "Virtual corporations are not new for contractors". *Boston Business Journal*, 14. (<http://www.elibrary.com> »).
- SIEBER, P.** (1997). "Virtual organizations: static and dynamic viewpoints". *Virtual-organization.net, Newsletter* 1 (2): 3-9.
- SIEBER, P.** (1998). "Organizational virtualness: the case of small IT companies". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 107-122.
- SIGUAW, J.A.; SIMPSON, P.M. y BAKER, T.L.** (1998). "Effects of supplier market orientation on distributor market orientation and the channel relationship: the distributor perspective". *Journal of Marketing*, 62 (julio): 99-111.
- SIMPSON, J.M. y MAYO, D.T.** (1997). "Relationship management: a call for fewer influence attempts?". *Journal of Business Research*, 39: 209-218.
- SINGH, J. y SIRDESHMUKH, D.** (2000). "Agency and trust mechanisms in consumer satisfaction and loyalty judgments". *Journal of the Academy of Marketing Science*, 28 (1): 150-167.

- SIVADAS, E. y DWYER, F.R.** (2000). "An examination of organizational factors influencing new product success in internal and alliance-based processes". *Journal of Marketing*, 64 (enero): 31-49.
- SKINNER, S.J.; GASSENHEIMER, J.B. y KELLEY, S.W.** (1992). "Cooperation in supplier-dealer relations". *Journal of Retailing*, 68 (2): 174-193.
- SKYRME, D.J.** (1995). "The virtual corporation". *Management Insight*, 2. (<http://www.skyrme.com>).
- SKYRME, D.J.** (1998). "The realities of virtuality". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 25-34.
- SLATER, S.F.** (1995). "Issues in conducting marketing strategy research". *Journal of Strategic Marketing*, 3: 257-270.
- SMITH, J.B.** (1998). "Buyer-seller relationships: bonds, relationship management, and sex-type". *Canadian Journal of Administrative Sciences*, 15 (1): 76-92.
- SMITH, J.B. y BARCLAY, D.W.** (1997). "The effect of organizational differences and trust on the effectiveness of selling partner relationship". *Journal of Marketing*, 61 (1): 3-21.
- SMITH, K.G.; CARROLL, S.J. y ASHFORD, S.J.** (1995). "Intra- and interorganizational cooperation: toward a research agenda". *Academy of Management Journal*, 38 (1): 7-23.
- SNOW, C.C.; LIPNACK, J. y STAMPS, J.** (1999). "The virtual organization: promises and payoffs, large and small. En Cooper, C.L. y Rousseau, D.M. (Eds.), *The virtual organization. Trends in Organizational Behavior*, 6: 15-30. John Wiley & Sons, Chichester.
- SNOW, C.S.; MILES, R.E. y COLEMAN, H.J.** (1992). "Managing 21st century network organisation". *Organizational Dynamics*, 20 (3): 5-16.
- SPEIER, C.; HARVEY, M.G. y PALMER, J.** (1998). "Virtual management of global marketing relationships". *Journal of World Business*, 33 (3): 263-276.
- SPEKMAN, R.E.; KAMAUFF, J.W. JR. y MYHR, N.** (1998). "An empirical investigation into supply chain management". *International Journal of Physical Distribution & Logistics Management*, 28 (8): 630-650.
- SPEKMAN, R.E.; LYNN, A.I. y MacAVOY, T.C.** (1999). *Alliance competence: maximizing the value of your partnerships*. John Wiley & Sons, New York.
- STRADER, T.J.; LIN, F. y SHAW, M. J.** (1998). "Information infrastructure for electronic virtual organization management". *Decision Support Systems*, 23 (1): 75-94.
- STRAUSAK, N.** (1998). "Resumée of VoTalk". En Sieber, P. y Griesse, J. (Eds.), *Organizational virtualness*. Simowa Verlag Bern, Bern: 9-24.

