

REFERENCES

- Achrol, R. & Stern, L. (1988). Environmental determinants of decision-making uncertainty in marketing channels. *Journal of Marketing Research*, 25 (Feb): 36-50.
- Achrol, R. S. & Gundlach, G. (1998). The nature of contractual and relational safeguards against opportunism in exchange, Unpublished Work-in-Progress, University of Notre Dame.
- Achrol, R.S. (1991). Evolution of the marketing organization: New norms for turbulent environments. *Journal of Marketing*, 55 (October): 77-93.
- Achrol, R.S. (1997). Changes in the theory of interorganizational relations in marketing: Towards a network paradigm. *Journal of the Academy of Marketing Science*, 25 (1): 56-71.
- Aiken, M. & Hage, J. (1968). Organizational interdependence and intra-organizational structure. *American Sociological Review*, 33 (Dec.): 912-930.
- Allen, N.A. & Meyer, J.P., (1996). Affective, continuance, and normative commitment to the organization: an examination of construct validity. *Journal of Vocational Behaviour*, 49: 252-276.
- 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. & Weitz, B.A. (1989). Determinants of continuity in conventional industrial channel dyads. *Marketing Science*, 8 (Fall): 310-323.
- Anderson, J.C. & Narus, J.A. (1984), A model of the distributor's perspective of distributor-manufacturer working relationships. *Journal of Marketing*, 48 (Fall): 62-74.

- Anderson, J. C. & Narus, J.A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54 (1): 42-58.
- Anderson, J.C. & Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103 (3): 411-423.
- Anderson, J.C., Hakansson, H. & Johanson, J. (1994). Dyadic business relationships within a business network context. *Journal of Marketing*, 58 (Fall): 1-15.
- Andersson, J. (2001). Tools for improved performance in the supply chain- experiences from a software development project. PhD Dissertation. Lund University, Sweden.
- Antle, R. (1984). Auditor Independence. *Journal of Accounting Research*, 22 (1) (Spring): 1-20.
- Arino, A. & de la Torre, J. (1998). Action and reaction: Towards an evolutionary model of collaborative ventures. *Organization Science*, 9: 306-325.
- Arndt, J. (1979). Towards a concept of domesticated markets. *Journal of Marketing*, 43 (Fall): 69-75.
- Arndt, J. (1983). The political-economy paradigm: Foundation for theory building in marketing. *Journal of Marketing*, 47: 44-54.
- Arrow, K. (1972). Gifts and exchanges. *Philosophy and Public Affairs*, 1: 343-362.
- Arrow, K. J. (1973). Information and economic behavior. *Federation of Swedish Industries*, (30) (May): 5-28.
- Artz, K.W. & Brush, T.H. (2000). Asset specificity, uncertainty, and relational norms: An examination of coordination costs in collaborative strategic alliances. *Journal of Economic Behavior and Organization*, 41: 337-362.

- Atiyah, P.S. (1979). *The Rise and Fall of Freedom of Contract*. New York: Oxford University Press.
- Babbie, E. (1995). *The Practice of Social Research* (7th ed.), Belmont, CA: Wadsworth Publishing Company.
- Bagozzi, R.P. (1994). Structural equation models in marketing research: Basic principles. In: R.P. Bagozzi (ed.). *Principles of Marketing Research* (pp. 317-385), Cambridge: Basil Blackwell.
- Bailey, W. C. (2001). Applying SCOR in a vertical industry-food and agriculture. Paper presented at the World Supply Chain Council annual meeting, New Orleans, Louisiana, 13th March.
- Baker, G., Gibbons, R. & Murphy, K.J. (2002). Relational contracts and theory of the firm. *Quarterly Journal of Economics*, 117: 39-83.
- Barkema, A. (1993). Reaching consumers in the twenty-first century: The short way around the barn. *American Journal of Agricultural Economics*, 75: 1126-1131.
- Barney J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17 (1): 99-120.
- Barney, J. B. & Hansen, M. H. (1994). Trustworthiness as a source of competitive advantage. *Strategic Management Journal*, 15 (Special Issue). 175-190.
- Barringer, B. (1997). The effects of relational channel exchange on the small firm: A conceptual framework. *Journal of Small Business Management*. 35 (2), 65-79.
- Barry, P. J., Sonka, S. T. & Lajili, K. (1992). Vertical coordination, financial structure, and the changing theory of the firm. *American Journal of Agricultural Economics*, 74: 1219-1224.

- Batt, P.J. & Rexha, N. (1999). Building trust in agribusiness supply chains: A conceptual model of buyer-seller relationships in the seed potato industry in Asia. *Journal of International Food & Agribusiness Marketing*, 11 (1): 1-17.
- Baumann, P. (2000). Equity and efficiency in contract farming schemes: The experience of agricultural tree crops. Working Paper 139, London: Overseas Development Institute.
- Baumgartner, H. & Homburg, C. (1996). Applications of structural modelling in marketing and consumer research: A review. *International Journal of Research in Marketing*, 13: 139-161.
- Beamon, B.M. (1999). Measuring supply chain performance. *International Journal of Operations and Production Management*, 9 (March): 275-292.
- Bech, M. & Pedersen, K.M. (2001). Reimbursement schemes viewed from principal-agent theory and transaction cost economics: which is the better approach? A paper presented at the Nordic Health Economists Study Group meeting. University of Southern Denmark.
- Bejou, D., Wray, B. & Ingram, T.N. (1996). Determinants of relationship quality: An artificial neural network analysis. *Journal of Business Research*, 36: 117-136.
- Bennett, R. (1996). Relationship formation and governance in consumer markets: Transactional versus the behaviourist approach. *Journal of Marketing Management*, 12: 417-436.
- Besanko, D., Dranove, D. & Shanley, M. (2000). *Economics of strategy*. Wiley, New York.
- Binswanger, H. & Rosenzweig, M. (1986). Behavioral and material determinants for production relations in agriculture. *Journal of Development Studies*, 22 (3): 503-539.
- Boehlje, M. & Schrader, L. F. (1988). The Industrialization of agriculture: Questions of coordination. In: J.S. Royer and R.C Rogers (eds.) *The industrialization of agriculture* (pp3-26), Great Britain: The Ipswich Book Company.

Boehlje, M. (1996). Industrialization of agriculture: What are the implications? *Choices*. First Quarter: 30-33.

Bollen, K.A. & Lennox, R. (1991). Conventional wisdom on measurement: A structural equation perspective. *Psychological Bulletin*, 110 (2): 305-314.

Bollen, K.A. & Long, J. S. (1993). *Testing structural equation models*, Thousand Oaks, CA: Sage Publications.

Bollen, K.A. (1989). *Structural Equations with Latent Variables*. New York: John Wiley & Sons.

Bonoma, T. V. & Johnston, W.J. (1978). The social psychology of industrial buying and selling, industrial buying and selling. *Industrial Marketing Management*, 17: 213-224.

