4-2003

An evaluation of lawlike generalizations in relationship marketing: Method and application

Wolfgang Hinck
University of Texas-Pan American

AN EVALUATION OF LAWLIKE GENERALIZATIONS IN RELATIONSHIP MARKETING: METHOD AND APPLICATION

A Dissertation

by

WOLFGANG HINCK

Submitted to The University of Texas-Pan American
in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY

April 2003

Major Subject: Business Administration

AN EVALUATION OF LAWLIKE GENERALIZATIONS IN RELATIONSHIP

MARKETING: METHOD AND APPLICATION

A Dissertation
by
WOLFGANG HINCK

Approved as to style and content by:

Dr. Arturo Z. Vásquez-Párraga
Chair of Committee

Dr. Jane LeMaster
Committee Member

Dr. Angela Hausman
Committee Member

Dr. Ralph Carlson
Committee Member

April 2003

ABSTRACT

Hinck, Wolfgang, An Evaluation of Lawlike Generalizations in Relationship Marketing: Method and Application. Dissertation, Doctor of Philosophy (Ph.D.), Business Administration, May 2003, 364 pp., 6 tables, 1 illustration, 207 references, 52 titles.

The purpose of this dissertation is to evaluate lawlike generalizations in relationship marketing (RM) and their contribution to the scholarly advancement of the marketing discipline. The current lack of such systematic evaluation is of significance not only because the contribution to progress constitutes a general requirement for all research streams in marketing, but also because an evaluation would solve the ongoing discussion about the substance and role of RM.

As a requirement for the evaluation, necessary and collectively sufficient criteria for lawlike generalizations have to be identified and operationalized. Because the marketing discipline lacks both a commonly agreed-upon set of criteria for lawlike generalizations and a successful attempt to operationalize previously suggested criteria, this dissertation identifies and categorizes criteria for lawlike generalizations stated or implied by philosophical and non-philosophical authors outside the immediate context of marketing. The identified criteria are categorized in terms of their nature, scope, applicability and function. Subsequently, each group of criteria is examined by identifying its underlying elements and by then subjecting those elements to an analysis

in terms of their necessity and sufficiency in serving as elements of a criterion. Thereafter, the necessity and sufficiency of each criterion to assist in the determination of lawlikeness is evaluated. Based on the evaluation, a set of three criteria consisting of empirical testability, generalized conditionality, and counterfactual sustainability is identified that is necessary and collectively sufficient to assist in the analysis of lawlike generalizations in RM research. Fifteen specific rules are derived from the set of criteria and – as part of a content analysis – are applied on all generalizations in all articles published since 1980 in English in the United States, Europe, or Australia, in academic peer-reviewed print marketing journals with acceptance rates of 30 percent or less, that identify themselves as relating to the research stream of RM by explicitly using the terminology 'relationship marketing' in title, abstract, keyword, or outlet title or theme.

The detailed analysis shows that none of the generalized statements in the RM literature fulfills all three criteria for lawlike generalizations. The vast majority of generalizations fail more than one rule. Consequently, research in RM is not currently contributing to the scholarly advancement of the marketing discipline. Following the analysis, this dissertation demonstrates that with the assistance of the criteria and rules, many of the generalized statements from the RM literature can be improved towards achieving lawlikeness. This improvement application shows that the criteria and rules presented in this dissertation can aid researchers to overcome the lack of general principles development that is not only present in the area of RM, but appears to be symptomatic for the marketing discipline which has largely been unsuccessful in living up to its potential to develop theory.

DEDICATION

To my mother Johanna Hinck,

Whose part in my achievements is more significant than mine;

To my late father Hans-Peter Hinck,

Whose untimely death changed my view of life;

And to my brother Rainer Hinck,

For accepting the responsibilities that I shied away from.

ACKNOWLEDGEMENTS

The completion of my degree would not have been possible without the support of numerous individuals. Most of all, I would like to thank my dissertation chair Dr. Arturo Vásquez for introducing me to the beauty of marketing science and its philosophical foundations, and for faithfully and relentlessly leading me through a difficult dissertation process. Equally, I give my gratefulness, love, and respect to Dr. Jane LeMaster, whose infinite support and loyalty were instrumental in having me earn the degree. There are many good reasons why I consider her to be my "American Mom." My external committee member, Dr. Ralph Carlson, did not hesitate to provide his support when I needed it most, and for that I thank him from my heart.

Apart from these committee members, I owe deepest gratitude to my mother Johanna Hinck in Germany who never stopped believing in me: This one is for you! To my fellow doctoral student and precious friend Melissa Castillo: Thank you for being the world's best study-buddy. It would have been impossible without you! My sincere gratitude also to the late Professor Dr. P.-G. Weber for helping me turn things around when I was an undergraduate student. And, thank you, Birgit Thormählen and Burchard Hillmann-Köster, for being wonderful friends and instrumental to this accomplishment.

Finally, to all the other individuals at UTPA who supported me; to my wonderful fellow doctoral students; to my new colleagues and friends at LSUS; to my family and friends worldwide; and to everyone else who believed in me: You are too many to list individually, but I thank you from my heart for your comfort and encouragement.

TABLE OF CONTENTS

LIST OF TABLES

INTRODUCTION

Over the past fifteen years, the area of relationship marketing[1] (hereafter: RM) has developed into one of the most significant and fastest growing research streams in the marketing discipline (see Andersen 2002; De Wulf and Odekerken-Schröder 2001; Grönroos 2000; Hennig-Thurau 2000; Payne and Holt 2001; Pressey and Mathews 2000; Sheth 2000). Some authors already engage in discussions of whether or not RM possesses the scholarly potential to be chosen as *the* new paradigm of marketing (see Achrol 1997; Brodie et al. 1997; Dodge and Fullerton 1997; Grönroos 1994, Gummesson 1997, Morgan and Hunt 1994; Sheth and Parvatiyar 1995b, Sheth 2000; Veloutsou, Saren and Tzokas 2002), while other authors criticize that still more rigorous and more meaningful research is required for RM to substantially contribute to the discipline (see De Wulf and Odekerken-Schröder 2001; Fournier 1998; Gummesson 1994; Gwinner, Gremler and Bitner 1998; Lindgreen 2001; O'Malley and Tynan 2000; Sheth and Parvatiyar 1995b).

The request for more substantial contributions in RM research as well as the reference to its paradigmatic significance are based on the implicitly and/or explicitly demonstrated agreement among marketing scholars that all research streams in marketing should strive to contribute to the scholarly advancement[2] of the marketing discipline (see

[1] Definitions of selected terms are provided in Appendix A.
[2] This dissertation is written from a modern empiricist viewpoint. Although this dissertation acknowledges the existence of other philosophies and views, it should be read and evaluated from a modern empiricist viewpoint. Modern empiricists consider the positive side of marketing to be a science and in their research efforts they aim at scientific progress. However, this dissertation uses 'scholarly advancement' or 'progress' instead of 'scientific progress' to accommodate both sides of the marketing-is-a-science view. The basic argument remains unaffected because both sides subscribe to theory building efforts.

Arndt 1985; Bass 1993; Bloom 1987; Brinberg and Hirschman 1986; Hamilton 1965; Hunt 1991; Lazer 1965; Newman 1965; O'Shaughnessy and Ryan 1983; Schwartz 1965a, 1965b; Sheth, Gardner and Garrett 1988; Silk 1993; Teas and Palan 1997; Zaltman, Pinson and Angelmar 1973). However, for all research streams including RM, such a contribution to the scholarly advancement cannot be assumed, but instead has to be systematically assessed or evaluated (see Achinstein 1968; Bechtel 1988; Kuhn 1970; Zinkhan, Roth, and Saxton 1992). Consequently, there exists a need for a systematic evaluation of the contributions of specific research streams in marketing to the progress of the discipline.

Research Problem

Because the need for an evaluation exists for all research streams in marketing in general, it consequently (and *especially*) also exists for research in RM in particular. Despite the increasing research activity and the ongoing discussions about the role and substance of RM, however, no single study has yet addressed the need and systematically measured and evaluated the contribution of RM research to the scholarly advancement of the discipline. The lack of that systematic evaluation is of significance, not only because it constitutes a general requirement, but particularly because it would solve the ongoing discussion about the substance and role of RM.

A systematic evaluation of the contributions to the scholarly advancement, however, can only be performed by investigating the underlying requirements for such a progress (Bechtel 1988; Lambert and Brittan 1992; Lakatos 1993; Murphey 1994). It has been established that a necessary requirement for scholarly advancement – and an aim of research per se for the accumulation and integration of knowledge – is theory-building (e.g., Achinstein 1968; Dubin 1978; Hung 1996; Kerlinger 1986), and the general need for theories has already been recognized as an objective in RM (see Bagozzi 1995; De Wulf and Odekerken-Schröder 2001; Möller and Halinen 2000; O'Malley and Tynan 2000; Sheth and Parvatiyar 1995a). Consequently, theory-building attempts and the theories developed within RM need to be identified and evaluated to allow for measurement of RM's contribution to scholarly advancement. One way of evaluating theories can be performed through the analysis of the development of their more specific components (Achinstein 1968; Asher 1983; Croissant 1998; Dubin 1978).

A major necessary component of theories are lawlike generalizations (see Allen 1972; Blalock 1969; Harris and Walker 1992; Kaplan 1964; Lange 1993; Wartofsky 1968). Accordingly, an evaluation of the theories in RM would benefit from the analysis of the development of its lawlike generalizations. Such an analysis can be performed by measuring the generalizations' adherence to certain criteria (Bass 1995; Koningsveld 1973; Hunt 1991). Bass (1995) suggests criteria such as a minimum of two studies, studies of high quality, studies by more than one author, theoretical soundness, managerial relevance, and representativeness. Unfortunately, as will be shown by the subsequent literature review, the criteria identified thus far to assess the development of lawlike generalizations are neither sufficiently concrete nor sufficiently pragmatic to assist in the analysis. Therefore, there is a need to first identify a set of criteria that may serve as a general rule to evaluate the development of lawlike generalizations and to thereafter derive a set of specific criteria that is sufficiently concrete and sufficiently pragmatic to permit the evaluation of the development of lawlike generalizations in the area of RM research. The evaluation of the development of lawlike generalizations would then allow for the first step of the measurement and validation of the contribution of research in RM to the progress of the marketing discipline.

Research Questions

As outlined above, the primary research question of this dissertation refers to the following issue:

- Can we develop a set of criteria for assessing the correspondence between Relationship Marketing and lawlike generations?
- How well do Relationship Marketing hypotheses adhere to these criteria?

Unlike the authors who *imply* that because of the lack of development of general principles, RM studies do not significantly contribute to the scholarly advancement (e.g., Fournier 1998; Sheth 2000), this dissertation will conduct the first step of an evaluation based on a *measurement* of the degree of contribution. Because of the complexity of this endeavor, three supplementary research questions (S-1 through S-3) must be addressed.

The first research question can be formulated as follows:

> *(S-1) Have researchers in marketing already developed a set of necessary and collectively sufficient criteria for lawlike generalizations that are sufficiently concrete and sufficiently pragmatic to assist in the evaluation of the contribution of research in RM to the progress of the marketing discipline?*

The answer to this question requires a review of contributions made by marketing authors in the area of criteria for lawlike generalizations. If no set of necessary and collectively sufficient criteria can be found in marketing that is sufficiently concrete and sufficiently pragmatic to serve in the evaluation of the contribution of RM research, the second research question must be answered. If, in fact, there exists such a set, then the third research question replaces the second research question.

The second research question can be formulated consisting of the following three parts:

(S-2a) Which criteria have to be used in the evaluation?

(S-2b) Where can these criteria be found?

(S-2c) How can these criteria be identified?

For validity purposes it is important that the criteria used in the evaluation are necessary and collectively sufficient. For reliability purposes it is important that the criteria used in the evaluation are concrete and pragmatic. For operational purposes it is important that the criteria can be converted from their conceptual state into a measurement-permitting state. The answer to these questions requires a review of the contributions to lawlike generalization research made by authors from all disciplines and paradigms. Furthermore, those contributions need to be analyzed, organized, categorized, and evaluated in terms of each criterion's necessity and sufficiency.

Closely related to the second question, the third research question addresses the rule specification of the criteria in order to apply each criterion to the research in RM. Two supplementary questions exist:

(S-3a) What are the underlying components of each criterion for lawlike generalizations?

(S-3b) How can the rule specification be performed?

The answer to the first supplementary questions, that is, the identification of the components, is of high importance because without their identification, the second supplementary questions, that is, the rule specification, is not possible. The rule specification, in turn, is necessary to apply the criteria for lawlike generalizations to the research in RM.

Supplementary questions refer primarily to the *what* (definition of what constitutes RM research), *where* (specific outlets where RM research can be located or expected to be located), and *when* (time periods of publications to be considered for the evaluation).

The answer of these four major supplementary research questions will be instrumental in accomplishing the purpose of this dissertation. This purpose, as well as the structure to achieve it, will be outlined in the following section.

Purpose and Structure of the Dissertation

In response to the needs outlined before and to answer the primary research question, the fundamental purpose of this dissertation is to perform the first step in evaluating the contribution of RM research to the progress of the marketing discipline. Consequently, as a prerequisite this dissertation will also identify and specify criteria that are necessary and collectively sufficient to allow for the evaluation. As such, this dissertation is structured into four larger components to achieve the purpose: (1) an overview of the need and search for lawlike generalizations in marketing; (2) the identification of criteria; (3) the specification of criteria; (4) the application of the specified criteria to RM research to assess scholarly advancement.

As part of the first component, the need for lawlike generalizations in marketing and the search that has been undertaken so far will be described. It will be shown that the marketing discipline lacks: (1) a commonly agreed upon set of criteria for lawlike generalizations; (2) a successful attempt to specify those criteria that have been previously listed by individual authors.

