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Delving into the Architecture of International B2B Relationship Marketing During the COVID-19 Pandemic: From Business Convergence to Partnership Effectiveness

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ABSTRACT

Purpose

The study seeks to address the influence of different facets of business-to-business (B2B) relationship marketing on internationalization effectiveness, by taking into account the turbulent environment generated by the COVID-19 pandemic. The focus falls on the factors that generate, frame, catalyze, sustain and strengthen international business relationships between managers from organizations with converging interests.

Methodology

B2B relationship marketing in the international arena is analyzed by means of various angles such as business convergence, business context, interpersonal compatibility, business credibility and network

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