

Abstract

This thesis investigates the specific characteristics of products from renewable resources and analyses how they affect the choice of efficient coordination mechanisms in business-to-business relationships. Due to the diversity and heterogeneity of renewable resources, this is done by means of selected key products. Two empirical studies were conducted in the German Forestry and Wood Cluster to examine empirically for the first time, to what extent the wood-processing companies are affected by specific uncertainties in the context of renewable resources and what problems can be caused by them. The first survey took place at the level of the industrial associations and was evaluated in the form of a qualitative content analysis while the second quantitative study focused on the companies themselves. Both studies enable an analysis along the entire value chain and a comparison between various industries. The results show that specific uncertainties regarding the availability, quality, price and origin of products from renewable resources do in fact exist in the analyzed industries and are considered to be significant by the industrial associations and companies. It could also be shown that these specific uncertainties have a direct impact on the distribution of the products, leading to several problems. Furthermore, it became clear that the importance of the represented uncertainties for the companies and the distribution of the products will continue to increase. Besides this, the existing resource dependencies and the high importance of social factors like trust and personal contacts were identified as typical characteristics of the industries in the German Forestry and Wood Cluster. Based on these results, a dynamic transaction cost-based model has been developed to examine how the identified specific features of renewable resources and the involved industries affect the choice of efficient coordination mechanisms between companies. The model integrates different theories, which were mainly considered separately in the literature before and solves some of their central criticisms. By integrating the resource dependence theory and social capital theory into transaction cost economics, it is possible to consider dynamic developments, resource dependencies and social factors in business-to-business relationships. The developed dynamic transaction cost-based model contributes to the existing marketing literature because it helps to explore a complete socio-economic exchange relationship over time, leading to new insights in buyer-supplier relationships. Furthermore, the model represents a promising approach because it bridges economic and social sciences.

Keywords: Renewable Resources; Uncertainty; Forestry and Wood Cluster; Transaction Cost Economics; Resource Dependence Theory; Social Capital Theory; Dynamic Transaction Cost-Based Model