As part of the second component, a comprehensive review of previously identified characteristics and suggested criteria of lawlike generalizations will be performed, objectively recognizing sources from a variety of disciplines. The identified characteristics and suggested criteria will be categorized in terms of their nature, scope, applicability and function. Subsequently, each group will be investigated by identifying its underlying elements and by then subjecting those elements to an analysis in terms of their necessity and sufficiency (in serving as elements of a criterion for lawlike generalizations). This component of the dissertation is methodological in nature.

As part of the third component, a rule specification will be performed on the criteria derived as part of the second component. The purpose of the specification is to generate a set of rules that is sufficiently concrete and sufficiently pragmatic to allow for the evaluation of the development of lawlike generalizations in RM research. The rules will be primarily derived from the discussion of the underlying elements of each criterion performed in the second component of the dissertation. The rule specification is methodological in nature.

As part of the fourth component, the research methodology will be described and the RM research population and sampling frame will be identified. Thereafter, the application of the specific rules on the sample to evaluate RM research's contribution to the progress of the discipline will be performed, thus permitting achievement of the fundamental purpose of the dissertation. This component of the dissertation is empirical in nature.

Significance of the Research

By developing a methodology to evaluate lawlike generalizations, the dissertation will in several ways aid to overcome the well-recognized lack of general principles development that is not only present in the area of RM (Fournier 1998; Sheth 2000), but appears to be symptomatic for the marketing discipline which has largely been unsuccessful in living up to its potential to develop theory (Saren 2000). In this respect, the specific contributions of this dissertation can be classified into research-stream-specific, discipline-specific, and implication-specific.

With regard to the first type of contributions, the dissertation will provide researchers in the area of RM with a clearer picture of the state of the research stream. For example, the previously normative issue of whether or not RM *should* replace the exchange paradigm of marketing (see Grönroos 1993, Gummesson 1997, Möller and Halinen 2000; Sheth and Parvatiyar 1995, Sheth 2000; Veloutsou, Saren and Tzokas 2002) will be elucidated with positive evidence of whether or not RM actually *can* be considered for such a paradigm substitution at all. If RM research does not contribute to the conceptually sound, methodologically rigorous, and scientifically valid knowledge base that would be expected from *the* marketing paradigm, then claims for a replacement of the exchange paradigm would be easily objectionable.

In addition, the critics *suggesting* that more rigorous and more meaningful research is required in RM (e.g., De Wulf and Odekerken-Schröder 2001; Fournier 1998; Gummesson 1994; Gwinner, Gremler and Bitner 1998; Lindgreen 2001; O'Malley and Tynan 2000; Sheth and Parvatiyar 1995), will be provided with substantiating or contradicting evidence describing the exact state of rigor and meaningfulness and, even more importantly, with exact prescriptions on where and how to attempt these improvements (if applicable; that is, if the criticism is justified). Such prescriptions could help authors, immensely, to enhance the quality of their research and, thus, to continue furthering the significance of the RM research stream.

By contributing to the advancement of RM research, this dissertation will also have discipline-specific implications. Since the marketing discipline (as are most disciplines) is composed of a variety of different research streams, its significance and progress also depends on the significance and progress of the individual streams. Consequently, providing the basis for advancing research in the area of RM will contribute to the scholarly advancement of the marketing discipline as a whole. More importantly, the criteria that will be selected to evaluate the contribution of RM research can also be applied to all other research streams in marketing and, thus, permit the same research-stream-specific contributions that will have been made in the RM area.

In addition, the approach chosen in this dissertation introduces a possible new method for progress evaluation to the discipline. Several authors in marketing areas other than RM have previously attempted similar (not identical) evaluations of the contributions of their specific research streams to the body of knowledge and/or the status of the discipline. These authors employed the methods of discussion (e.g., Bradley 1987; Sheth, Gardner, and Garrett 1988), meta-analysis (e.g., Sheppard, Hartwick, and Warshaw 1988; VanderWerf and Mahon 1997), or citation analysis (e.g., Leong 1989; Zinkhan, Roth, and Saxton 1992). Although limited purpose-specific results were achieved and suggestions were made, neither of the methods sufficiently and validly *measured* progress or contributions to progress. The primary problem was of methodological nature. The inability of discussions to measure progress is their inherent subjectivity (Kavanagh 1994), the primary problem with meta-analyses is their restriction on analyzing quantitative results only (Wolf 1986), and the primary problem with citation analyses is that they are measuring impact not veracity (Adams 2001). Consequently, for the first time used in this context, the alternative approach introduced in the methodology section in Chapter 3 will be a contribution in itself.

With regard to implication-specific contributions, even though only indirectly, the dissertation exhibits a high managerial relevance. Because managerially relevant implications depend at least in part on the rigor and meaningfulness of research (see Kotabe and Swan 1995; Melin 1992; Yan and Zeng 1999), and because rigor and meaningfulness of research are enhanced by valid approaches and results (see Mitchell and Jolley 2001; Mook 2001; Rosenthal and Rosnow 1991), and because this dissertation attempts to facilitate the application of valid approaches and the achievement of valid results, the research will eventually have important implications for practitioners.

Dissertation Outline

The remainder of this dissertation is divided into five chapters. Chapter 1 summarizes the need and the search in marketing for lawlike generalizations and their criteria. More precisely, the chapter will outline why lawlike generalizations are needed in marketing and will then provide an overview of the attempts undertaken so far in the identification for criteria for lawlike generalizations.

Chapter 2 will build on the conclusions from the preceding chapter that a need for the identification of necessary and collectively sufficient criteria exists. The chapter will explain and define lawlike generalizations in more detail and thereafter identify and categorize characteristics of lawlike generalizations or criteria stated or implied by other authors to evaluate lawlikeness. Those characteristics and criteria will then be systematically categorized in terms of their nature and scope in order to derive a set of necessary and collectively sufficient criteria to assist in the analysis of research in RM. In the process of this analysis, the underlying components of each criterion will be identified, thus, allowing for rule specification.

The research methodology will be described in Chapter 3. The chapter begins with a justification for the research approach chosen and subsequently focuses on how the primary research questions were empirically addressed. Within this focus, the rules for the criteria will be stated and design issues such as sample frame definition and sample selection will be discussed.

The results of the data analysis will be presented in Chapter 4. The chapter comprehensively and in detail describes the adherence of each generalized statement within the sampling frame to the rules for criteria of lawlike generalizations. In addition, improvement suggestions for statements failing to fulfill to the criteria are suggested. Finally, Chapter 5 presents conclusions, limitations, and directions for further research.

CHAPTER 1

NEED AND SEARCH FOR LAWLIKE GENERALIZATIONS AND THEIR CRITERIA IN MARKETING

This chapter of the dissertation briefly describes the need for lawlike generalizations in marketing and the search that has been undertaken so far by marketing authors to identify the criteria for lawlike generalizations. There is evidence that the marketing discipline has recognized the need for lawlike generalizations, but lacks: first, a commonly agreed upon set of criteria for lawlike generalizations; and, second, a successful attempt to specify those criteria that have been previously listed by individual authors. It will be concluded that the criteria identification has to be revisited by also taking into consideration other scientific disciplines that exhibit similar efforts to advance the development of lawlike generalizations.

The Need for Lawlike Generalizations in Marketing

Although over 30 years of discussion among marketing philosophers have not led to a final agreement as to whether or not the positive (versus normative) dimensions of marketing constitute a science, it has been widely acknowledged that the scientific method, with its objective of theory building, is increasingly used in the study of marketing phenomena (Kerin 1996). In addition, even opponents of the 'marketing-is-a-science' view are in strong favor of theory building in marketing (Saren 2000).

Consequently, and independently from the philosophical standpoint of individual researchers, the development of theories in marketing has become a major objective to improve both science-oriented and practitioner-oriented research in marketing (Lehman and Jocz 1997).

The precise meaning of the term 'theory' is often disputed among researchers (Wallace 1996). The fundamentally differing terminology used by authors may leave the impression that no definition of theory has been developed as yet, however, this is not the case. The problem appears to be that available frameworks for theoretical contributions are difficult to communicate and to understand (Sutton and Staw 1995; Whetten 1989). Most definitions are, in fact, similar. In 1966, Rudner provided the following, now widely accepted definition:

> A theory is a systematically related set of statements, including some lawlike generalizations, that is empirically testable. The purpose of a theory is to increase scientific understanding through a systematized structure capable of both explaining and predicting phenomena.

(as cited in, for example, Gregor 1968: p. 425; Hunt 1991: p. 149; Livingston 1988: p. 14; McGlen and Rabushka 1971: p. 136; McKelvey 1997: p. 363; Saren 2000: p. 24; Seth and Zinkhan 1991: p. 75). Kerlinger (1986) defines theory as "a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena" (p. 9). Another classical denotation is contributed by Kaplan (1964): "[T]heory will appear as the device for interpreting, criticizing, and unifying established laws, modifying them to fit data unanticipated in their formulation, and guiding the enterprise of discovering new and more powerful generalizations" (1964: p. 295).

These and other authors from a variety of different disciplines and paradigms (e.g., Achinstein 1968; Amsterdamski 1975; Bechtel 1988; Bergmann 1957; Blalock 1969; Couvalis 1997; Croissant 1998, Dubin 1978; Hardcastle 1996; Hung 1996; Kaplan 1964; Koningsveld 1973; Lange, 1993; Little 1991; Ramsperger 1942; Wallace 1996; Wartofsky 1968) have in common the view that because of the explanatory and prediction-enabling character of theories, the inclusion of some laws or lawlike generalizations in theories is necessary. Consequently, the *necessity* for some lawlike generalizations in marketing theories appears to be well-accepted, even among authors with generally differing or even opposing viewpoints (e.g., Bass 1995; Hunt 1991, Sheth and Sisodia 1999). Unfortunately, the *understanding* of criteria for lawlike generalizations is not as well developed.

The Search for Criteria of Lawlike Generalizations in Marketing

The existing confusion among marketing authors as to what constitutes lawlike generalizations and what their criteria are is reflected by the most recent revisits of the subject area. Sheth and Sisodia (1999) use the terminology "lawlike generalizations" almost interchangeably with the expression "empirical generalizations" and refer to a recent special issue of *Marketing Science*, addressing the development of empirical generalizations in marketing. In that issue, Bass (1995) offers various definitions of empirical generalizations, sharing some very simple characteristics (such as a minimum of two studies, studies of high quality, studies by more than one author, and consistent results under different conditions), but at the same time differing with respect to more complex characteristics (such as theoretical soundness, managerial relevance, and representativeness). Two obvious questions emerge: First of all, when marketing authors such as Bass (1995) investigate empirical generalizations, do they - in fact - address lawlike generalizations (or, to be more precise, do they *think* they are addressing generalizations that are in fact lawlike generalizations)? Second, if they - in fact - do address lawlike rather than empirical generalizations, are their criteria useful in evaluating those?

With regard to the first question, there are at least three major indicators supporting the assumption of the authors' semantic and conceptual confusion between empirical and lawlike. First, at no time did Bass (1995) or other contributors to the *Marketing Science* special issue use the term lawlike to describe a possible higher form of generalizations with implications beyond those of empirical generalizations. Second, the authors outline the role of empirical generalizations in theory building, when in fact – according to the philosophy of science – the role described is the one a lawlike generalization takes in theory building (compared with, for example, Fetzer 1993b; Koningsveld 1973; Lange, 1993; Wartofsky 1968). Third, and probably representing the most obvious indicator for the interchangeable (confused) use of the terms empirical and lawlike, Bass (1995) relates his own definition to those of others, including Ehrenberg (1975) who in turn uses "lawlike", not "empirical" generalization. From this point of view it is not surprising that Sheth and Sisodia (1999), too, are confused and use the terms lawlike and empirical almost interchangeably. As will be shown in subsequent sections, in the philosophy of science, there is a substantial difference between empirical generalizations and lawlike generalizations (although both have a number of characteristics in common).

The conclusion that authors such as Bass (1995) really attempt to address lawlike, not empirical, generalizations, leads to the question of whether or not their measures are more useful for the evaluation of lawlike generalizations than previously established criteria. Taking into consideration that the special issue of *Marketing Science* appeared long after Hunt (1991) had elaborated on the philosophy of science and its implications for lawlike generalizations and theory building in marketing, one could have expected to find - at a minimum - complementary or more useful criteria to evaluate lawlike generalizations. This, however, appears not to be the case. Most of those criteria that Bass (1995) calls "a number of common characteristics" (p. G2) can be easily rejected because of their irrelevance or insignificance for lawlikeness, but not for theory development (e.g., minimum of two studies, studies of high quality, studies by more than one author); other criteria do not contribute anything new (e.g., results should be consistent under different conditions). Those characteristics that Bass (1995) calls "unresolved criteria" (p. G2) seem to be more suitable for criteria candidacy (e.g., theoretical soundness, representativeness), but the "unresolved" status logically prohibits their direct acceptance unless further analyses are conducted. Sheth and Sisodia (1999), on the other hand, do not provide criteria for lawlike generalizations.

In response to this shortcoming, Kerin and Sethuraman (1999) present four requirements for lawlike generalizations which – according to their own words – were derived primarily from the work of a number of other authors, including Hunt (1991), Bass (1995), and Barwise (1995). A closer investigation of their four requirements, however, reveals that they do not differ from Hunt's (1991) criteria and consequently do not offer anything new.

Conclusions from the Need and Search for Lawlike Generalizations in Marketing

Taking into consideration that different marketing authors have attempted to elaborate on the philosophy of science and its implications and requirements for lawlike generalizations in the marketing discipline, one could have expected to not only find a clear set of criteria to evaluate lawlike generalizations, but to also find a specification of the criteria for application in marketing research. Neither, however, appears to be the case. Because a set of objective criteria to evaluate lawlike generalizations is necessary for their development (Sheth and Sisodia 1999), a set of criteria will be identified that is necessary and collectively sufficient to assist in the analysis of lawlike generalizations.