Bonoma, T. V. & Zaltman, G. (1978). *Organizational Buying Behavior*, American Marketing Association Monograph, Chicago.

Boyle, B., Dwyer, F., Robicheaux, R. and Simpson, J.T. (1992). Influence strategies in marketing channels ± measures and use in different relationship structures. *Journal of Marketing Research*. 29 (4): 462-473.

Bradach, J. L. & Eccles, R. G. (1989). Price, authority and trust: From ideal types to plural forms. *Annual Review of Sociology*, 15: 97-118.

Bromiley, P. & Cummings, L.L (1992). Transactions cost in organisations with trust. Discussion paper #128, Minneapolis: University of Minnesota, Strategic Management Research Center.

Brousseau, E. & Codron, J.M. (1997). The hybridization of governance structures: supplying French supermarkets with off-season fruits. Paper presented at the SFER congress modern food retailing, May 22-23, Montpellier-France.

- Bryant, A. & Colledge, B. (2002). Trust in electronic commerce business relationships. *Journal of Electronic Commerce Research*, 3 (2): 32-39.
- Buch-Hansen, M. & Marcussen, H.S. (1982). Contract farming and the peasantry: cases from Western Kenya. *Review of African Political Economy*, 9 (23): 9-36.
- Bucklin, L. & Sengtupa, S. (1993). Organising successful co-marketing alliances. *Journal of Marketing*, 57 (4): 32-46.
- Burns, A.C. & Bush, R.F. (1998). *Marketing Research*, New Jersey: Prentice Hall.
- Byrne, B. M. (1998). *Structural equation modeling with LISREL, PRELIS, and SIMPLIS: basic concepts, applications, and programming*. Mahwah, NJ: Lawrence Earlbaum Associates.
- Campbell, D. & Harris, D. (1993). Flexibility in long-term contractual relationships: The role of co-operation. *Journal of Law and Society*, 20 (2) (Summer): 166-191.
- Cannon, J.P., Achrol, R.S. & Gundlach, G.T. (2000). Contracts, norms, and plural form governance. *Journal of the Academy of Marketing Science*, 28 (2): 180-194
- Carmines, E. G. & Zeller, R. A. (1979). *Reliability and Validity Assessment. Quantitative Applications in the Social Sciences Series, No. 17*. Newbury Park, CA: Sage Publications.
- Carmines, E.G. & Zeller, R.A. (1988). *Reliability and validity assessment*, Beverly Hills: Sage.
- Chandra, C. (1997). Enterprise architectural framework for supply-chain integration, In proceedings of the 6th annual Industrial engineering research conference, pp.873-878, May 17-18, Miami Beach, Florida, Institute of industrial engineers, Norcross, Georgia.
- Chiles, T.H. & McMackin, J.F. (1996). Integrating variable risk preferences, trust, and transaction cost economics. *Academy of Management Review*, 21 (1): 73-99.

- Christopher, M. (1998). *Logistics and supply chain management-strategies for reducing cost and improving service*, London: Pitman Publishing.
- Churchill, G. (1995). *Marketing research: Methodological Foundations* (6th edition), Chicago: The Dryden Press.
- Clap, R.A. (1994). The moral economy of contract. In: Peter D. Little and Michael J. Watts (eds). *Living under contract, contract, contract farming and agrarian transformation in South-Saharan Africa* (pp78-94). The University of Wisconsin Press.
- Coase, R. (1937). The nature of the firm. *Economica*, (4) 386-405.
- Cox, A. and Thompson, I. (1997). Fit for purpose contractual relations: determining a theoretical framework for construction projects. *European Journal of Purchasing & Supply Management*, 3 (3): 127-135.
- Creed, D.W.E. & Miles, E.M. (1995). Trust in organization: A conceptual framework linking organizational forms, managerial philosophies, and the opportunity costs of controls. In: R.M. Kramer and T.R. Tyler (eds). *Trust in Organizations: Frontiers of Theory and Research* (pp16-38), Thousand Oaks, CA: Sage Publications.
- Cronbach, L.J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16 (13): 297-334.
- Crosby, L., Evans, K. & Cowles, D. (1990). Relationships quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54 (July): 68-81.
- Cullen, P.A. & Hickman, R. (2001). Contracting and economics alliances in the aerospace sector: Do formal contact arrangements support or impede efficient supply chain relationships? *Technovation*, 21 (7): 525-533.
- Curran, P.J., West, S.G. & Finch, J. (1996). The robustness of test statistics to non-normality and specification error in confirmatory factor analysis. *Psychological Methods*, (1): 16-29.

- Dabholkar, P.A., Johnston, W.J. & Cathey A.S. (1994). The dynamics of long term business to business exchange relationships. *Journal of the Academy of Marketing Science*, 22 (2): 130-145.
- Das, T. K. & Teng, B. (1998). Between trust and control: Developing confidence in partner cooperation in alliances. *Academy of Management Review*, 23(3): 491-512.
- Dasgupta, P. (1988). Trust as a commodity. In: D. Gambetta (ed.). *Trust, Making and Breaking Co-operative Relations* (pp 49-72). Oxford, New York: Basil Blackwell.
- Davis, J.H. & Goldberg, R.A. (1957). *A concept of agribusiness*, Boston: Harvard University Press.
- Davis, J.H., Schoorman, F.D., Mayer, R.C. & Tan, H.H. (2000). The trusted general manager and business unit performance: Empirical evidence of a competitive advantage. *Strategic Management Journal*, 21: 563-576.
- Davis-Blake, A. & Uzzi, B. (1993). Determinants of employment externalization: A study of temporary workers and independent contractors, *Administrative Science Quarterly*, 38(2): 195-223.
- Deakin, S., Lane, C. and Wilkinson, F. (1997). Contract law, trust relations and incentives for co-operation: A comparative study. In: Deakin, S. and Michie, J. (eds) *Contracts, co-operation and competition: Studies in economics, management and law* (pp 105-139). Oxford: Oxford University Press.
- Deeds, D.L. & Hill C.W. (1998). An examination of opportunistic action within research alliances: Evidence from the biotechnology industry. *Journal of Business Venturing*, 14: 141-163.
- Den Ouden, M., Dijkhuizen, A.A., Huirne, R.B.M. & Zuurbier, P.J. P. (1996). Vertical cooperation in agricultural production-marketing chains, with special reference to product differentiation in pork. *Agribusiness*, 12 (3) 277-290.