- SUBRAMANIAM, M. y VENKATRAMAN, N.** (2001). "Determinants of transnational new product development capability: testing the influence on transferring and deploying tacit overseas knowledge". *Strategic Management Journal*, 22: 359-378.
- SYLER, R.A. y SCHWAGER, P.H.** (2000). "Virtual organization as a source of competitive advantage: a framework from the resource-based view". *Paper presentado en la Americas Conference on Information Systems (AMCIS 2000)*, Southern California: 1.699-1.704.
- TAYLOR, J.R.** (1993). *Rethinking the theory of organizational communication: How to read an organization*. Ablex Publishing, Norwood.
- TEECE, D.J.** (1980). "Economics of scope and the scope of the enterprise". *Journal of Economic Behavior and Organization*, 1: 223-247.
- TEECE, D.J.** (1982). "Towards an economic theory of the multiproduct firm". *Journal of Economic Behavior and Organization*, 3: 39-63.
- TEECE, D.J.** (1986). "Transactions cost economics and the multinational enterprise". *Journal of Economic Behavior and Organization*, 7: 21-45.
- TEECE, D.J.** (1998). "Capturing value from knowledge assets. The new Economy, markets for know-how, and intangible assets". *California Management Review*, 40 (3): 55-79.
- TEECE, D.J.** (2000). "Strategies for managing knowledge assets: the role of firm structure and industrial context". *Long Range Planning*, 33: 35-54.
- TEECE, D.J.; PISANO, G. y SHUEN, A.** (1997). "Dynamic capabilities and strategic management". *Strategic Management Journal*, 18 (7): 509-533.
- THORELLI, H.B.** (1986). "Networks: between markets and hierarchies". *Strategic Management Journal*, 7: 37-51.
- TORMO & ASOCIADOS** (2003). *1000 franquicias y oportunidades de negocio para crear su propio negocio*. Selina Olmedo, Madrid.
- TRAVICA, B.** (1997). "The design of the virtual organization: a research model". *Paper presentado en la Americas Conference on Information Systems*, Indianapolis: 417-419.
- TYLER, B.B.** (2001). "The complementarity of cooperative and technological competencies: a resource-based perspective". *Journal of Engineering and Technology Management*, 18: 1-27.
- UPTON, D.M. y McAFEE, A.** (1996). "The real virtual factory". *Harvard Business Review*, julio-agosto: 123-133.
- UTTERBACK, J.M. y ABERNATHY, W.L.** (1975). "A dynamic model of process and product innovation". *Omega, The International Journal of Management Science*, 3 (6): 636-659.
- VAN AKEN, J.E.; HOP, L. y POST, G.J.J.** (1998). "The virtual organization: a special mode of strong interorganizational cooperation". En Hitt, M.A.; Ricart I Costa, J.E. y Nixon, R.D. (Eds.),

- Managing strategically in an interconnected world*. John Wiley & Sons, Chichester, Reino Unido: 301-320.
- VARADARAJAN, R.P. y CUNNINGHAM, M.H.** (1995). "Strategic alliances: a synthesis of conceptual foundations". *Journal of the Academy of Marketing Science*, 23 (4): 284-296.
- VARTIAINEN, M.** (2001). "The functionality of virtual organizations". *Paper presentado en la 8th European Assembly on New Ways to Work*, Helsinki, Finlandia: 1-19.
- VÁZQUEZ CASIELLES, R.; ÁLVAREZ GONZÁLEZ, L.I.; SANTOS VIJANDE, M.L. y SANZO PÉREZ, M.J.** (2002). "Relaciones fabricante-distribuidor: condiciones que facilitan los acuerdos de cooperación y resultados estratégicos". *XVI Encuentro de Profesores Universitarios de MK*, Granada: 77-87.
- VENKATRAMAN, N. y HENDERSON, J.C.** (1998). "Real strategies for virtual organizing". *Sloan Management Review*, otoño: 33-48.