The identification of criteria will not be restricted to the general philosophy of science literature, but will also expand into other academic disciplines. It is important to notice that the search for lawlike generalizations is not taking place in the area of marketing alone. Using sometimes different terminologies such as lawlike propositions, lawlike statements, lawlike relationships, and lawlike regularities, the quest for their development is also reflected in the literature of disciplines and fields of research such as anthropology (e.g., Ammerman 1992), archeology (e.g., Huffman 1986), biology (e.g., Byerly 1983), ecology (e.g., Tacconi 1997), education (e.g., Tierney 1992), ethics (e.g., Allen 1972), geography (e.g., King 1976), history (e.g., Ringer 1989), philosophy (e.g., Sober 1988), political science (e.g., Fearon 1991), public administration (e.g., Miller and King 1998), sociology (e.g., Harris and Walker 1992), and statistics (e.g., Ehrenberg 1968). Although many authors employ the terminology of lawlike without explicitly outlining specific criteria for lawlikeness, implicit criteria can be identified based upon a close analysis of the studies. Because criteria for lawlikeness are relevant for all scientific disciplines, these criteria are also relevant for consideration in the discipline of marketing and, thus, will be taken into account.

Chapter Summary

The development of theories in marketing has become a major objective to improve both science-oriented and practitioner-oriented research in marketing. Authors have in common the view that because of the explanatory and prediction-enabling character of theories, the inclusion of some laws or lawlike generalizations in theories is necessary. Accordingly, a number of marketing authors, including Bass (1995), Hunt (1991), and Kerin and Sethuraman (1999), have attempted to elaborate on the philosophy of science and its implications and requirements for lawlike generalizations in the marketing discipline. However, neither a clear set of criteria to evaluate lawlike generalizations, nor a specification of those criteria identified for application in marketing research can be found. Because a set of objective criteria is of necessity for an evaluation of the development of lawlike generalizations, which in turn is of necessity for an evaluation of the contribution of research in RM to the progress of the marketing discipline (which constitutes the purpose of this dissertation), a set of criteria will be identified that is necessary and collectively sufficient to assist in the analysis of lawlike generalizations in RM. The following chapter investigates the nature and scope of lawlike generalization outside the immediate context of marketing and identifies and categorizes explicitly and implicitly used criteria for lawlikeness.

CHAPTER 2

LAWLIKE GENERALIZATIONS AND THEIR CRITERIA

This chapter of the dissertation will explain and define lawlike generalizations and thereafter identify and categorize criteria stated or implied by authors to evaluate lawlikeness. While little controversy exists as to what lawlike generalizations and their purpose are, some variance as well as significant inconsistencies exist with regard to the criteria of lawlikeness. It will be shown that most of the variance can be explained by different terminologies and by misconceptions of the meaning or purpose of lawlikeness, while the inconsistencies can be explained by the omission of most authors to investigate the underlying elements of the criteria of their choice.

After the identification of the criteria stated or implied by the authors, the identified criteria will be categorized in terms of their nature, scope, applicability and function. Subsequently, each group of criteria will be investigated by identifying its underlying elements and by then subjecting those elements to an analysis in terms of their necessity and sufficiency (in serving as elements of the criterion), thus also establishing the necessity and sufficiency of each criterion to assist in the analysis of lawlike generalizations. Based on the evaluation, a set of criteria will be identified that is necessary and collectively sufficient to assist in the analysis of lawlike generalizations in RM.

Purpose and Definition of Lawlike Generalizations and Lawlikeness

The basic purpose of lawlike generalizations is to "[summarize] regularities in the occurrence of events in our past experience and in the reported past experience of others" (Allen 1972: p. 188), and to then "postulate invariance beyond what can be summarized as an account of instances of observation" (Wartofsky 1968: p. 244). Thus, Little (1991) defines a lawlike generalization as "a statement of a governing regularity among events, one that stems from the properties or powers of a range of entities and that accounts for the behavior and interactions of these entities" (p. 18). Goodman (1993) adds that lawlike generalizations should generally be assumed true without necessarily having to exhaustively investigate all instances for their potential to corroborate or discorroborate the statement.

It is generally agreed upon that lawlike generalizations are essentially identical to scientific laws (e.g., Fetzer 1981; Freese 1972; Hanzel 1999; Kobben 1967). The only difference is in their universality. Laws are of universal nature necessarily implying or containing an "all" quantifier (Wallace 1996). In addition, they must have been shown to be true or false (Wartofsky 1968). Lawlike generalizations lack a universal nature and, therefore, can only be confirmed or disconfirmed (that is, can be corroborated or not corroborated) rather than shown to be true or false (Fetzer 1993b; Lange, 1993; Schwartz 1971). Nevertheless, by exceptionless corroboration through ongoing empirical inquiry or by elimination (exhaustion) of all potential falsifiers, lawlike generalizations may qualify as scientific laws (Berofsky 1968; Goodman 1993; Kim 1992; Koningsveld 1973; Salmon 1997).

Although most – if not all – authors would agree that, first, lawlike generalizations are by definition required to possess lawlikeness (e.g., Ehrenberg 1968; Sack 1980; Sharpe 1971; Sober 1988) and, second, that the generation of generalizations possessing lawlikeness should be within the center of scientific activity (e.g., Goodman 1993; Hanzel 1999, Lange 1993; McIntyre 1991), the exact meaning of lawlikeness appears to be as unclear as the criteria to evaluate the lawlikeness of generalizations. One of the reasons for this circumstance may be that although many authors address lawlikeness and/or lawlike generalizations, remarkably few provide a clear definition of the terms.

Among the very few explicit definitions presented for lawlikeness, Fetzer (1981) provides the following:

> A sentence *S* is *lawlike* within a language $\mathcal{L}^*$ if and only if (i) *S* is completely general, i.e., *S* is not limited to any finite number of instances on the basis of syntactical or semantical features of $\mathcal{L}^*$; and (ii) *S* is essentially dispositional, i.e., *S* attributes a permanent dispositional property χ to every member of a reference class *K* (under an appropriate description of '*K*') in $\mathcal{L}^*$ (p. 44).

While this definition focuses on the scope of lawlikeness, the definition presented by Lange (1993) addresses its nature:

> Lawlikeness is the property that is possessed by all true generalizations that express physical laws, that is lacked by all true generalizations that describe cosmic accidents, and that is responsible for the differences between law-statements and accidental generalizations. A generalization is lawlike if and only if it would, if true, be a law-statement rather than an accidental generalization. [We] must not assume that a generalization is made lawlike be considerations [...] that would obtain regardless of which other such generalizations were true (p. 1).

In addition, a small number of similar definition-like descriptions explicitly addressing lawlikeness were provided by Ehrenberg (1968), Fetzer (1981), McIntyre (1991), Sack (1980), and Schurz (2001). Neither of the definitional attempts of lawlikeness identified, however, provides semantically clear, mutually exclusive, and internally exhaustive criteria to measure lawlikeness and, thus, neither of the definitions truly aids in the evaluation of the lawlikeness of generalizations in RM. Consequently, the criteria necessary for the evaluation had to be identified by investigating the context in which the authors operated, and by isolating explicitly and implicitly stated characteristics and criteria for lawlikeness and lawlike generalizations. The following section outlines the rationale for selecting the specific method of identification of the criteria.

Selection of Criteria Identification Method

To begin an evaluation of the contribution of research in RM to the progress of the marketing discipline, two generally adequate approaches for lawlikeness criteria selection were possible. First, one of the few relatively unambiguous, previously defined sets of criteria could have been adopted for the purpose at hand. For example, as outlined in the previous chapter, in the area of marketing a set of four criteria was identified by Hunt (1991) who based his discussion on the works of philosophers such as Bunge, Ehrenberg, Hempel, and Nagel. Other authors, such as Koningsveld (1973), Lange (1993), and Sack (1980) suggested or implied relatively unambiguous sets of criteria in disciplines other than marketing. Those sets could (theoretically) have been applied to RM.

The inherent problem with the straight acceptance approach, however, is twofold. For one, the derivation of those criteria did not consider the individual criteria's concreteness to assist in the purpose at hand, a task that has not been undertaken before. More precisely, none of the sets of criteria detailed the specific elements of each criterion. Consequently, the even more specific (and for the purpose at hand more important) components of each of the elements were not identified either. Because it is on the level of the most specific components that a rule specification of criteria has to be performed, none of the previously suggested sets qualified for an adoption. An example of the impossibility of using insufficiently specified criteria to investigate progress was recently provided in the marketing discipline by Sheth and Sisodia (1999) who abandoned the idea of evaluation after failing to significantly progress (or progress at all).

In addition, the straight acceptance approach would have been vulnerable to objectivity and sufficiency concerns. The sets previously suggested have so far not been generally accepted. Rather, subsequent authors have continued to question the criteria while presenting their own sets of criteria (in marketing, for example, Bass [1995] and Kerin and Sethuraman [1999]). Thus, in terms of objectivity, the straight adoption of either one of the previous sets would have completely ignored the subsequent criticism, justified or not, and would have made the defense of the results of this dissertation more difficult. In terms of sufficiency, the ongoing discussion – although clearly demonstrating the general importance of the topic – suggests that a more in-depth discussion analyzing all implicitly and explicitly stated criteria and their elements, and describing their necessity, sufficiency and specification ability for the purpose at hand, is required.

Consequently, the second possible adequate approach for lawlikeness criteria selection was chosen. To identify a set of mutually exclusive and internally exhaustive set of criteria for lawlike generalizations to assist in the evaluation of the contribution of RM research to the progress of the discipline, and to be able to identify the criteria's elements and the components of those elements, two comprehensive literature reviews encompassing both philosophical and non-philosophical publications were performed.

The first literature review entailed publications that explicitly addressed or made mention of lawlike generalizations and that explicitly or implicitly suggested or described characteristics, elements, or criteria for lawlikeness. The second literature review was performed to identify and isolate the more specific components of the characteristics, elements, and criteria (identified through the first literature review), in order to establish necessity and sufficiency of each criterion, and to specify the rules for each necessary and sufficient criterion for the purpose at hand. The following section of this chapter describes the identification, categorization, and analysis of each criterion and its specific elements and components.

Characteristics of Lawlike Generalizations and Lawlikeness

As a result of the comprehensive review of literature addressing lawlikeness and/or lawlike generalizations on a philosophical and/or research-oriented basis, a large number of explicitly or implicitly mentioned characteristics or measures of lawlike generalizations (and, thus, potential criteria to aid in the evaluation of lawlike generalizations) was identified. Table 1 provides a complete listing of authors not only addressing lawlike generalizations, but also explicitly or implicitly providing criteria for their evaluation.

Table 1
Explicitly and Implicitly Provided Criteria for Lawlikeness

Author (Year)	Criteria
Ake, Claude (1972). "The Scientific Status of Political Science." *British Journal of Political Science*, 2 (1): 109-115.	• valid or at any rate falsifiable • empirical relation • conditional
Ake, Claude (1972). "The Scientific Status of Political Science - Rejoinder." *British Journal of Political Science*, 3 (1): 123-128.	• generalized conditional
Allen, Glen O. (1972). "The Is-Ought Question Reformulated and Answered." *Ethics*, 82 (3): 181-199.	• positive • enables prediction
Ammermann, Albert J. (1992). "Taking Stock of Quantitative Archaeology." *Annual Review of Anthropology*, 21: 231-255.	• use of quantitative methods

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Berofsky, Bernard (1968). "The Regularity Theory." *Nous*, 2 (4): 315-340.	• explanatory • counterfactual-sustaining • not self-contradictory • open-ended • qualitative
Bharadwaja, Vijay K. (1981). "A Theory of Tarka Sentences." *Philosophy and Phenomenological Research*, 41 (4): 532-546.	• causality
Byerly, Henry C. (1983). "Natural Selection as a Law: Principles and Processes." *American Naturalist*, 121 (5): 739-745.	• generalized conditional
Cerf, Walter (1963). "In a State." *Philosophy and Phenomenological Research*, 24 (2): 174-194.	• generalized conditional • sequence of events • regularity
Clark, Geoffrey A. and C. Russell Stafford (1982). "Quantification in American Archeology: A Historical Perspective." *World Archeology*, 14 (1): 98-119.	• spaceless and timeless • empirically knowable
DeFries, Willem A. (1983). "Meaning and Interpretation in History." *History and Theory*, 22 (3): 253-263.	• empirically testable
Ehrenberg, A. S. C. (1968). "The Elements of Lawlike Relationships." *Journal of the Royal Statistical Society. Series A (General)*. 131 (3): 280-302.	• generalized conditional • functional relationship • empirical conditions • predictive power • usable for theoretical work
Farr, James (1985). "Situational Analysis: Explanation in Political Science." *The Journal of Politics*, 47 (4): 1085-1107.	• counterfactual force • borne out by predictions they underwrite • empirical consideration
Fearon, James D. (1991). "Counterfactuals and Hypothesis Testing in Political Science." *World Politics*, 43 (2): 169-195.	• support counterfactuals
Fetzer, James H. (1981). *Scientific Knowledge: Causation, Explanation, and Corroboration*. Dordrecht, The Netherlands: D. Reidel Publishing Company.	• completely general • capable of providing support for counterfactual • capable of providing support for subconjunctive conditionals • nomological conditionals