- Dinham, B. & Hines, C. (1983). *Agribusiness in Africa*, London: Earth Resources Research.
- Doll, W.J., Raghunathan, T.S., Lim, J.S. & Gupta, Y.P. (1995). A confirmatory factor analysis of the user information satisfaction instrument. *Information Systems Research*, 6 (2): 177-189.
- Doney, P.M. & Cannon, J.P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61 (2): 35-51.
- Dwyer, F. R., Schurr, P.H. & Oh, S. (1987). Developing buyer-seller relationships. *Journal of Marketing*, 51 (April): 11-27.
- Dyer, J.H. (1997). Effective interfirm collaboration: How firms minimize transaction costs and maximize transaction value. *Strategic Management Journal*, 18: 535-556.
- Eisenhardt, K.M. (1985). Control: Organizational and economic approaches. *Management Science*, 31: 134-149.
- Eliashberg, J. & Stainberg, R. (1987). Marketing production decisions in an industrial channel of distribution. *Management Science*, 33 (8): 981-1000.
- Ellram, L.M. (1991). Key success factors and barriers in internal purchasing partnerships. *Management Decision*, 29: 38-44.
- Ellram, L.M. & Cooper, M. (1993). Characteristics of supply chain management and the implications for purchasing and logistics strategy. *International Journal of Logistics Management*, 4 (2): 1-10.
- Emerson, R.M. (1962). Power-dependence relations. *American Sociological Review*, 27 (February): 31-41.
- England, G.W. & Lee, R. (1974). The relationship between managerial values and managerial success in the United States, Japan, India, and Australia. *Journal of Applied Psychology*, 59: 411- 419.

- Fafchamps, M. (1996). The enforcement of commercial contracts in Ghana. *World Development*, 24(3): 427-448.
- Fafchamps, M. (1997). Trade credit in Zimbabwean manufacturing. *World Development*, 25 (5): 795-815.
- Fafchamps, M. & Minten, B. (1999). Relationships and traders in Madagascar. *Journal of Development Studies*, 35(6): 1-35.
- Fahlbeck, E. (1996). *Essays in Transaction Cost Economics*, Uppsala: Swedish University of Agricultural Sciences
- Fan, J.P.H. (2000). Price uncertainty and vertical integration: An examination of petrochemical firms. *Journal of Corporate Finance*, 6: 345-376.
- Fan, X. & Wang, L. (1998). Effects of potential confounding factors on fit indices and parameter estimates for true and misspecified SEM models. *Educational and Psychological Measurement*, 58: 701-735.
- Faulkner, D. (1995). *International Strategic Alliances: Co-operating to Compete*, London: McGraw-Hill Book Company.
- Featherstone, A.M. & Sherrick, B.J. (1992). Financing vertically coordinated agricultural firms. *American Journal of Agricultural Economics*, 74: 1232-1237.
- Ford, D. (1980). The development of buyer-seller relationships in industrial markets. *European Journal of Marketing*, 14 (5/6): 339-353.
- Forker, L.B. (1996). CT's impact on the supply function. *International Journal of Purchasing and Materials Management*, 32 (4): 37-54.
- Frank, R.H. (1988). *Passions within reason, the strategic role of the emotions*. New York: W.W. Norton.

- Frank, S.D. & Henderson, D.R. (1992). Transaction costs as determinants of vertical coordination in the U.S. food industries. *Journal of Agricultural Economics*, 74 (4): 941-950.
- Frazier, G.L., Speckman, R.E. & O'Neal, C.R. (1988). Just-in-time exchange relationships in industrial markets. *Journal of Marketing*, 52 (October): 52-67.
- Fukuyama, F. (1995). *Trust: The social virtues and the creation of prosperity*, New York: Free Press.
- Galanter, M. (1974). Why the 'haves' come out ahead: Speculations on the limits of legal change. *Law and Society Review*, 9 (1): 95-160.
- Gales, L. M. & Blackburn, R.S. (1990). An analysis of the impact of supplier strategies and relationships on small retailer actions, perceptions and performance. *Entrepreneurship Theory and Practice*, 15 (1): 8-21.
- Gambetta, D. (1988). *Trust: Making and Breaking Cooperative Relations*. Oxford: Basil Blackwell.
- Ganesan, S. (1993). Negotiation strategies and the nature of channel relationships. *Journal of Marketing Research*, 30: 183-203.
- Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58 (April): 1-19.
- Garnsey, E. & Wilkinson, M. (1994). Global alliances in high technology: A trap for the unwary. *Long Range Planning*, 27 (6): 137-146.
- Garvin, D.A. (1984). What does "product quality" really mean? *Sloan Management Review*; 21 (1): 25-43.
- Gaski, J.F. (1984). The theory of power and conflict in channels of distribution. *Journal of Marketing*, 48 (Summer): 9-29.

- Gassenheimer, J., Baucus, D. & Baucus, M. (1996). Cooperative arrangements among entrepreneurs: An analysis of opportunism and communication in franchise structures. *Journal of Business Research*, 36 (1): 67-80.
- Gassenheimer, J.B., Davis, J.C. & Dahlstrom, R. (1998). Is dependent what we want to be? Effects of incongruency. *Journal of Retailing*, 74: 247-271.
- Gefen, D., Straub, D., & Boudreau, M. (2000). Structural equation modeling and regression: Guidelines for research practice, *Communications of the Association for Information Systems*, 4 (7): 1-78.
- Gereffi, G. (1994). The organisation of buyer-driven global commodity chains: How U.S. retailers shape overseas production networks. In: G. Gereffi and M. Korzeniewicz (eds.). *Commodity chains and global capitalism*. Westport: Praeger.
- Gereffi, G. (1999). International trade and industrial upgrading in the apparel commodity chain. *Journal of International Economics*, 48 (1): 37-70.
- Geringer, J.M. & Hebert, L. (1989). Control and performance of international joint ventures. *Journal of International Business Studies*, 20 (Summer): 235-254.
- Geyskens I., Steenkamp J-B., Scheer L. K. & 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.
- Geyskens, I., Steenkamp, J. B. & Kumar, N. (1998). Generalizations about trust in marketing channel relationships using meta-analysis. *International Journal of Research in Marketing*, 15 (3): 223-248.
- Glover, D. (1987). Increasing the benefits to smallholders from contract farming: Problems for farmers' organizations and policy makers. *World Development*, 15 (4): 441-448.

- Glover, D. (1994). Contract farming and commercialisation of agriculture in developing countries. In: Von Braun, J. and E. Kennedy (eds). *Agricultural commercialisation, economic development and nutrition* (pp166-175). Baltimore, MD: The John Hopkins university Press.
- Goldsmith, A. (1985). The private sector and rural development: Can agribusiness help the farmer? *World Development*, 13: 1125-1138.
- Granovetter, M.S. (1985). Economic action and social structure: the problem of embeddedness. *American Journal of Sociology*. 9 (3): 481-510.
- Granovetter, M.S. (1992). Economic action and social structure: The problem of embeddedness. In: Mark Granovetter and Richard Swedberg (eds). *The Sociology of Economic Life* (pp 29-53), Boulder, Oxford: Westview Press.
- Greif, A. (1996). Contracting, enforcement, and efficiency: Economics beyond the law. *Annual World Bank Conference on Development Economics*: 239-265.
- Grossman, S. & Hart, O. (1986). The costs and benefits of ownership: A theory of vertical and lateral ownership. *Journal of Political Economy*, 94: 691-719.
- 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. (1998). Alliances and networks, *Strategic Management Journal*, 19: 293-317.
- Gundlach, G.T. & Murphy P.E. (1993). Ethical and legal foundations of relational marketing exchanges. *Journal of Marketing*, 57 (4): 35-46.
- Gundlach, G.T., Achrol, R.S. & Mentzer, J.T. (1995). The structure of commitment in exchange. *Journal of Marketing*, 59 (1): 78-92.
- Hair, J.F., Anderson, R. E., Tatham, R.L. & Black, W.C. (1995). *Multivariate Data Analysis: With Readings* (4th ed.), Upper Saddle River, NJ: Prentice Hall, Inc.