- VERHOEF, P.C.; FRANCES, P.H. y HOEKSTRA, J.C.** (2002). "The effect of relational constructs on customer referrals and number of services purchased from a multiservice provider: does age of relationship matter?". *Journal of the Academy of Marketing Science*, 30 (3): 202-216.
- VICKERY, C.M.** (1994). *Virtual organizations: an examination of structure and performance in Air Force acquisitions teams*. UMI Dissertation Services.
- VON KORTZFLEISCH, H.F.O. y AL-LAHAM, A.** (1999). "Potentials and restrictions of knowledge management". *Electronic Journal of Organizational Virtualness*, 1 (1): 89-102.
- WALTER, A.; MUELLER, T.A. y HELFERT, G.** (2000). "The impact of satisfaction, trust, and relationship value on commitment: theoretical considerations and empirical results". *Paper presentado en la IMP Conference*, University of Bath.
- WALTHER, J.B.** (1997). "Group and interpersonal effects in international computer-mediated collaboration". *Human Communication Research*, 23 (3): 342-369.
- WASSENAAR, A.** (1999). "Understanding and designing virtual organisation form". *Virtual-organization.net, Newsletter* 3 (1): 6-18.
- WEBB, K.L. y HOGAN, J.E.** (2002). "Hybrid channel conflict: causes and effects on channel performance". *Journal of Business & Industrial Marketing*, 17 (5): 338-356.
- WEITZ, B.A. y BRADFORD, K.D.** (1999). "Personal selling and sales management: a relationship marketing perspective". *Journal of the Academy of Marketing Science*, 27 (2): 241-254.
- WEIWEL, W. y HUNTER, A.** (1985). "The Interorganizational Network as a Resource: A Comparative Case Study of Organizational Genesis". *Administrative Science Quarterly*, 30: 482-496.
- WERNERFELT, B.** (1984). "A resource-based view of the firm". *Strategic Management Journal*, 5 (2): 171-180.

- WIESENFELD, B.M., RAGHURAM, S. y GARUD, R.** (1999). "Communication patterns as determinants of organizational identification in a virtual organization". *Organization Science*, 10 (6): 777-790.
- WILDEMAN, L.** (1998). "Alliances and networks: the next generation". *International Journal of Technology Management*, 15 (1/2): 96-108.
- WILLIAMSON, O.E.** (1975). *Markets and hierarchies: analysis and antitrust implications*. Free Press, New York.
- WILLIAMSON, O.E.** (1996). "Economics organization: the case for candor". *Academy of Management Review*, 21 (1): 48-57.
- WILSON, D.T.** (1995). "An integrated model of buyer-seller relationships". *Journal of the Academy of Marketing Science*, 23: 335-345.
- WILSON, D.T. y JANTRANIA, S.** (1996). "Understanding the value of a relationship". *Asia-Australia Marketing Journal*, 2 (1): 55-66.
- WINAND, U.** (1997). "Virtuality-Focus: media and communication technologies". *Virtual-organization.net, Newsletter* 1 (3): 24-30.
- YILMAZ, C. y HUNT, S.D.** (2001). "Salesperson cooperation: the influence of relational, task, organizational, and personal factors". *Journal of the Academy of Marketing Science*, 29 (4): 335-357.
- ZAHEER, A. y VENKATRAMAN, N.** (1995). "Relational governance as an interorganizational strategy: an empirical test of the role of trust in economic exchange". *Strategic Management Journal*, 16: 373-392.
- ZIMMERMANN, F.** (1997). "Structural and managerial aspects of virtual enterprises". *Paper presentado en la European Conference on Virtual Enterprises and Networked Solutions -New perspectives on Management, Communication and Information Technology*, Paderborn.
- ZOLLO, M. y WINTER, S.G.** (2002). "Deliberate learning and the evolution of dynamic capabilities". *Organization Science*, 13 (3): 339-351.