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Fetzer, James H. (1993). "Introduction to: The Language Framework." In: James H. Fetzer (ed.), *Foundations of Philosophy of Science: Recent Developments*, New York, NY: Paragon House, 3-6.	• empirically testable • nomological conditionals • not accidental
Fouzoni, Bahman (1995). "Confutation of Political Realism." *International Studies Quarterly*, 39 (4): 479-510.	• generalized conditions • derived from observed patterns • nomic
Freese, Lee (1972). "Cumulative Sociological Knowledge." *American Sociological Review*, 37 (4): 472-482.	• conditional statement
Freese, Lee (1980). "Formal Theorizing." *Annual Review of Sociology*, 6: 187-212.	• nomothetic universal • nonlimited spatiotemporal scope • high information content • describing some regularity
Goodman, Nelson (1993). "The Problem of Counterfactual Conditionals." In: James H. Fetzer (ed.), *Foundations of Philosophy of Science: Recent Developments*, New York, NY: Paragon House, 45-58.	• accepted while many cases remain to be determined • enables prediction • causal connection • generalized conditional
Gregor, James A. (1968). "Political Science and the Uses of Functional Analysis." *The American Political Science Review*, 62 (2): 425-439.	• explanatory • non-analytical • specific
Hanzel, Igor (1999). *The Concept of Scientific Law in the Philosophy of Science and Epistemology: A Study of Theoretical Reason*. Dordrecht, The Netherlands: Kluwer Academic Publishers.	• dependent on inherent essential conditions (not independent from conditions) • expresses relations between the essential and the manifest (non-essential) properties of a natural kind • existence of underlying generative mechanism • generalized conditional
Harris, William A., and Henry A. Walker (1992). "Theory Construction and Development in Sociology: An Appropriate Framework." *Sociological Theory*, (10) 1: 111-117.	• conditionality • regularity • empirical • falsifiable
Harrison, Jonathan (1968). "Unfulfilled Conditionals and the Truth of their Constituents." *Mind*, 77 (307): 372-382.	• conditional • universal • necessary truth

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Hay, Cynthia (1980). "Historical Theory and Historical Confirmation." *History and Theory*, 19 (1): 39-57.	• refer to particular times and places • asserts causal connection
Hempel, Carl G. (1965). *Aspects of Scientific Explanation and Other Essays in the Philosophy of Science*. New York, NY: The Free Press.	• universal • conditionality • generalizability • empirical content • nonlimited scope
Hempel, Carl. G., and P. Oppenheim (1960). "Problems of the Concept of a General Law." In: Arthur Danto and Sidney Morgenbesser (eds.), *Philosophy of Science*, Cleveland, OH: Meridian, 198-204.	• universal form • infinite • no essential occurrences of designations • no spatiotemporal restriction • generalizability • conditionality
Hudson, Valerie M., and Christopher S. Vore (1995). "Foreign Policy Analysis Yesterday, Today, and Tomorrow." *Mershon International Studies Review*, 39 (2): 209-238.	• empirical content
Huffman, Thomas N. (1986). "Cognitive Studies of the Iron Age in Southern Africa." *World Archeology*, 18 (1): 84-95.	• defined regularity • not contingent upon specific example • empirical content
Humphreys, Paul (1984). "Explanation in Philosophy and Science." In: James H. Fetzer (ed.), *Principles of Philosophical Reasoning*, Totowa, NJ: Rowman & Allanheld, 172-189.	• basis for explanation • generalized conditional • causal connection
Hunt, Shelby D. (1991). *Modern Marketing Theory: Critical Issues in the Philosophy of Marketing Science*. Cincinnati, OH: South-Western Publishing.	• generalized conditionals • empirical content • nomic necessity • systematically integrated into body of scientific knowledge
Kim, Jaegwon (1992). "Multiple Realization and the Metaphysics of Reduction." *Philosophy and Phenomenological Research*, 52 (1): 1-26.	• power to support counterfactuals • projectability (ability to be confirmed by observation of positive instances) • generalized conditional • instance-to-instance accretion of confirmation

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Köbben, A. J. F. (1967). "Why Exceptions? The Logic of Cross-Cultural Analysis." *Current Anthropology*, 8 (1/2): 3-34.	• based on uniformities • highest level of abstraction • significant regularities
Koningsveld, H. (1973). *Empirical Laws, Regularity and Necessity*. Wageningen, The Netherlands: H. Veenman & Zonen B.V.	• empirically testable • regularity • no logical necessity • no physical necessity • no analyticity
Lammers, Cornelis J. (1978). "The Comparative Sociology of Organizations." *Annual Review of Sociology*, Volume 4: 485-510.	• general tendency in relationship • empirical testability
Lange, Marc (1993). "Lawlikeness." *Nous*, 27 (1): 1-21.	• support counterfactual conditionals • serve in scientific explanations • ability to be confirmed inductively
Lepore, Ernie (1995). "Quine, Analyticity, and Transcendence." *Nous*, 29 (4): 468-480.	• hypothesis-like
Little, Daniel (1991). *Varieties of Social Explanation – An Introduction to the Philosophy of Social Science*. Boulder, CO: Westview Press.	• derived from causal powers of entities
McGlen, Nancy E., and Alvin Rabushka (1971). "Polemics on Functional Analysis: Variations on a Belabored Theme." *Midwest Journal of Political Science*, 5(1): 133-143.	• non-analytical • explanatory power • empirically testable • falsifiable in law-form • answers 'why' questions
Molnar, George (1969). "Kneal's Argument Revisited." *The Philosophical Review*, 78 (1), 79-89.	• nomological ultimacy • empirical generalization
Morgan, Charles G. (1974). "Explanation and Scientific Archaeology." *World Archeology*, 6 (2): 133-137.	• explanatory power • conditional form
Murphey, Murray G. (1973). *Our Knowledge of the Historical Past*. New York, NY: Bobbs-Merrill.	• more than mere summations of instances • support predictions and counterfactuals • not eviscerated (not consequential, but causal) • refer to particular times and places

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Murphey, Murray G. (1994). *Philosophical Foundations of Historical Knowledge.* Albany, NY: State University of New York Press.	• support subjunctive conditionals
Nagel, Ernest (1961). *The Structure of Science: Problems in the Logic of Scientific Explanation*. New York, NY: Harcourt, Brace & World.	• non-accidental • non-analytical • nomic universality • logic necessity • generalizability
Pap, Arthur (1962). *An Introduction to the Philosophy of Science*. New York, NY: The Free Press of Glencoe.	• support counterfactuals • generalizability • conditionality • nomological
Reed, Steven R. (1990). "Structure and Behaviour: Extending Duverger's Law to the Japanese Case." *British Journal of Political Science*, 20 (3): 335-356.	• structural generalization • concise if-then statement
Ringer, Fritz K. (1989). "Causal Analysis in Historical Reasoning." *History and Theory*, 28 (2): 154-172.	• perfectly universal • perfectly delimited • precondition of scientific prediction
Runciman, W. G. (1977). "Weber's Understanding: A Reply to J. Donald Moon." *Political Theory*, 5 (2): 199-204.	• justify counterfactual conditionals
Sack, Susan Mary (1980). *Nomic Subsumptive Explanation*. Dissertation: The University of Arizona.	• not expressing logical truth • not expressing contradiction • unrestricted • nomic necessity
Salmon, Wesley C. (1997). *Causality and Explanation*. New York, NY: Oxford University Press.	• regularity • serves to explain • general statement that does not refer to any specific time or place
Schurz, Gerhard (2001). *Laws of Nature versus System Laws*. Erfurt, Germany: Universität Erfurt Philosophische Vorveröffentlichungsreihe.	• near spatiotemporal universality • support counterfactual claims • not accidental
Schwartz, Robert (1971). "Confirmation and Conflict." *The Journal of Philosophy*, 68 (16): 483-487.	• empirical generalization • capable of supporting counterfactuals • confirmable by its positive instances

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Sellars, Wilfrid (1988). "On Accepting First Principles." *Philosophical Perspectives*, 2: 301-314.	• empirical • generalized conditional • regularity
Sharpe, R. A. (1971). "Laws, Coincidences, Counterfactuals and Counter-Identicals." *Mind*, 80 (320): 572-582.	• counterfactual content • non-accidental • generalizability • conditionality
Shoemaker, Sydney (1975). "On Projecting the Unprojectible." *The Philosophical Review*, 84 (2): 178-219.	• projectability • confirmed by positive instances • sustain counterfactuals • non-accidental
Simons, Leo (1965). "Intuition and Implication." *Mind*, 74 (293): 79-83.	• generalized conditional • contains singular consequence • truth-functionality
Sober, Elliott (1988). "Confirmation and Law-Likeness." *The Philosophical Review*, 97 (1): 93-98.	• generalizability • conditionality • support counterfactuals • nomological • non-accidental
Wallace, William A. (1996). *The Modeling of Nature: Philosophy of Science and Philosophy of Nature in Synthesis*. Washington, D.C.: The Catholic University of America Press.	• Nomic • not spatially or temporally restricted in scope • open for application to additional individuals or events • support contrary-to-fact conditionals
Walsh, Dorothy (1979). "Causal Efficacy and Causal Explanation." *Philosophy and Phenomenological Research*, 40 (2): 250-257.	• relate causal claims in orderly fashion • publicly observable data • independent identification of causes and effects
Wartofsky, Marx W. (1968). *Conceptual Foundations of Scientific Thought – An Introduction to the Philosophy of Science*. New York, NY: The Macmillan Company.	• not an accidental conjunction
Watson, Patty Jo, Steven A. LeBlanc, and Charles L. Redman (1974). "The Covering Law Model in Archeology: Practical Uses and Formal Interpretations." *World Archeology*, 6 (2): 125-132.	• generalized conditionals

Table 1 ***(cont.)***
Explicitly and Implicitly Provided Criteria for Lawlikeness

Zaitchik, Alan (1981). "Intentionalism and Physical Reductionism in Computational Psychology." *Philosophy and Phenomenological Research*, 42 (1): 23-41.	• recur in regular fashion • empirical (dis)confirmation • generalized conditional
Zaitchik, Alan (1981). "Reply to Professor Foder." *Philosophy and Phenomenological Research*, 42 (2): 294-295.	• explanatory adequacy

Following the individual author-by-author identification of suggested characteristics and criteria, the next step in the process of evaluation was to systematically categorize the authors' measures by their nature and scope in order to derive a set of criteria to assist in the analysis of research in RM. In order to do so, all explicitly or implicitly suggested criteria were qualitatively analyzed in terms of their exact meaning, nature, and scope, and subsequently grouped into (what turned out to be) ten mutually exclusive and internally exhaustive sets of criteria elements[3]. To facilitate the discussion, the ten sets of elements themselves were grouped into, what turned out to be, four clusters based on the specific nature and scope of the element group, and the specific role and contribution (in terms of applicability and function) each set would assume in the evaluation. The clusters were formed by applying logical reasoning and by strictly following the explanations and descriptions of the criteria, as provided by the authors from whom the criteria were selected. The validity of the clusters is provided on the basis that they do not violate any previously suggested schemes (by Barwise 1995; Bass 1995; Hunt 1991; Kerin and Sethuraman 1999). The clusters concern: first,

[3] At this point in time and because of its more correct nature in terms of necessity and sufficiency, the term *element* was chosen over the term *criterion* when addressing each of the suggested measures.

measurability and certifiability (of the generalization); second, semantic construction and conceptual base (of the generalization); third, usefulness (of the generalization); and, fourth, potential (of the generalization). Based on this qualitative cluster analysis, the following categorization is suggested:

1. **Addressing Measurability and Verifiability**
   - Corroborative Value: The degree to which data can be collected to confirm or disconfirm the generalization.
   - Capacity: The degree to which inapt statements are prohibited from assuming lawlikeness.

2. **Elements Addressing Semantic Construction and Conceptual Base**
   - Conditionality: The degree to which the statement expresses if-then relations and general tendencies.
   - Generalizability: The degree to which the statement is subject to spatiotemporal limitations.
   - Causality: The degree to which the statement describes a necessary and exclusive cause-effect relationship.

3. **Elements Addressing Usefulness**
   - Regularity: The degree to which a reliable repetitive occurrence exists.
   - Counterfactual Sustainability: The degree to which accidental or coincidental conjunctions are avoided.

4. **Elements Addressing Potential**
   - Explanatory Ability: The degree to which the statement is adequate for explanation.

- Predictive Ability: The degree to which the statement is adequate for prediction.
- Integratedness: The degree to which the statement is related to an existing body of knowledge.

In order to identify a set of criteria that allows for the analysis of lawlike generalizations in RM, each of the general suggested element groups will be evaluated in terms of its necessity and sufficiency. The necessity/sufficiency investigation is an approach commonly utilized by authors in this area (Salmon 1997). With the help of the information obtained through the second comprehensive literature review, for each element within each cluster it will be established whether the element is necessary and – if it is necessary – whether the element is sufficient *in* itself (that is, constitutes a criterion as opposed to constituting an element of a criterion) or if several individual elements within a cluster have to be coalesced to constitute a sufficient criterion.

Similarly, it will be determined whether the clusters are – in fact – mutually exclusive and internally exhaustive as suggested by the initial qualitative cluster analysis, or whether elements (or criteria) from different clusters have to be coalesced. For the first identified criterion overall, and for the first identified criterion in each cluster (if applicable), it will not only be established whether the criterion is sufficient *in* itself, but also whether it is sufficient *by* itself (that is, constitutes the only criterion for lawlike generalizations, either within a given cluster or – in the extreme [but unlikely] case – across all clusters). The first cluster that will be investigated is the one containing the two elements addressing measurability and certifiability.

Measurability and Verifiability Elements

The issue of measurability and verifiability of lawlike statements refers to the degree to which data can be collected to confirm or disconfirm the generalization (corroborative value) and the degree to which inapt statements can be prohibited from assuming lawlikeness (capacity). In the following section, each of these two elements will be discussed.