Hair, J.F., Anderson, R.E., Tatham, R.L & Black, W.C. (1998). *Multivariate data analysis* (5th ed), NJ: Prentice Hall, Inc.

Hakanson, H. & Johanson, J. (1993). The network as a governance structure: interfirm cooperation beyond markets and hierarchies. In: Grabher, G. (ed.). *The embedded firm: On the socioeconomics of industrial networks* (pp 36-51), London: Routledge.

Hakansson, H. & Snehota, I. (eds.). (1995). *Developing Relationships in Business Networks*, London: Routledge.

Hallen, L. & Sandstorm, M. (1991). Relationship atmosphere in international business. In: S.J. Paliwoda (ed.). *New Perspectives on International Marketing*. London: Routledge.

Hallen, L., Johanson, J. & Seyed-Mohamed, N. (1991). Interfirm adaptation in business relationships. *Journal of Marketing*. 55 (April): 29-37.

Handfield, R.B. & Bechtel, C. (2002). The role of trust and relationship structure in improving supply chain responsiveness. *Industrial Marketing Management*, 31: 367-382.

Hannessy, D.A. & Lawrence, J.D. (1999). Contractual relations, control, and quality in the hog sector. *Review of Agricultural Economics*, 21(1) (Spring/Summer): 52-67.

Hansen, M.H. & Morrow, J.L. (1999). Governance in managing farmer cooperatives: Maximizing opportunities while minimizing opportunism. The proceedings of the World Food and Agribusiness Congress, Florence, Italy, June.

Hart, S. L. (1995). A natural-resource-based view of the firm. *Academy of Management Review*, 20 (4): 986-1014.

Hatcher, L. (1998). *A step-by-step approach to using the SAS system for factor analysis and structural equation modelling*. Cary, NC: SAS Institute.

Hattie, J. A. (1985). Methodology review: Assessing unidimensionality of tests and items. *Applied Psychological Measurement*, 9 (2): 139-164.

- Heide, J.B. & John, G. (1988). The role of dependence balancing in safeguarding transaction-specific assets in conventional channels. *Journal of marketing*, 52 (Jan): 20-35.
- Heide, J.B. & John, G. (1990). Alliances in industrial purchasing: The determinants of joint action in buyer-supplier relationships. *Journal of Marketing Research*, 27 (1): 24-36.
- Heide, J.B. and John, G. (1992). Do norms matter in marketing relationships?. *Journal of Marketing*, 56: 32-44.
- Heide, J.B. (1994). Inter-organizational governance in marketing channels. *Journal of Marketing*, 58, (1): 71-85.
- Heide, J.B., & Miner, A.S. (1992). The shadow of the future: Effects of anticipated interaction and frequency of contact on buyer-seller cooperation. *Academy of Management Journal*, 35 (2): 265-291.
- Hill, C. (1990). Cooperation, opportunism, and the invisible hand: Implications for transaction cost theory. *Academy of Management Review*, 15 (3): 500-513.
- Hillburn, C.L. (1993). A theoretical and financial analysis of pork production contracts. Unpublished Phd dissertation. Ames, Iowa State University.
- Hobbs, J.E. (1996). Transaction costs and slaughter cattle procurement: processors' selection of supply channels. *Agribusiness*, 12: 509-523.
- Holmstrom, B. (1979). Moral hazard and observability. *Bell Journal of Economics*, 10: 74-91.
- Hoyle, R. H. (1995). The structural equation modelling Approach: Basic concepts and fundamental issues. In: R.H. Hoyle (ed.) *Structural Equation Modelling* (pp 1-15), Thousand Oaks, CA: Sage Publications.
- Hoyt, J. (1996). An empirical test of five enablers of agility in manufacturing organizations. Unpublished Phd dissertation, University of Texas at Arlington.

- Hughes, D. (1994). *Breaking with tradition-building partnerships & alliances in the European food industry*, Ashford, United Kingdom: Wye College Press.
- Humphrey, J. & Schmitz, H., (1998). Trust and inter-firm relations in developing and transition economies. *Journal of Development Studies*, 34 (4): 32-61.
- Humphrey, J. & Schmitz, H. (2002). Developing country firms in the world economy: Governance and upgrading in global value chains. INEF report , Heft 61/2002. Institut für entwicklung und Frieden der Gerhard-Mercator- Universität Duisburg.
- Ittner, C.D. & Larcker, D.F. (1997). Quality strategy, strategic control systems and organizational performance. *Accounting Organization and Society*, 22 (3/4): 293-314.
- James, L. R., Mulaik, S. A. & Brett, J. M. (1982). *Causal analysis: Assumptions, models and data*. Beverly Hills: Sage.
- Jap, S.D. (1999). "Pie-expansion" efforts: Collaboration processes in buyer-supplier relationships. *Journal of Marketing Research*, 36 (4): 461-475.
- Jap, S.D. & Anderson, E. (2000). Safeguarding inter-organizational performance and continuity against ex post opportunism. Research paper in progress.
<http://www.isnie.org/ISNIE00/Papers/Anderson-Jap.pdf>.
- Jarillo, J.C. (1990). Comments on 'transaction costs and networks'. *Strategic Management Journal*, 11: 497-499.
- Jarratt, D. & Morrison, M. (2001). Dependence in major business relationships. Working paper No. 9/01. School of marketing and management, Charles Sturt University, Bathurst.
- Jensen, M. & Meckling, W. (1976). Theory of the firm: Managerial behavior, agency costs, and ownership structure. *Journal of Financial Economics*, 3: 305-360.
- Jick, T.D. (1992). Customer-supplier partnerships: Human resources as bridge builders. *Human Resource Management*, 29 (4): 435-454.

- Johansson, J. & Mattsson I-G. (1987). Interorganizational relations in industrial systems. A network approach compared to the transaction cost approach. *International Studies of Management and Organization*, 17 (1): 34-48.
- John, G. (1984). An empirical investigation of some antecedents of opportunism in a marketing channel. *Journal of Marketing Research*, 21 (August): 278-289.
- 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) (Winter): 4-18.
- Johnson, J.L. & Raven, P.V. (1996). Relationship quality, satisfaction and performance in export market channels. *Journal of Marketing Channels*, 5, (3/4): 19-48.
- Jones, T.J. (1971). Agricultural Credit Institutions. In: M.B. Blase (ed.). *Institutions in agricultural development* (pp. 168-184), Ames, Iowa: Iowa State University.
- Joreskog, K. G. (1993). Testing structural equation models: In: K.A. Bollen and J.S. Long (eds.). *Testing Structural Equation Models* (pp 294-316), Newbury Park, CA: Sage Publications.
- Joreskog, K.G. (1993). Testing structural equation models. In K.A. Bollen & J.S. Long (eds.), *Testing structural equation models* (pp. 294-316), Newbury Park, CA: Sage Publications.
- Kale, S.H. & Barnes, J.W. (1992). Understanding the domain of cross-national buyer-seller interactions. *Journal of International Business Studies*, 23: 101-132.
- Kern, H. (1998). Lack of trust, surfeit of trust: Some causes of the innovation crisis in German industry. In: C. Lane & R. Bachmann (eds.). *Trust within and between organization. Conceptual issues and empirical applications* (pp. 203-213), Oxford: University Press.
- Kilde H (1998). Styring av IT-prosjekter, Kontrakt som styringsverktøy i IT-prosjekter (In Norwegian). Trondheim, NTNU Institutt for produksjons- og kvalitetsteknikk: 108.

- Kim, K., & Frazier G. C. (1997). Measurement of distribution commitment in industrial channels of distribution. *Journal of Business Research*, 40: 139-154.
- Kim, W. C. & Mauborgne, R. A. (1997). Fair process: Managing in the knowledge economy. *Harvard Business Review*, (July-August): 65-75.
- King, R. P. (1992). Management and financing of vertical coordination: An overview. *American Journal of Agricultural Economics*, 74 (5) (December) 1217-1218.
- Klein, B. & Leffler, K. (1981). The role of market forces in assuring contractual performance, *Journal of Political Economy*, 89 (4): 615-641.
- Klein, B. & Murphy, K. (1997). Vertical integration as a self-enforcing contractual arrangement. *American Economic Review*, 87 (2): 415-420.
- Klein, B. (1996). Why hold-ups occur: The self-enforcing range of contractual relationships. *Economic Inquiry*, 34: 444-463.
- Klein, B., Crawford, R. & Alchian, A. (1978). Vertical integration, appropriable rents and competitive contracting process. *Journal of Law and Economics*, 21 (2): 297-326.
- Kliebenstein, J. & Hillburn, C. (1992). An evaluation of pork production contracts. Staff Paper No. 242, July, Ames IA: Iowa State University.
- Krapfel, R.E., Salmond, D. & Spekman, R. (1991). A strategic approach to managing buyer-seller relationships. *European Journal of Marketing*. 25 (9): 22-37.
- Kumar, N., Scheer, L.K. & Steenkamp, J.E.M. (1995). The effects of supplier fairness on vulnerable sellers. *Journal of Marketing Research*, 32: 54-65.
- Lagace, R.R., Dahlstrom, R. & Gassenheimer, J.B. (1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry. *Journal of Personal Selling & Sales Management*, 11 (4): 39-47.

Lane, C. & Bachmann, R. (1996). The social constitution of trust: Supplier relations in Britain and Germany. *Organizational Studies*, 17: 365-396.

Lane, C., 1998. Introduction: Theories and issues in the study of trust. In: C. Lane and R. Bachmann (Eds). *Trust within and between organizations: Conceptual issues and empirical applications*, Oxford: University Press.

Langlois, R.N. & Foss, N.J. (1998). Capabilities and governance: the rebirth of production in the theory of economic organization. A paper presented in the DRUID Summer Conference on competence, governance, and entrepreneurship, Bornholm, June 9-11.

Larson, A. (1992). Network dyads in entrepreneurial setting: A study of the governance of exchange relationships. *Administrative Science Quarterly*, 37: 76-104.

Laura, L.M. (1994). Pork...the other white meat: An analysis of vertical coordination and contracting in the North Carolina pork industry. Unpublished Phd dissertation, North Carolina State University.

Lawrence, J.D., Rhodes, A.J., Grimes, G.A. & Hayenga, M.L. (1997). Vertical coordination in the U.S. pork industry: Status, motivations, and expectations. *Agribusiness*, 13: 21-31.

Lax, D.A. & Sebenius J.K. (1986). *The Manager as Negotiator: Bargaining for cooperation and competitive gain*. New York: Free Press/Macmillan.

Lazzarini, S.G., Chaddad, F.R. & Cook, M.L. (2001). Integrating supply chain and network analysis: the study of netchains. *Journal on Chain and Network Science*, 1 (1): 7-22.

Lee, H.L. & Billington, C. (1993). Material management in decentralized supply chains. *Journal of Operations Research*, 41 (5): 835-847.

Leuthesser, L. (1997). Supplier relational behaviour: An empirical assessment. *Industrial Marketing Management*, 26:245-254.

- Levin, R. (1988). Contract farming in Swaziland: Peasant differentiation and the constraints of land tenure. *Africa Studies*, 47 (2): 101-120.
- Lewicki, R. J. & Bunker, B. B. (1996). Developing and maintaining trust in work relationships. In: R. M. Kramer and T. R. Tyler (eds.). *Trust in Organizations* (pp114-139). Thousand Oaks, CA: Sage Publications.
- Lewis, J. (1995). *Connected Corporation*, NY: The free press.
- Lewis, J. D. & Weigert, A. (1985). Trust as a social reality. *Social Forces*, 63 (4): 967-985.
- Lorange, P., Roos, J. & Bronn, P.S. (1997). *Building successful strategic alliances, in creating value through acquisitions, demergers, buyouts and alliances*. In: B. Lloyd (ed). The Boulevard, Langford Lane, Kidlington, Oxford, UK: Elsevier Science Ltd.
- Lorenzen, M. (1998). Information cost, learning, and trust: Lessons from cooperation and higher-order capabilities amongst geographically proximate firms DRUIP working paper No. 98-21, Aalborg: Aalborg University.
- Luhmann, N. (1988). Familiarity, confidence, trust: Problems and alternatives. In: Gambetta, D. (ed.). *Trust: Making and breaking co-operative relations*, Oxford: Basil Blackwell.
- Macaulay, S. (1963). Non-contractual relations in business. *American Sociological Review*, 28: 55-69.
- Macneil, I. R. (1978). Contracts: Adjustment of long-term economic relations under classical, neoclassical, and relational contract law. *Northwestern University Law Review*, 72 (6): 854-905.
- Macneil, I.R. (1980). *The new social contract: An inquiry into modern contractual relations*, New Haven, CT: Yale University Press.
- Macneil, I.R. (1985). Relational contract: What we do and what we do not know. *Wisconsin Law Review*, 3: 483-525.