Corroborative Value

It has been suggested or implied that for a statement to be considered lawlike, it has to demonstrate the ability to be corroborated (confirmed) or discorroborated (disconfirmed) by the observation of its positive instances (e.g., Hempel 1965; Kim 1992; Schwartz 1971; Shoemaker 1975). Although most authors today use the terms corroboration and confirmation almost interchangeably or do not use the term corroboration at all (see King, Keohane and Verba 1994; Murphey, 1994; Salmon 1997), others make a clear distinction (see Couvalis 1997; Hung 1996; Lambert and Brittan 1992). The term corroboration was initially introduced to the literature by Sir Karl Popper who suggested that confirmation could never show the truth of a statement, independently from the number of confirming observations (Lambert and Brittan 1992). Sir Karl Popper suggested using *corroboration*, a term referring to the severity of empirical tests [quality] rather than the mere number of empirical tests [quantity] (Hung 1996; Salmon 2001). In Popper's understanding, "[c]orroboration is a weaker notion than confirmation because even if a hypothesis H is highly corroborated, it does not follow that H is confirmed; whereas confirmation bears on the truth of a hypothesis, corroboration does not" (Lambert and Brittan 1992, p. 54). Those contemporary authors that draw a distinction (e.g., Hunt 1991) refer to confirmation with respect to singular statements and laws (both of which are falsifiable), and to corroboration with respect to lawlike statements and theories (both of which are nonfalsifiable).

Independently from the specific term applied, authors have argued that the ability to be confirmed or corroborated means that lawlike statements must exhibit an empirical character (e.g., Fozouni 1995; Walsh 1979). While the empirical character of lawlike statements and universal laws has been described using a variety of different terminologies, such as empirical testability (DeVries 1983; Fetzer 1993b; Lammers 1978), empirical content (Hudson and Vore 1995; Huffman 1986; Hunt 1991), empirical relation (Ake 1972), empirical support (Kerin and Sethuraman 1999), empirical consideration (Farr 1985), or empirical condition (Ehrenberg 1968), its basic purpose is to accommodate the collection of data to allow for corroboration or discorroboration of a lawlike statement (Koningsveld 1972; Walsh 1979; Zaitchik 1981), and to allow for corroboration or possible falsification of a potential universal law (McGlen and Rabushka 1971).

A statement possesses corroborative value if a condition can be expressed under which the statement could be confirmed or disconfirmed (Fetzer 1981). For example, the statement

"Marketing relationships are better" [1]

does not contain any empirically testable claims and, thus, without extending the statement by adding – at a minimum – a *than* clause, no condition can be described under which the statement could be shown true or false. The establishment of whether a statement is true or false, an issue typically referred to as the Principle of Verifiability (Schlesinger 1984), is important because it allows a discipline to continuously progress in its development (Lambert and Brittan 1992). As such, statement [1] is meaningless and does nothing to advance the knowledge base of the marketing discipline. Two issues are important: First, in the context of the verifiability of the statement being a criterion for lawlikeness, it is irrelevant whether the statement will eventually be shown to be true or shown to be false. Rather, the lawlike generalization's mere attribute of verifiability is sufficient to fulfill the requirement of possessing corroborative value by exhibiting empirical testability (Bechtel 1988). Second, the Principle of Verifiability is not to be confused with what is often referred to as Intersubjective Certifiability (see Belk, Sherry and Wallendorf 1988; Dumont and Wilson 1967; Hunt 1991). While verifiability refers to the statement itself (the establishment of the truthfulness or falsity), certifiability refers to the results of the statement and is established at the theory level.

In conclusion, because to make a contribution to the discipline a statement has to be verifiable, and because verifiability is provided by corroborative value, and because corroborative value is achieved through empirical testability, the empirical testability element is – at a minimum – a necessary element of a criterion for lawlike generalizations. While empirical testability is not only necessary, but also sufficient for the requirement of corroborative value alone, the discussion of the other elements will demonstrate if empirical testability may be sufficient *in* itself (hence, a criterion itself) for the larger area of measurability and certifiability, or if is rather part of a larger criterion (and, thus, an element of a criterion) for measurability and certifiability. If empirical testability is sufficient *in* itself (that is, a criterion for lawlike generalizations for this set of elements), the discussion will show if empirical testability is also sufficient *by* itself (that is, the only criterion) to cover the areas of measurability and certifiability. The second element that has been described in the literature as a criterion for lawlike generalizations addressing measurability and certifiability is capacity.

Capacity

It has been suggested or implied that for a statement to be considered lawlike, it has to demonstrate the ability to prohibit inapt statements to assume lawlikeness: analytic, logically necessary, a priori, identity, tautological, self-contradictory, normative, unfulfilled, nonfactual, and/or nonsense statements should be prevented from being considered lawlike (see Allen 1972; Berofsky 1968; Gregor 1968, Harrison 1968; Hunt 1991, Koningsveld 1972, McGlen and Rabushka 1971; Wartofsky 1968). In the following, each of these types of statements will be explained. It will furthermore be shown that as in the case of corroborative value, the empirical testability character established in the previous section as being – at a minimum – a necessary element of a criterion for lawlike generalizations, is necessary and sufficient to prevent each of the statement types from being considered lawlike.

Analyticity exists when statements are true or false simply because of the definitions of the terms used in the statement (Achinstein 1968; Cargile 1984; Fetzer 1993a; Popper 1972). For example, the statement

"A marketing relationship involves two or more parties" [2] is true not because of its possible empirical content (the number of observations that can be made to corroborate the statement), but simply because of the definition of the term 'relationship' which always involves more than one party. Rather than an empirical validation that – by definition – would suggest at least some probability of confirmation and at least some probability of disconfirmation, these statements require only an inspection of the meaning of the terminology used to establish their truth or falsity (Bechtel 1988; Koningsveld 1972). That meaning of the terminology is preset either because of stipulation, definition, or universal usage (Wartofsky 1968). Consequently, by requiring lawlike generalizations to possess empirical content, analytic statements are debarred from assuming lawlikeness.

Logical necessity (or: logical truth) is similar to analyticity in that a statement may be true or false simply because of the meaning of the terminologies employed (Fetzer 1981; Koningsveld 1972; Hung 1996; Pap 1962). Whereas in statement [2] it is preset that any relationship *R* [the premise] has the characteristic of two or more parties *P* involved [the conclusion] (if *R*, then also *P*) while – at the same time – the pure presence of two or more parties does not necessarily constitute a relationship (if *P*, then not necessarily also *R*), logical necessity denotes that the 'then' element of the statement [the conclusion] also implies the presence of the 'if' element [the premise] (Achinstein 1968; Hung 1996; Popper 1993a; Salmon 1997). For example, in the statement

> "A marketing relationship involves the interaction of
> two or more parties" [3]

it is not only preset that the relationship *R* possesses the characteristic of some kind of interaction *I* (if *R*, then also *I*), but the presence of interaction also logically necessitates some type of a relationship (if *I*, then also *R*), even if it is only situational in nature. Once again, instead of an empirical validation that would suggest at least some probability of confirmation and at least some probability of disconfirmation, these statements require only an inspection of the meaning of the terminology used to establish their truth or falsity (Bechtel 1988; Koningsveld 1972; Wartofsky 1968). Consequently, by requiring lawlike generalizations to possess empirical content, logically necessary statements are debarred from assuming lawlikeness.

An <u>a priori statement</u> is a statement similar to analytic and logically necessary statements in that it may be true or false simply because of the meaning of the terminologies employed; however, its truth content can be determined without any type of further semantic-analytical examination (Hung 1996). For example, the truth or falsity of the statement

"Trust facilitates relationships or it does not facilitate relationships" [4]

can be determined without an analysis of the terminology. The truth content of these types of statements is established by pure reason even if the exact meaning of the terminologies is not defined (Wartofsky 1968). A specific version of a priori statements is an <u>identity statement</u> (see Castaneda 1984; Fetzer 1984; Wartofsky 1968). For example, the truth or falsity of the statements

"All marketing relationships are marketing relationships" [5]

"If trust is not distrust, then trust is not distrust" [6]

can also be determined without an analysis of the terminology, but in this case because of the Platonian rule that everything is what it is and not something else and because of the Hegelian rule that everything is what it is by being other than what it is not (Fetzer 1984). Nevertheless, even though a priori statements (and, thus, identity statements) differ from analytic and logically necessary statements which require an inspection of the meaning of the terminology used (dependent upon the stipulation, definition, or universal utilization of those meanings) to establish whether they are true or false (Bechtel 1988; Koningsveld 1972; Wartofsky 1968), a priori statements are equal to analytical and logically necessary statements in that they lack a reason for an empirical validation that would suggest at least some probability of confirmation and at least some probability of disconfirmation (Hung 1992; Wartofsky 1968). Consequently, by requiring lawlike generalizations to possess empirical content, a priori statements (and, thus, identity statements) are debarred from assuming lawlikeness.

Two other types of statements are <u>tautologies</u> and <u>(self-)contradictions</u>. Although tautological and self-contradictory statements are often described without specific reference to analytic, logically necessary, and a priori statements (see Berofsky 1968, Braithwaite 1953; Castaneda 1984, Hunt 1991, Livingston 1988, or Zinov'ev 1983 who address tautologies and/or contradictions but do not explicitly distinguish between analyticity, logical necessity, and a priori), they are really cases of those analytic, logically necessary, and a priori statements that have been evaluated with regard to their truth content (Barker 1965; Koningsveld 1972; Wartofsky 1968). Generally – and in the context of the type of statements under exploration in this section – it can be said that *true* analytic, logically necessary or a priori statements are referred to as tautologies, while *false* analytic, logically necessary, or a priori statements are referred to as self-contradictions (Barker 1965; Hunt 1991; Wartofsky 1968).

Another type of statement that – as a result of the requisition for empirical testability – can be ruled out from consideration of lawlikeness is the <u>normative statement</u> (Allen 1972). For example, the statement

"Firms should exhibit commitment in relationships" [7]

cannot be empirically validated because of its ought-character. It is empirically impossible to measure what *should be* (normative); rather, only what *is* (positive) can be corroborated by data. Normative statements then serve to recommend specific actions based on positive results (Achinstein 1968; Fetzer 1981). Because statements formulated in ought-to-be or ought-to-do form are not logically valid in generalizations (Hunt 1991), requiring lawlike generalizations to possess empirical content provides that normative statements are debarred from assuming lawlikeness.

<u>Unfulfilled statements</u> are another type that can be ruled out of consideration for lawlikeness due to its inability to be empirically validated. An unfulfilled statement describes an antecedent that did not take place (Harrison 1968). For example, the statement

"If firms had exhibited commitment, relationship conflicts could have been avoided" [8] cannot be empirically validated because according to the statement, the antecedent is false. Although the statement may be based on a testable generalization in the form of "commitment exhibition reduces relationship conflict," the statement [8] itself is unfulfilled and as such does not provide any kind of contribution. Consequently, by requiring lawlike generalizations to possess empirical content, unfulfilled statements are debarred from assuming lawlikeness.

The final types of statements that – as a result of the requisition for empiricality – can be meritedly ruled out from consideration of lawlikeness are the nonfactual (Hung 1996) or nonsense statements (Hunt 1991). For example, the statements

"All relationship marketing activities are prohibited in the United States" [9]

"All relationship marketing activities are water-soluble" [10]

"All relationship marketing activities are stulantable" [11]

are meaningless because of easily determinable nonfactual content ([9]), physically unworkable attributions of qualities ([10]), or semantically nonexistent properties ([11]), respectively. By requiring lawlike generalizations to possess empirical content, these nonfactual and nonsense statements are debarred from assuming lawlikeness.

In summary, to provide capacity (prohibiting inapt statements from being considered lawlike), empirical testability is a necessary and sufficient requirement. As such, it does not only serve to permit corroboration (as established in the previous section), but also prevents analytic, logically necessary, a priori, identity, tautological, self-contradictory, normative, unfulfilled, nonfactual and/or nonsense statements from being considered lawlike. Consequently, empirical testability remains – at a minimum – a necessary element of a criterion for lawlike generalizations. The discussion of corroborative value and capacity has also demonstrated that empirical testability is necessary and sufficient *by* itself (hence, a criterion itself) for the area of measurability and certifiability, rather than part of a larger criterion (and, thus, an element of a criterion for measurability and certifiability). The discussion of the remaining three sets of elements will show if empirical testability is even necessary and sufficient *in* itself as a criterion for lawlike generalizations in general (not just within the area of measurability and verifiability). Furthermore, by definition the discussion will show if empirical testability may actually be sufficient *by* itself (that is, the only one) as a criterion for lawlike generalizations. The next set of elements that have been described in the literature as criteria for lawlike generalizations address the semantic construction and conceptual base of the statements.

Semantic Construction and Conceptual Base Elements

The issue of semantic construction of lawlike statements refers to the degree to which the statement expresses if-then relationships (conditionality), the degree to which the statement is subject to spatiotemporal limitations (generalizability), and the degree to which the statement describes a necessary and exclusive cause-effect relationship (causality). In the following section, each of these three elements will be discussed.

Conditionality

It has been suggested or implied that for a statement to be considered lawlike, it has to take the form of a conditional (e.g., Freese 1972; Hempel and Oppenheim 1960; Morgan 1974). Although the concept of conditionality is more often addressed in its role as a required element of generalized conditionals (e.g., Goodman 1993; Humphreys 1984; Watson, LeBlanc and Redman 1974; Zaitchik 1981), several authors have considered and addressed it as an independent criterion for lawlike generalizations (e.g., Ake 1972; Hanzel 1999; Harrison 1968; McGlen and Rabushka 1971).