- Madhok, A. (1995). Revisiting multinational firms' tolerance for joint ventures: A trust based approach. *Journal of International Business Studies*, First Quarter: 117-137.
- Madhok, A. (1998). The nature of multinational firm boundaries: Transaction costs, firm capabilities and foreign market entry mode. *International Business Review*, 7 (3): 259-290.
- Mahoney, J.T. (1992). The choice of organizational form: Vertical financial ownership versus other methods of vertical integration. *Strategic Management Journal*, 13: 559-584.
- Malhotra, N. K. (1996). *Marketing Research: An applied orientation* (2nd ed), Upper Saddle River, NJ: Prentice-Hall.
- Marino, M.K. & Machado, C.A.P. (2000). The development of contractual relations between producer and citrus food-industry in Brazil after the extinction of the standard contract, Paper presented at the IAMA Agribusiness Forum, 25th June: Chicago, Illinois
- Mariotti, J. (1999). Plenty of technology, but a shortage of trust, *Industry Week*, 7, No. 6.
- Mayer, R.C., Davis, J.H. & Schoorman, F.D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20 (3): 709-734.
- McFedtridge, D.G. (1994). The economics of vertical integration. *Canadian Journal of Agricultural Economics*, 42: 525-531.
- McGurie, T. W. & Staelin, R. (1983). An industry equilibrium analysis of downstream vertical integration. *Marketing Science*, 2: 161-191.
- McKnight, D.H., Cummings, L.L. & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review*, 23: 473-490.
- Medina-Munoz R.D. & Medina-Munoz D.R. (2002). The role of trust in inter-organizational relationships' control and success. A paper presented in the European Academy of Management Conference, 9-11 May, Stockholm.

Menard, C. (1996). On clusters, hybrids, and other strange forms: The case of French poultry industry. *Journal of Institutional and Theoretical Economics*, 152: 154-195.

Meyer, J.P. & Allen, N.J. (1991). A three component conceptualization of organizational commitment. *Human Resource Management Review*, 1: 61-89.

Mighell, R.L. & Jones, L.A. (1963). Vertical Coordination in Agriculture. USDA-ERS AGECE Report 19.

Milford, B.J. (2002). The State of Value Chains in Australian Sugar Industry. CRC Sugar Occasional Publication, Townsville.

Milgrom, P. & Roberts, J. (1992). *Economics, Organization and Management*. Englewood Cliffs, NJ: Prentice-Hall, Inc.

Mohr, J. J. & Spekman, R. E. (1994). Characteristics of partnership success: Partnership attributes, communication behavior, and conflict resolution techniques. *Strategic Management Journal*, 15 (2): 135-152.

Mohr, J.J., Fisher, R. & Nevin, J.R. (1996). Collaborative communication in interfirm relationships: Moderating effects of integration and control. *Journal of Marketing*, 60 (3): 103-117.

Moller, Kristian & David Wilson (1995). Business Relationships: An interaction perspective. In: K. Moller and D. Wilson (eds.). *Business Marketing: An Interaction and Network Perspective*, (pp.23-52), Boston: Kluwer.

Moore, K. R. (1998). Trust and relationship commitment in logistics alliances: A buyer perspective. *International Journal of Purchasing and Materials Management*, 34 (1): 24-37.

Moorman, C., Deshpande, R. & Zaltman, G. (1993). Factors affecting trust in market research relationships. *Journal of Marketing*, 57(21) (Jan): 81-102.

- Moorman, C., Zaltman, G. & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29 (3) (August): 314-329.
- Morgan, R. M. & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (July): 20-38.
- Nevin, J.R. (1995). Relationship marketing and distribution channels: Exploring fundamental issues. *Journal of the Academy of Marketing Science*, 23 (4): 327-334.
- Nielson, C.C. & Elizabeth, J. W. (1994). Interorganizational cooperation in buyer-seller relationships. In: Jagdish Sheth and Atul Parvatiyar (eds.). *Relationship Marketing: Theory, Methods and Applications*, GA: Emory University, Atlanta.
- Nielson, C.C. (1994). Industrial buyer-seller alliances: An interorganizational strategic perspective. Unpublished PhD dissertation, Louisiana State University.
- Nohria, N. & Gulati, R. (1996). Is slack good or bad for innovation? *Academy of Management Journal*, 39: 1245-1264.
- Nooteboom, B. (1996). Trust, opportunism and governance: A process and control model. *Organization Studies*, 17 (6): 985-1010.
- Nunnally, J. C. (1978). *Psychometric Theory* (2nd ed.). New York: McGraw-Hill.
- O'Keefe, M. (1997). Supply chain management. *Agricultural Science*, 10 (3): 29-32.
- Oliver, C. (1990). Determinants interorganizational relationships: Integration and future directions. *Academy of Management Review*. 15(2): 241-265.
- Ouchi, W. G. (1980). Markets, bureaucracies, and clans. *Administrative Science Quarterly*, 25:129-141.

- Parasuraman, A. (1991). *Marketing Research, Reading*, Massachusetts: Addison-Wesley Publishing Co.
- Parkhe, A. (1993). Strategic alliance structuring: A game theoretic and transaction cost examination of interfirm cooperation. *Academy of Management Journal*, 36: 794-829.
- Parkhe, A. (1998). Understanding trust in international alliances. *Journal of World Business*, 33 (3): 219-241.
- Patton, M. Q. (1990). *Qualitative evaluation and research methods*. Beverly Hills, CA: Sage publications.
- Paulin, M., Ferguson, R., Muller, C., & Moslein, K. (2002). Relationship strength and the performance of business-to-business partnerships in emerging biotechnology clusters. A paper presented at the 2nd Annual Conference on innovative research in management. EURAM, Stockholm, Sweden.
- Pearce, J.A., Freeman, E.B. & Robinson, R.B. (1987). The tenuous link between formal strategic planning and financial performance. *Academy of Management Review*, 12 (October): 658-675.
- Peterson, H.C. & Wysocki, A. (1997). The vertical coordination continuum and the determinants of firm-level coordination strategy. Staff paper 97-64, Michigan State University.
- Pfeffer, J. & Salancik, G. (1978). *The external control of organizations: Resource perspective*. New York: Harper & Row.
- Poirier, C.C. & Reiter, S.E. (1996). *Supply chain optimization: Building the strongest total business network*. San Francisco, CA: Berrett-Koehler Publishers.
- Poirier, C.C. (1999). *Advanced supply chain management: How to build a sustained competitive advantage*, San Francisco, CA: Berrett-Koehler Publishers.

- Polanyi, K. (1944). *The Great Transformation: The Economic and Social Origins of Our Time*. Boston: Beacon Press.
- Powell, W.W. & Smith-Doerr, L. (1994). Networks and economic life. In: N.J. Smelser and R. Swedberg (eds.). *The Handbook of Economic Sociology* (pp368-402), Princeton: Princeton University Press.
- Powers, J.G. (2001). The formation interorganizational relationships and the development of trust. Unpublished PhD. Dissertation. University at Albany, State University of New York.
- Provan, K.G. & Skinner, S.J. (1989). Inter-organizational dependence and control As predictors of opportunism in dealer-supplier relations. *Academy of Management Journal*, 32(1): 202-212.
- Rabobank International (1999). The world sugar and sweeteners: Food and agribusiness research, market study, The Netherlands.
- Ramdas K. & Spekman, R.E. (2000). Chain or Schackles: Understanding what drives supply chain performance. *Interfaces*, 30 (4) (July-August, forthcoming).
- Rehber, E. (2000). Vertical coordination in the agro-food industry and contract farming: A comparative study of Turkey and the USA. Food marketing policy center research report series No. 52: University of Connecticut.
- Rhodes, V.J. & Grimes, G.A. (1992). U.S. Contract production of hogs. A survey. Columbia MO: University of Missouri, Agricultural Economics Report 1992-1993.
- Ring, P.S. & Van de Ven, A.H. (1994). Developmental processes of cooperative interorganizational relationships. *Academy of Management Review*, 19 (1): 90-118.
- Ring, P.S., Van de Ven A.H. (1992). Structuring cooperative relationship between organizations. *Strategic Management Journal*, 13: 483-498.

- Ross, D.F. (1998). *Competing through supply chain management: Creating market winning strategies through supply chain partnerships*, England: Chapman & Hall.
- Roy, E.P. (1972). *Contract farming and economic integration*. Danville, IL: Interstate Press.
- Runsten, D. & Key, N. (1996). Contract farming in developing countries: Theoretical aspects and analysis of some Mexican Cases. Research Report No. 3, August 1996. Report prepared for the United Nations Economic Commission for Latin America and the Caribbean (UN-ECLAC), Santiago, Chile.
- Sako, M. (1992), *Prices, Quality, and Trust: Inter-Firm Relations in Britain and Japan*. New York: Cambridge University Press.
- Sako, M. (1998). Does trust improve business performance?: In Lane, C. and Backman, R. (eds.). *Trust within and between organizations: Conceptual issues and empirical application*, (pp. 88-117). Oxford: Oxford University Press.
- Sappington, D.E.M. (1991). Incentives in principal-agent relationships. *Journal of Economic Perspectives*, 5 (2) (Spring): 45-66.
- SAS Institute Inc. (1999). SAS/STAT User Guide, Version 8, Volume 1. Cary, NC: SAS Institute Inc.
- Sauvee, L. (1998). Toward an Institutional Analysis of vertical coordination in agribusiness. In: J. S. Royer & R. C. Rogers.(eds.). *The Industrialization of Agriculture* (pp 27-71). Great Britain: The Ipswich Book Company.
- Savage, G.T., Blair, J.D. & Sorenson, R.L. (1989). Consider both relationships and substance when negotiating strategically. *The Academy of Management Executive*, 3: 37-48.
- Scheer, L.K. & Stern, L.W. (1992). The effect of influence type and performance outcomes on attitude toward the influencer. *Journal of Marketing Research*, 29: 128-142.

- Schurr, P.H. & Ozanne, J.L. (1985). Influence on exchange processes: buyer's perceptions of a seller's trustworthiness and bargaining toughness. *Journal of Consumer Research*, 11 (March): 939-953.
- Sethi, V. & King, W. (1994). Development of measures to assess the extent to which an information technology application provides competitive advantage. *Management Science*, 40 (December): 1601-1624.
- Sethuraman, R., Anderson J.C. & Narus, J.A. (1988) Partnership advantage and its determinants in distributor and manufacturer working relationships. *Journal of Business Research*, 17 (December): 327-347.
- Sheth, J.N. & Parvatiyar, A. (1995). The evolution of relationship marketing. *International Business Review*, 4 (4): 397-418.
- Singh, K. & Mitchell, W. (1996). Survival of businesses using collaborative relationships to commercialize complex goods. *Strategic Management Journal*, 17 (3): 169-196.
- Slemrod J. & Katuscak, P. (2002). Do trust and trustworthiness pay off? NBER working paper series. National bureau of economic research, Working paper w9200. Massachusetts.
- Smith, K.G., Carroll, S.J. & Ashford, S.J. (1995). Intra-and inter-organizational cooperation: Toward a research agenda. *Academy of Management Journal*, 38 (1): 7-23.
- Sohn, J.H.D. (1994). Social knowledge as a control system: A proposition and evidence from the Japanese FDI behaviour. *Journal of International Business Studies*, 25: 295-324.
- Soler, L.G. & Tanguy, H. (1998). Coordination between production and commercial planning: organizational and modelling Issues. *Int. Trans. Opl Res*, 5 (3): 171-188.
- Sollner, A. (1999). Asymmetrical commitment in business relationships. *Journal of Business Research*. 46: 219-233.

Speckman, R.E. (1988). Strategic supplier selection: Understanding long-term buyer relations. *Business Horizons*, 31 (July-August): 75-81.

Spekman, R. E., Kamauff, J.W. & Myhr, N. (1998). An empirical investigation into supply chain management: A perspective on partnerships. *International Journal of Physical Distribution & Logistics Management*, 28 (8): 630-650.

Sporleder, T.L. (1983). Emerging information technologies and agricultural structure. *American Journal of Agricultural Economics*, 65: 388-394.

Sporleder, T.L. (1992). Managerial economics of vertically co-ordinated agricultural firms. *American Journal of Agricultural Economics*, 74 (December): 1226-1231.

Sporleder, T.L. (1993). Strategic alliances as a tactic for enhancing vertical coordination in agricultural marketing channels. A paper presented at the International Food and Agribusiness Management Association, San Francisco, CA.

Stevens, G.C. (1989). Integrating the supply chain. *International Journal of Physical Distribution and Materials Management*, 19 (8): 3-8.

Stevens, J. (1996). Applied multivariate statistics for the social sciences (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

Stump, R.L. & Heide, J.B. (1996). Controlling supplier opportunism in industrial relationships. *Journal of Marketing Research*. 33 (4): 431-441.

Sugar Act (1967). Swaziland Sugar Industry Act. Mbabane, Swaziland.

Swaminathan, A., Hoetker, G. & Mitchell, W. (2002). Network structure and business survival: The case of U.S. automobile component suppliers. Working Paper. <http://www.cba.uiuc.edu/research/020105paper.pdf>

Swaziland today (2002). Swaziland today: An official voice of the Swaziland Government, 8 (11): 05, April.