A statement is conditional when it consists of (at least) two components of which at least one each can be classified as the condition and exactly one can be classified as the effect (Wartofsky 1968). For the statement to be conditional, the effect needs to vary with the condition (Ehrenberg 1968). The statement can also be explicitly expressed in the form of an if-then relationship, where *if* is the condition and *then* is the effect (Carnap 1994; Simons 1965). If the condition is fulfilled, then the effect takes place (Hung 1996). For example, the statements

> "If communication frequency increases, then relationship trust increases" [12]

> "Increases in communication frequency lead to increases in relationship trust" [13]

describe a conditionality where the increase in communication frequency is the condition and the increase in relationship trust is the effect, with only one statement explicitly using the if-then terminology. A statement may also contain more than one condition that has to be satisfied before the effect occurs (Hung 1996). For example, the statements

> "If communication frequency and communication length
> increase, then relationship trust increases" [14]

> "Increases in communication frequency and communication
> length lead to increases in relationship trust" [15]

describe a conditionality where both of the two conditions (increases in communication frequency and increase in communication length) need to be fulfilled before the effect (increase in relationship trust) takes place (with, once again, only one statement explicitly using the if-then terminology).

However, if only either one of the conditions needs to be fulfilled in order to generate the effect, then the statement cannot be considered appropriate for a lawlike generalization (Hung 1996). For example, the statements

> "If communication frequency or communication length
> increases, then relationship trust increases" [16]

> "Increases in communication frequency or communication
> length lead to increases in relationship trust" [17]

contain conditions that do not need to be fulfilled for the effect to take place. As such, these statements – at least in part – lack the conditionality between variables that describes the variation of one of the variables upon changes in the other (Ehrenberg 1968).

Furthermore, while there may be more than one condition in the statement (all of which have to be fulfilled for the effect to take place), only a single effect can be described with each statement (Simons 1965; Wartofsky 1968). For example, each of the statements

> "If communication frequency increases, then relationship commitment and relationship trust increases" [18]

> "Increases in communication frequency leads to increases in relationship commitment and relationship trust" [19]

in fact describes two different conditionalities, one in which the condition (increase in communication frequency) correlates with the effect of an increase in relationship commitment, and one in which the same condition correlates with the effect of an increase in relationship trust. For a statement to be considered lawlike, it can only contain a singular consequence (Simons 1965).

The reason why a statement has to possess conditionality before it could possibly be considered lawlike is based on the basic purpose of scientific inquiry itself (Achinstein 1968). Science aims at providing propositions that express relationships and that serve to facilitate the prediction and control of events and experience (Ramsperger 1942). In order to express a relationship, by definition some type of condition has to be included that describes how one variable varies with changes in the other variable (Ehrenberg 1968). For example, the statement

"Trust is an important concept in relationship marketing" [20]

does not contain an implicit or explicit conditional relationship and, as such, does not make a contribution to research. Consequently, conditionality is – at a minimum – a necessary element of a criterion for lawlike generalizations.

It has already been suggested, however, that although conditionality is necessary for statements to be considered lawlike generalizations, it is neither sufficient *by* itself nor even *in* itself (Morgan 1974). The following section will outline that besides possessing conditionality, a statement also requires generalizability.

Generalizability

It has been suggested or implied that for a statement to be considered lawlike, it has to be generalized (see Goodman 1993; Hay 1980; Humphreys 1984; Kim 1992). By definition, a generalized statement includes an assertion that possesses generalizability. Generalizability refers to the statement's openness for application to additional contexts, involving different individuals and different events (Wallace 1996). This attribute has also been referred to as *unlimited spatiotemporal scope* (e.g., Bharadwaja 1981; Salmon 1997; Schurz 2001). As such, the statement consists of more than a simple account of instances of observation (Murphey 1973; Wartofsky 1968) and instead describes an assertion that possesses a predictive capability essentially independent from specific places, times, societies, cultures, values, ideas and other specific considerations and boundaries (Dubin 1978; Hardcastle 1996; Little 1991; Reed 1990). The generalizability of a statement is necessary because assertions of limited spatiotemporal character fail to meet the requirements of theories (Dubin 1978; Hunt 1991; King, Keohane and Verba, 1994; Livingston 1988; Saren 2000). For example, the statement

"British B2B suppliers' current distrust towards their German partners decreases the marketing channel commitment of all participants" [21]

is – at a minimum – limited in terms of both space (Britain) and time (current) and, as such, does not make any contribution to support theory building efforts.

The statement does not, however, have to take a perfectly universal form either, as indicated by some authors (see Ake 1972; Harrison 1968; Ringer 1989). In a perfectly universal form the statement would include an *all* quantifier (Fetzer 1981; Wallace 1996) and, thus, assume law status (Ramsperger 1942; Wartofsky 1968) and be falsifiable (Couvalis 1997; McGlen and Rabushka 1971). In other words, a single instance of disconfirming observation would falsify the statement and, consequently, violate the universal assertion (Lieberson1998). Non-universal statements, on the other hand, are assumed true without necessarily having to exhaustively investigate all instances for their potential to corroborate or not corroborate the statement (Goodman 1993). Thus, instances of disconfirming observation only fail to corroborate the assertion, but do no falsify it (Lambert and Brittan 1992). For example, the statement

"All satisfied customers exhibit increased attitudinal loyalty" [22]

only requires a single satisfied customer who does not exhibit increased attitudinal loyalty to falsify the assertion, while the statement

"Customer satisfaction increases attitudinal loyalty" [23] cannot be falsified or even questioned by a single instance of disconfirming observation. Only repetitive discorroboration could eventually lead to the rejection of the assertion.

Therefore, although lawlike generalizations are very similar to scientific laws (Fetzer 1981; Freese 1972; Hanzel 1999; Kobben 1967), they do not have to be of universal nature and, thus, can only be confirmed or disconfirmed, rather than falsified (Fetzer 1993b; Lange 1993; Schwartz 1971). Only by exceptionless corroboration through ongoing empirical inquiry or by elimination (exhaustion) of all potential falsifiers may lawlike generalizations become laws (Berofsky 1968; Goodman 1993; Kim 1992; Koningsveld 1973; Salmon 1997).

Nevertheless, a generalized statement by itself does not allow for a contribution either. For example, the previously stated example

"Trust is an important concept in relationship marketing" [24]

does not exhibit any spatiotemporal limitations and, thus, fulfills the requirement of being in generalized nature. It does not fulfill the semantic requirements of taking the form of a conditional (as outlined in the previous section), however, and, fails to make any contribution.

Consequently, most (although by far not all) authors have coalesced the requirements of conditionality and generalizability into a one single element typically referred to as generalized conditional (see Ehrenberg 1968; Fouzoni 1995; Hunt 1991; Kim 1992; Simons 1965). As such, generalized conditionality is – at a minimum – a necessary element of a criterion for lawlike generalizations. While conditionality and generalizability are not only necessary, but also sufficient for the requirement of generalized conditionality, the discussion of the third element will demonstrate if generalized conditionality may be sufficient *in* itself (hence, a criterion itself) for the larger area of semantic construction and conceptual base, or if it is instead a part of a larger criterion (and, thus, an element of a criterion) for semantic construction and conceptual base. If generalized conditionality is sufficient *in* itself (that is, a criterion for lawlike generalizations for this set of elements), the discussion will show if it is also sufficient *by* itself (that is, the only criterion) to cover the areas of semantic construction and conceptual base. The third element that has been described in the literature as a criterion for lawlike generalizations addressing semantic construction and conceptual base is causality.

Causality

It has been suggested or implied that for a statement to be considered lawlike, it has to express a causal relationship (e.g., Bharadwaja 1981; Goodman 1993; Hay 1980; Humphreys 1984; Walsh 1979). The terminology *causal relationship*, however, is often unclear, problematic, and controversial (Hung 1996; Kitcher 2001; Margenau 1960; Murphey 1994). Although a discussion of the notion of causality is well beyond the scope of – and not necessary for – the purpose of this dissertation, causality generally implies that one event, the cause, necessarily and sufficiently brings about another event, the effect (Ackoff, Gupta, and Minas 1962; Fetzer 1981; Little 1991). As such, the determination of causality requires more than the formulation of a conditional relationship (Carnap 1994; Nagel 1961). Rather, the cause as well as the laws that relate the cause to the effect needs to be stated (Hung 1996; Little 1991). Because of the complexity of causality, it is often easier to identify the non-causality of relationships than the causality (Wartofsky 1968). For example, the statements

"An increase in prices causes a decrease in sales revenues" [25]

"A firm's success in a foreign market causes its direct
competitors to follow" [26]

semantically imply some type of a cause-effect relationship. It is obvious, however, that neither the increase in prices nor the firm's success in a foreign market necessarily and exclusively lead to the decrease in sales revenues and the direct competitors' move, respectively. Consequently, these statements do not express causal relationships but rather what is called sufficient conditions (see Salmon 1997). More precisely, a firm's success in a foreign market was a condition sufficient for the direct competitors to follow.

Because of the impossibility of formulating causal relationships without identifying the underlying laws (Hung 1996), causality cannot be considered a necessary or pragmatic element of a criterion for lawlike generalizations. Instead of identifying a single cause, lawlike statements are more likely to provide a series of smaller indicators, denoting the specific conditions that contribute to a particular effect (Carnap 1994). These indicators then place the relationship within a means-end framework, not a cause-effect framework, meaning that the condition described in the statement (the means) may be necessary, although not sufficient, for the phenomenon (the ends) to hold true (Berggren 1984).

For the time being, although causality would constitute the highest form of a conditional relationship (Wartofsky 1968), and although the establishment of causal relationships appears to be theoretically possible (Fetzer 1984), and although the search for causality constitutes a main focus of scientific activity in marketing (Hunt 1991; Schwartz 1965), it is unreasonable to expect that statements such as lawlike generalizations carry the notion *cause* within themselves (Van Fraasen 2001). Consequently, causality is neither a necessary criterion for lawlike generalizations nor even a necessary element of a criterion for lawlike generalizations. As such, statements do not have to express causal relationships in order to be considered for lawlikeness.

In summary, with causality not constituting a necessary element, conditionality and generalizability remain to be not only necessary, but also sufficient for the requirement of generalized conditionality. Furthermore, the discussion of conditionality, generalizability, and causality has demonstrated that generalized conditionality is a necessary and sufficient requirement not only *in* itself, but also *by* itself (hence, a criterion itself) in the area of semantic construction and conceptual base, rather than part of a larger criterion (and, thus, an element of a criterion in the area of semantic construction and conceptual base). As such, it also remains to be – at a minimum – a necessary element of a general criterion for lawlike generalizations. Consequently, it can also be established that empirical testability (as established in a previous section) is not sufficient *by* itself (that is, the only criterion for lawlike generalizations). Based on the previous discussions, however, generalized conditionality and empirical testability are mutually exclusive and, as such, constitute two different criteria or elements of criteria for lawlikeness.

The discussion of the remaining two sets of elements will show if generalized conditionality is even necessary and sufficient *in* itself as a criterion for lawlike generalizations in general (not just within the area of semantic construction and conceptual base). The next set of elements that have been described in the literature as criteria for lawlike generalizations address the area of usefulness of the statement.

Usefulness Elements

The issue of usefulness of lawlike statements refers to the degree to which a reliable repetitive occurrence exists (regularity) and the degree to which accidental or coincidental conjunctions are avoided (counterfactual sustainability). In the following, each of these two elements will be discussed.

Regularity

It has been suggested or implied that for a statement to be considered lawlike, it has to describe a regularity (e.g., Freese 1980; Huffman 1986; Köbben 1967; Salmon 1997; Uncles, Ehrenberg and Hammond 1995). Regularity ensures that the phenomenon described consists of a repeatable pattern that recurs in some regular fashion (Fetzer 1993b; Zaitchik 1981). For example, the example

> "Increases in retailer relationship commitment lead to improvements in channel performance" [27]

implies that the statement does not describe a single incidence where increases in retailer relationship commitment improved channel performance, but – rather – the effect of increases in retailer relationship commitment on improvements in channel performance would exhibit a general tendency that will be regularly repeated over time and space. In contrary, a statement such as

> "The German unification provided new marketing channels
> to West German producers" [28]

fails to expose a repeatable pattern that can recur in some regular fashion and, thus, does not possess the requirement of regularity.

The requirement of regularity can be based upon, first, the general objective of science that aims at discovering regularities and, second, the requirement even for assertions of less scientific value than lawlike statements – such as simple empirical generalizations – to describe regularities (see Achinstein 1968; Barwise 1995; Bass 1995; Bechtel 1988; Carnap 1991; Lambert and Brittan 1992; Singer 1961; Wartofsky 1968). Consequently, regularity is a characteristic also inherent to lawlike generalizations and, as such, constitutes a necessary requirement for statements before assuming lawlikeness.

It has already been suggested, however, that although regularity is necessary for statements to be considered lawlike generalizations, it is neither sufficient *by* itself nor even *in* itself. The reasons are threefold: first, regularities may not only be discovered, but may also be created (Skyrms 1993); second, some kind of regularities can basically be found anywhere one attempts to find them (Goodman 1965); and, third, regularities may be purely coincidental (Couvalis 1997). The following section will outline that these concerns can be encountered by requiring statements to, besides regularity, also possess counterfactual sustainability before they may assume lawlikeness.

Counterfactual Sustainability

It has been suggested or implied that for a statement to be considered lawlike, it has to exhibit counterfactual sustainability (e.g., Berofsky 1968; Fozouni 1995; Kim 1992; Sack 1980; Schwartz 1971). In this respect, authors use a wide variety of terminologies to address the notion of counterfactual sustainability, such as counterfactual force (e.g., Harrison 1968), counterfactual support (e.g., Fearon 1991), support of counterfactual conditionals (e.g., Lange 1993), justification of counterfactual conditionals (e.g., Runciman 1977), support of counterfactual claims (e.g., Schurz 2001), support of contrary-to-fact conditionals (e.g., Wallace 1996), subjunctive conditionals (e.g., Murphey 1994), nomic counterfactuals (e.g., Sack 1980), nomological conditionality (e.g., Fetzer 1981), nomological ultimacy (e.g., Molnar 1969), nomic necessity (e.g., Hunt 1991), or natural necessity (e.g., Hung 1996). All of these notions have in common a reference to the required ability of statements to prevent accidental conjunctions from assuming lawlikeness (Schurz 2001; Shoemaker 1975; Wartofsky 1968).