- SSA (2001). Swaziland Sugar Association Annual Report, Mbabane, Swaziland.
- The Swazi Observer, (2000). The Swazi Observer, 17, February.
- Teegen, H.J. & Doh J. P. (2002). U.S./Mexican business alliance negotiations: Impact of culture on authority, trust and performance. Working paper series, Center for Latin American Issues. The George Washington University. Washington, DC.
- Thorelli, H. (1986). Networks: Between markets and hierarchies. *Strategic Management Journal*, 7: 37-51.
- Tirole, J. (1993). *The theory of industrial organization* Cambridge, MA: The MIT Press.
- Todd, M. (2001). The sugar industries of Southern Africa: Challenges and opportunities. Briefing paper new series No. 27. The Royal Institute of International Affairs, Southern Africa study group.
- Tregurtha, N.L. & Vink, N. (1999). Trust and supply chain relationships: A South African case study. *Agrekon*, 38 (4): 755-765.
- UNCTAD (2000). Policies for small-scale sugar cane growing in Swaziland. Report prepared for United Nations Conference on Trade and Development (UNCTAD) under project SWA/99/A06.
- Uzzi, B. (1996). The sources and consequences of embeddedness for the economic performance of organizations. *American Sociological Review*, 61: 674-698.
- Uzzi, B. (1997). Social structure and competition in interfirm networks: The paradox of embeddedness. *Administrative Science Quarterly*, 42 (1): 35-67.
- van Dalen, J.C. (1997). Chain theory deployment: Searching for productive chain knowledge, provisional draft for discussion. Wageningen Agricultural University, the Netherlands.

- Van de Ven, A.H. (1976). On the nature, formation, and maintenance of relations among organizations, *Academy of Management Review*, 1 (4): 24-36.
- Varadarajan, P.R. & Cunningham, M.H. (1995). Strategic alliances: A synthesis of conceptual foundations. *Journal of the Academy of Marketing Science* 23 (4): 282-296.
- Walker, G., Weber, D. (1984). A transaction cost approach to make-or-buy decisions. *Administrative Science Quarterly*, 29: 373-391.
- Walker, G. & Weber, D. (1987). Supplier competition, uncertainty and make or buy decision. *Academy of Management Journal*, 30: 589-596.
- Watts, M. (1994). Life under contract: Contract farming, agrarian restructuring and flexible accumulation. In: P.D. Little and M.J. Watts (eds). *Living under contract: Contract farming and agrarian transformation in Sub-Saharan Africa*. (pp. 21-77). Madison: University of Wisconsin Press.
- Webster, F.E. (1992). The changing role of marketing in the corporation, *Journal of Marketing*, 56 (4): 1-17.
- Weitz, B. A. & Jap, S.D. (1995). Relationship marketing and distribution channels. *Journal of the Academy of Marketing Science*, 23 (4): 305-320.
- Welsch, G. A., Zlatkovich, C.T. & White, J.A. (1976). *Intermediate Accounting*, Homewood, IL: Richard D. Irwin, Inc.
- Westlake, M.J. (1995). Prospects for Swaziland's sugar industry in SACU. Ministry of Finance-European Development Fund: 7ACP SW 030, Mbabane, Swaziland.
- Wilkinson, I.F., & Young, L.C. (1989). The role of trust and co-operation in marketing channels: A preliminary study. *European Journal of Marketing*. 23 (2): 109-122.
- Williamson, O. (1975). *Markets and Hierarchies: Analysis and Antitrust Implications*, New York: The Free Press.

- Williamson, O. E. (1979). Transaction costs economics: The governance of contractual relations. *Journal of Law and Economics*, 22 (2): 233-261.
- Williamson, O. E. (1981). The economics of organizations: The transaction cost approach. *American Journal of Sociology*, 87 (3): 548-577.
- Williamson, O. (1985). *The Economic Institutions of Capitalism*, New York: The Free Press.
- Williamson, O. E. (1991). Comparative economic organization: The analysis of discrete structural alternatives. *Administrative Science Quarterly*, 36: 269-296.
- Williamson, O.E. (1992). Markets, hierarchies, and the modern corporation. *Journal of Economic Behaviour and Organization*, 17 (3): 335-352.
- Williamson, O.E. (1993). Calculativeness, trust and economic organization. *Journal of Law and Economics*, 36: 453-486.
- Williamson, O.E. (1994). Transaction cost economics and organization theory. In: N. Smelser and R. Swedberg (eds.). *Handbook of Economic Sociology* (pp. 77-107), Princeton, N.J: Princeton University Press.
- Williamson, O.E. (1996). *The Mechanisms of Governance*. New York: Oxford University Press.
- Wilson, D.T. (1995). An integrated model of buyer-seller relationships. *Journal of the Academy of Marketing Science*, 23 (4): 335-346.
- Wilson, P.N. & Kennedy, A.M. (1999). Trustworthiness as an economic asset. *International Food and Agribusiness Management Review*, 2: 179-193.
- Wilson, P.N. (1997). Use of virtual reality computing in spatial learning research. In: N. Foreman, & R. Gillett (Eds.), *Handbook of spatial research paradigms and methodologies: Volume 1: Spatial cognition in the child and adult*. (pp. 181-206). Hove: Psychology Press.

Winter, F.W. (1995). Strategic marketing concepts and the process of formulating relationships. In: K. F. Coaldrake, S. T. Sonka, D. Sudharshan, and F.W. Winter (eds.). *New Industries and Strategic Alliances in Agriculture: Concepts and Cases* (pp. 45-67). University of Illinois at Urbana-Champaign: Stipes.

Woods, E. (1999). Supply chain: What are they and why be interested? ACIAR Postharvest technology workshop internal workshop, No. 20 Canberra, 1-2 December.

Wray, B., Palmer, A. & Bejou, D. (1994). Using neural network analysis to evaluate buyer-seller relationships. *European Journal of Marketing*, 28 (10): 32-48.

Yan, A. & Gray, B. (1994). Bargaining power, management control and performance in United States-China joint ventures: A comparative case study. *Academy of Management Journal*, 37: 1478-1518.

Yogesh, V.J. (2000). Information visibility and its effect on supply chain dynamics. Unpublished Master of Science Thesis. Massachusetts Institute of Technology.

Zajac, E. J. & Olsen, C.P. (1993). From transaction cost to transactional value analysis: Implications for the study of interorganizational strategies. *Journal of Management Studies*, 30: 131-145.

Zering, K. & Beals, A. (1989). Financial characteristics of swine production contracts. *American Journal of Agricultural Economics*, 65: 1351.

Zering, K. & Beals, A. (1990). Swine production contracts: Description and financial performance. *Journal of American Society of Farm Managers and Rural Appraisers*, 54: 43-47.

Zucker, L.G. (1986). Production of trust: Institutional sources of economic structure, 1840-1920. *Research in Organizational Behavior*, 8: 53-111.

Zylbersztajn, D. & Farina, E.M.M.Q. (1998). Agri-systems management: Recent developments and applicability of the concept. In: G.W Ziggers, J.H. Trienekens, and P.J.P. Zuurbier (eds.). *Proceedings of the Third International Conference on Chain Management in Agribusiness and the Food Industry* (pp. 19-30). Management Studies Group, Wageningen Agricultural University, May 1998.

Zylbersztajn, D. & Farina, E. M. M. Q. (1999). Strictly coordinated food systems: Exploring the limits of the Coasian Firm. *International Food and Agribusiness Management Review*, 2 (2): 249-265.

Zylbersztajn, D. (2001). Stability and the Diffusion of vertical production arrangements: A theoretical contribution. A paper presented the IAMA World Food and Agribusiness Symposium in Sydney, Australia: 27th June.