Counterfactual conditionals are statements containing assertions about events that did not actually happen or situations that did not actually take place (Fearon 1991). As such, the antecedent of the counterfactual conditional is known to be false (Hung 1996), but the statement is employed to establish whether or not a specific (different) assertion may be accidental (Fetzer 1981). For example, the assertion

"All retailers in this marketing channel are located in the United States" [29] exhibits empirical testability and is expressed in the form of a (universal) generalized conditional, thus adhering to the previously established necessary requirements for lawlike generalizations. To test whether the assertion is a true regularity or rather an accidental statement, a counterfactual conditional in the following form can be formulated and tested on the assertion:

> "If this company were participating in this marketing channel,
> it would be located in the United States." [30]

While it is not possible to express and test the counterfactual conditional using *symbolic* logic (Bechtel 1988), the counterfactual conditional is used for *analytically* and logically differentiating an accidental assertion from a nonaccidental assertion (Hunt 1991). In the case of assertion [29] it can be established that the counterfactual conditional [30] shows that the assertion is accidental (because a company from Germany could participate in the marketing channel and would not automatically be located in the United States).

Similarly, a counterfactual conditional may show that an assertion is nonaccidental. For example, the statement

> "All retailers in this marketing channel receive their directions
> from the channel captain" [31]

exhibits empirical testability and is expressed in the form of a (universal) generalized conditional, thus adhering to the previously established necessary requirements for lawlike generalizations. To test whether the assertion is an accidental statement rather than a true regularity, a counterfactual conditional in the following form can be formulated and tested on the assertion:

> "If this company were a retailer participating in this marketing channel, it would receive its directions from the channel captain." [32]

In this case, it can be established that the counterfactual conditional [32] shows that assertion [31] is nonaccidental (because there probably exists a condition that all partners in that marketing channel receive their directions from the channel captain). Consequently, accidental generalizations cannot accommodate counterfactual conditions (Mackie 1995). As such, it is necessary for lawlike generalizations to entail counterfactual conditionals (Goodman 1993; Lange 1993). The test for counterfactual sustainability requires each component and the context of a statement to be exact and precise (Bechtel 1988; Berofsky 1968; Fetzer 1981; Wallace 1996).

In summary, it has been shown that the possession of regularity and counterfactual force is not only necessary, but also sufficient for a statement to assume counterfactual sustainability. As such, it warrants a reliable repetitive occurrence of the phenomenon described and prohibits accidental statements from assuming lawlikeness. Furthermore, the discussion has demonstrated that counterfactual sustainability is a necessary and sufficient element not only *in* itself, but also *by* itself (hence, a criterion itself) in the area of usefulness of lawlike generalizations, rather than part of a larger criterion (and, thus, element of a criterion in the area of usefulness). As such, it also remains to be – at a minimum – a necessary element of a general criterion for lawlike generalizations (in addition to empirical testability and to generalized conditionality, as established in previous sections). Finally, based on the previous discussions, it can be established that generalized conditionality, empirical testability, and counterfactual sustainability are mutually exclusive and, as such, constitute three different criteria or elements of criteria for lawlikeness.

The discussion of the remaining set of elements will show if empirical testability, generalized conditionality, and counterfactual sustainability are even necessary and sufficient *in* themselves as criteria for lawlike generalizations in general (not just within the areas of measurability and verifiability, semantic construction and conceptual base, and usefulness, respectively). The final set of elements that have been described in the literature as criteria for lawlike generalizations address the area of potential of the statement.

Elements of Potential

The issue of potential of lawlike statements refers to the degree to which the statement is adequate for explanation (explanatory ability), the degree to which the statement is adequate for prediction (predictive ability), and the degree to which the statement is related to an existing body of knowledge (integratedness). In the following section, each of these three elements will be discussed.

Explanatory Ability

It has been suggested or implied that for a statement to be considered lawlike, it has to possess explanatory power (e.g., McGlen and Rabushka 1971; Morgan 1974; Zaitchik 1981). Explanatory power in science refers to the ability to explicate *why* a specific phenomenon occurred (e.g., Little 1991; Salmon 1997; Wartofsky 1968), and – as such – explanation is an essential goal of science (e.g., Couvalis 1997; Hempel 1952; Humphreys 1984; Laudan 1981; Maxwell 1984; Scheffler 1960). Two important prerequisites exist for explanation (Hung 1996). First, only phenomena that actually occurred – or that we believe actually occurred – require explanation. Thus, nonfactual statements do not require explanation. Second, even if a statement is factual, it does not require explanation if it is an analytic (Achinstein 1968), logically necessary (Koningsveld 1972), a priori (Hung 1996), identity (Fetzer 1984), and/or a normative statement (Allen 1972) [as described earlier]. With regard to the first prerequisite of explanation, the previously used statement

"All relationship marketing activities are prohibited in the United States" [33]

does not require explanation because by simple semantic inspection it can be determined that the statement is nonfactual. With regard to the second prerequisite of explanation, the previously used statement

"A marketing relationship involves two or more parties" [34]

does not require explanation because it is analytic (as established earlier; examples of logically necessary, a priori, identity, and/or normative statements were also described earlier). Because the previously established element of capacity prevents nonfactual, analytic, logically necessary, a priori, identity, tautological, and/or normative statements from being considered lawlike, it logically also ensures that the prerequisites for explanation are fulfilled.

Similarly, the prerequisites of explanation are also fulfilled by the element of counterfactual sustainability (as described earlier). Because it is necessary for lawlike generalizations to entail counterfactual conditionals (Goodman 1993), and because counterfactual conditionality prevents accidental generalizations (Mackie 1995), and because accidental generalizations do not have explanatory power (Lange 1993), the element of counterfactual sustainability is sufficient to warrant the fulfillment of the prerequisites of explanation.

Consequently, explanatory power neither qualifies as a criterion for lawlike generalizations nor as an element of a criterion for lawlike generalizations. Rather, the element of capacity established within the area of measurability and verifiability, and the element of counterfactual sustainability established within the area of usefulness, both provide for excluding statements that violate the prerequisites of explanation.

A number of other authors did not necessarily suggest that for a statement to be considered lawlike it had to possess direct explanatory power, but rather suggested or implied that for a statement to be considered lawlike it had to adequately *serve* in explanation (e.g., Berofsky 1968; Gregor 1969; Lange 1993; Salmon 1997). The request for a lawlike statement to serve in explanation can be based upon the general objective of science to enable explanation (Couvalis 1997; Dubin 1978; Humphreys 1984; Scheffler 1960). Because lawlike generalizations are necessary for theory generation (e.g., Allen 1972; Blalock 1969; Kaplan 1964), and because theory provides structures able to explain (e.g., Achinstein 1968; Dubin 1978; Hardcastle 1996), lawlike generalizations consequently serve in explanation. Serving in explanation, however, cannot be considered a criterion for a lawlike generalization. Rather, the explanatory structures that theories provide (through models) consist of arguments (Lambert and Brittan 1992), and these arguments necessarily include one or more laws or lawlike generalizations (Carnap 1994). Consequently, it is the theory construction (that is, the logical consistency of arguments within explanatory models) that is required to provide explanatory adequacy, not the lawlike statement per se. The lawlike generalization constitutes the basis for explanation (Humphreys 1984) by assuming an important role in the construction of the argument (Hung 1996), but only the scientifically correct deduction or induction provides explanation.

In conclusion, neither explanatory ability nor the ability to serve in explanation qualifies as a separate necessary criterion for lawlike generalizations or as a separate necessary element of a criterion for lawlike generalizations. Rather, previously established elements are collectively sufficient and the correct deduction and induction in explanatory models are necessary to provide the basis for explanation. The second element that has been described in the literature as a criterion for lawlike generalizations addressing potential is predictive ability.

Predictive Ability

It has been suggested or implied that for a statement to be considered lawlike, it has to possess predictive power (e.g., Allen 1972; Ammermann 1992; Goodman 1993). Predictive power in science refers to the ability to foretell or anticipate future phenomena based on the knowledge of previous phenomena (e.g., Fetzer 1981; Popper 1993b; Wartofsky 1968). As such, prediction is essential to scientific activity (e.g., Carnap 1994; Dubin 1978; Laudan 1981; Little 1991; Scheffler 1960).

The suggestion that lawlike generalizations have to possess predictive power is based upon the requirement of theories to be able to predict, which in turn is achieved by deductively inferring a future event from the statements that comprise the theory (see Dubin 1987; McMullin 2001; Skvoretz 1998). Consequently, because lawlike generalizations are among those statements that the theories are comprised of (see Gregor 1968; Livingston 1988; McGlen and Rabushka 1971), it is also necessary for lawlike generalizations to support predictions (e.g., Ehrenberg 1968; Murphey 1973; Ringer 1989). Predictive power, however, can neither be considered a criterion for lawlike generalizations nor an element of a criterion for lawlike generalizations, because prediction is provided by necessitating assertions to implicitly or explicitly take the form of an *if-then* statement (Carnap 1994). Therefore, the element of generalized conditionality established within the area of semantic construction and conceptual base provides for the predictive ability of lawlike generalizations.

A second rationale why predictive capability can neither be considered a criterion for lawlike generalizations nor an element of a criterion for lawlike generalizations can be seen in the requirement for all adequate explanations to also possess predictive power (see Hanson 1959; Hunt 1991; Salmon 1993). Consequently, if a statement is explanatorily adequate it is also predictive. Therefore, predictive power can again neither be considered a criterion for lawlike generalizations nor an element of a criterion for lawlike generalizations, because prediction is provided by explanatory ability which in turn is established within the areas of usefulness and measurability and verifiability, as outlined in the previous section.

In conclusion, predictive ability does not qualify as a separate necessary criterion for lawlike generalizations or as a separate necessary element of a criterion for lawlike generalizations. Instead, previously established elements are collectively sufficient to provide the basis for prediction. The final element that has been described in the literature as a criterion for lawlike generalizations addressing potential is integratedness.

Integratedness

Although addressed by only a few authors, it has been suggested that for a statement to be considered lawlike, it has to "be systematically integrated into a body of scientific knowledge" (Hunt 1991, p. 113). Similarly, Kerin and Sethuraman (1999) stated that the development of a lawlike generalization should be based on a specific logic or rationale that is important in a particular context. While it is desirable and preferable to demonstrably relate lawlike generalizations to other statements, such incorporation does not appear to be *necessary* until the beginning of the theory building process (Freese 1972). More precisely, it is the purpose of a *theory* to methodically integrate statements into a more complex system of assertions (e.g., Achinstein 1968; Bechtel 1988; Hung 1996; Murphey 1994; Wartofsky 1968). It can be suggested that for a statement itself, the methodical integration is not required to assume lawlikeness (see Freese 1972; Koningsveld 1973; Lange 1993; Presley 1960). Therefore, integratedness can neither be considered a criterion for lawlike generalizations nor an element of a criterion for lawlike generalizations, because its purpose is provided for at the level of theory construction.

In summary, it can be suggested that the elements of potential, namely explanatory ability, predictive ability, and integratedness, neither qualify as necessary criteria for lawlike generalizations nor as necessary elements of criteria for lawlike generalizations because they are either accommodated by previously established elements (and as such do not require a separate treatment) or are unnecessary for a statement to assume lawlikeness. After completing the discussion of elements in the four general areas of measurability and verifiability, semantic construction and conceptual base, usefulness, and potential, a set of necessary and collectively sufficient criteria for lawlike generalizations can now be conclusively established.

Resulting Criteria for Lawlike Generalizations and Lawlikeness

As a result of the previous discussion based on the two comprehensive literature reviews, it can now be established that a set of three necessary and collectively sufficient criteria exists that addresses mutually exclusive and internally exhaustive areas of applicability and function. The three criteria are:

- Empirical Testability;
- Generalized Conditionality;
- Counterfactual Sustainability.

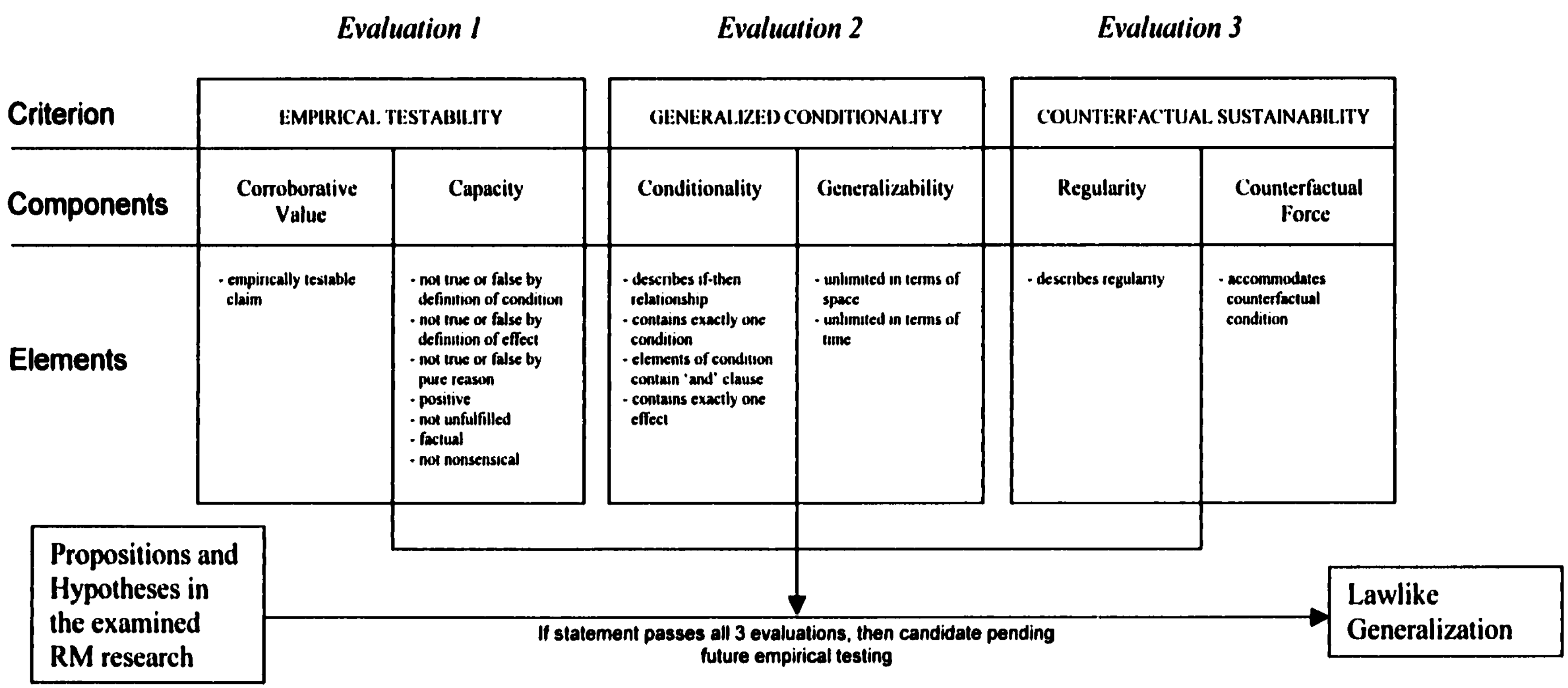
The criterion of empirical testability covers the area of measurability and verifiability of the generalization and refers to: first, the degree to which data can be collected to corroborate or discorroborate the statement; and, second, the degree to which inapt statements are prohibited from assuming lawlikeness. The criterion requires the statement to contain (1) an empirically testable claim. As outlined, the following specific requirements exist for the statement to contain an empirically testable claim: (1-a) the statement is not true or false by definition of the condition; (1-b) the statement is not true or false by definition of the effect; (1-c) the statement is not true or false by pure reason; (1-d) the statement is positive; (1-e) the statement is not unfulfilled; (1-f) the statement is factual; and (1-g) the statement is not nonsensical.

The criterion of generalized conditionality covers the areas of semantic construction and conceptual base of the statement and refers to the degree to which (1) the statement expresses if-then relations and general tendencies and (2) the statement is subject to spatiotemporal limitations. As outlined, the following specific requirements exist: (1-a) the statement needs to contain exactly one condition or needs to contain an 'and' clause between conditions [if more than one condition is stated]; (1-b) the statement needs to contain exactly one effect; (2-a) the statement needs to be unlimited in terms of space; and (2-b) the statement needs to be unlimited in terms of time.

The criterion of counterfactual sustainability refers to: first, the degree to which a reliable repetitive occurrence exists; and, second, the degree to which accidental or coincidental conjunctions are avoided. As such, the statement is required to (1) describe a regularity and (2) accommodate a counterfactual condition. Figure 1 represents the criteria for lawlike generalizations and the process of evaluation.

Figure 1

Evaluation of Lawlikeness of Statements



The criteria identified in this chapter correspond in part with previous criteria suggested in marketing by Hunt (1991) and Kerin and Sethuraman (1999) [as outlined in Chapter 1]. Both of the previous articles, however, also suggested that the criterion of integratedness is necessary for lawlike generalizations. As such, the set of necessary and collectively sufficient criteria identified in this dissertation is more parsimonious than previous sets. More importantly, none of the previous studies analyzed the underlying components and elements of components of the criteria. Because the discussion in this chapter identified both the components and the elements of the components, a rule specification can now be performed to actually *measure* the lawlikeness of generalizations and, as such, to evaluate the contribution of research in RM to the progress of the marketing discipline.

Chapter Summary

A lawlike generalization is "a statement of a governing regularity among events, one that stems from the properties or powers of a range of entities and that accounts for the behavior and interactions of these entities" (Little 1991, p. 18). The basic purpose of lawlike generalizations is to "[summarize] regularities in the occurrence of events in our past experience and in the reported past experience of others" (Allen 1972: p. 188), and to then "postulate invariance beyond what can be summarized as an account of instances of observation" (Wartofsky 1968: p. 244). Neither of the definitional attempts of lawlikeness identified, however, provides semantically clear, mutually exclusive, and internally exhaustive criteria to measure lawlikeness and, thus, neither of the definitions truly aids in the evaluation of the lawlikeness of generalizations in RM. Consequently, an in-depth discussion analyzing all implicitly and explicitly stated criteria and their elements, and describing their necessity, sufficiency and specification ability for the purpose at hand, was required.

As a result of the discussion, a set of three necessary and collectively sufficient criteria was established containing the criteria empirical testability, generalized conditionality, and counterfactual sustainability. The set addresses mutually exclusive and internally exhaustive areas of applicability and function, namely measurability and verifiability, semantic construction and conceptual base, and usefulness. The area of measurability and verifiability refers to the degree to which data can be collected to confirm or disconfirm the generalization, and to the degree to which inapt statements are prohibited from assuming lawlikeness. The area of semantic construction and conceptual base refers to the degree to which the statement expresses if-then relations and general tendencies, and to the degree to which the statement is subject to spatiotemporal limitations. The area of usefulness refers to the degree to which a reliable repetitive occurrence exists, and to the degree to which accidental or coincidental conjunctions are avoided.

The following chapter will outline the methodology used to evaluate the contribution of research in RM to the progress of the marketing discipline. The chapter begins with a justification for the research approach chosen and subsequently focuses on how the primary research questions can be empirically addressed. Within this focus, the rule specification for the criteria will be described and design issues such as the sample frame selection will be discussed.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter of the dissertation will outline the methodology proposed to evaluate the contribution of research in RM to the progress of the discipline. It begins by comparing and contrasting the applicability of meta-analysis and content analysis, constituting the two generally most appropriate approaches for the evaluation. It is shown that the content analysis has significant advantages over the meta-analysis and as such – although not previously used in this context – appears to be the appropriate method to answer the research questions. Following the selection of the method, the sample frame determination and sample selection will be discussed. Thereafter, the rules to evaluate lawlike generalizations in RM research will be stated and a rater reliability pretest performed will be described.

Research Method

As outlined in the introduction section of this dissertation, several authors in marketing areas other than RM have previously attempted similar evaluations of the contribution of their specific research streams to the body of knowledge and/or the status of the discipline. These authors employed one of three different methods: the method of discussion (e.g., Bradley 1987; Sheth, Gardner, and Garrett 1988); the method of meta-analysis (e.g., Sheppard, Hartwick, and Warshaw 1988; VanderWerf and Mahon 1997); or the method of citation analysis (e.g., Leong 1989; Zinkhan, Roth, and Saxton 1992).

For achieving the purpose of this dissertation, however, none of the methods is suitable and will be briefly addressed here only to justify their rejection. The discussion approach and the citation analysis can be considered fully inappropriate. The primary problem with discussions is their inability to objectively measure progress as they primarily rely on subjective interpretation of previous authors' statements (Kavanagh 1994). It can also be assumed that a mere discussion of the contribution of research in RM to the progress of the marketing discipline would be considered unacceptable for a dissertation. The problem with citation analysis is that, first, for obvious reasons it cannot answer the specific research questions of this dissertation, and second, it has generally been considered inappropriate for the measurement of progress (Adams 2001).

Because the dissertation is fundamentally empirical in that data (information) are collected from subjects (in this case, articles), a meta-analysis would appear to be more suited to answer the research question. However, as in the case of discussion and citation analysis, a meta-analysis is not well suited. Although a meta-analysis has in common with this dissertation that studies or experiments (as opposed to human subjects) are examined (Mook 2001), its focus is on a statistical evaluation, synthesis, and integration of quantitative results from previous studies (Wolf 1986). As such, a meta-analysis is functional only when empirical (not theoretical) research reporting findings using descriptive or inferential statistics is under examination (Lipsey and Wilson 2000). Because a focus on empirical studies only (and, thus, exclusion of all theoretical work) would significantly decrease the value of this dissertation, meta-analysis is considered an inappropriate approach to assist in the evaluation.

Content Analysis

Based on the rejection of alternative approaches, this dissertation will make an effort to use content analysis as the method to answer the research questions. Although content analysis has not previously been used in this context, in its nature and scope a content analysis is more in accordance with the requirements of the research method needed for this dissertation. Although difficult to define (Marshall and Rossman 1989), a content analysis can generally be described as a systematic decomposition of communication elements (such as statements or generalizations) with the subsequent evaluation of their specific substance (Rosenthal and Rosnow 1991). The objectives of content analyses are to generate descriptive or interpretive results, or to cross-validate findings from previous research (Marshall and Rossman 1989). Descriptive results describe the substance of the information, whereas interpretative refers to its meaning (Thomas and Brubaker 2000). In the case of this dissertation, the contents to be analyzed are statements in previous studies claiming generalization-status, and the 'substance of the information' refers to the 'lawlikeness of the statements.'

A prerequisite for the content analysis is the generation of a coding scheme. Coding in content analysis refers to the system used to evaluate the contents and classify the substance (Marshall and Rossman 1989). The classification for the purpose at hand relates to the degree to which generalizations in RM research contribute to the scholarly advancement of the discipline. The coding rules refer to the rule specification of the components of the criteria for lawlike generalizations (as identified in the previous chapter). Although the previous analysis of criteria and components was thorough (see Chapter 2), and although the rules can be specified with confidence and in detail, it is important to note that, according to Meadows and Dodendorf (2000: p. 199):

> [T]he analysis is guided by a basic pattern or template that is taken to the data as part of the process of identifying meaningful units in the text. [...]The template style is iterative, with changes to the template likely and even desirable after work with the data has begun.

As such, the rule specification has to be considered a work-in-progress for at least the initial stages and may be subject to modification if required by the circumstances.

Following code development, quantification in the form of counting, ranking, or rating can be performed (Kerlinger 1964). The quantification, however, is merely an extension of the qualitative analysis (Thomas and Brubaker 2000). As such, calculating absolute frequencies constitutes the most common approach to quantifying data derived from content analyses (Marshall and Rossman 1989). This dissertation will follow these statements and provide a number of descriptive and comparative statistics.

There are a number of distinct advantages when applying the content analysis method. Most of all, the coding system is relatively easy to develop and implement and is considered a 'safe' method because additions and changes to the coding can be made without affecting the results (Rosenthal and Rosnow 1991). Most importantly, "the method of procedure is explicit to the reader. Therefore, facts can be checked, as can the care with which the analysis has been applied" (Marshall and Rossman, 1989: p. 100).

The major disadvantage of choosing this method is that no study could be found that has previously applied content analysis in a context identical to the purpose of this dissertation. Consequently, the dissertation might be more vulnerable to criticism than if it had used a context-proved approach. Because no other study was found that has engaged in the purpose at hand, and because no other method appears to be more qualified to address the research question, the general selection of content analysis is justified, as long as it will be adapted to the specific research questions. This is also emphasized by Kerlinger (1986) who notes that "one of the most important characteristics of content analysis is its general applicability" (p. 478).

This dissertation is fundamentally qualitative in that it generates findings by means other than statistical methods and quantification (Strauss and Corbin 1990). The qualitative approach has been used in marketing to address the role, state, or significance of a research stream and/or its contributions to the scholarly advancement of marketing (Bejou 1997; Bradley 1987; O'Malley and Tynan 2000). In accordance with Kerlinger's (1986) requirements for research designs, the qualitative approach constitutes a valid, objective, accurate, and economical approach for this research. It is further noted by Ely et al (1991), Fitzpatrick, Secrist and Wright (1998), and Meloy (2001) that the qualitative approach is considered appropriate for dissertations. In the marketing discipline recent dissertation examples include Cadwallader 2001; Green 2001, Malone 2000; Presnell 2001).

Sample Characteristics

Previous studies selecting journals for some type of review and evaluation typically defined their populations depending on one or more of the following factors: academic journals, refereed journals, leading journal in the field, high-ranked journals, used in previous research, widely accepted, widely distributed, easily accessible (see Bush and Grant 1994; Leong 1989; Prather and Rueschhoff 1996; Shenhav, Shrum, and Alon 1994; Zinkhan, Roth, and Saxton 1992). This dissertation will consider a much wider scope and define the general population of this study to consist of all publications in the area of marketing. For pragmatic, analytical, methodological, and validity reasons, however, the sampling frame exhibits a more limited scope than the population (with regard to qualifying criteria for both outlets and articles).

Qualifying Criteria for Outlets

With regard to publication *outlets*, only publications in academic peer-reviewed marketing print journals are included in the study. The rationale to limit the review to *journals* is that they typically constitute much better candidates for the generation of lawlike statements than, for example, books (e.g., Tellis, Chandy, and Ackerman 1999; Zinkhan and Clark 1995). The rationale to limit the review to *academic* and *peer-reviewed* outlets is to be found in the academic orientation of this dissertation. Theory building is a goal of *academic* research (e.g., Dubin 1978; Hardcastle 1996), and *peer review* is a quality standard well accepted in academia (see Bergquist, Ljungberg, and Lundh-Snis 2001; Summers 2001). The rationale to limit the review to *marketing* journals is that the explicit purpose of this dissertation is to evaluate research in

Relationship Marketing (emphasis on 'marketing'), a terminology that does not only describe a research stream or concept, but inherently also relates to a specific discipline (see Bagozzi 1995; Parvatiyar and Sheth 2000; Payne 2000). The rationale to limit the review to *print* journals only is that the validity, contribution, and recognition of publications in online-only journals remain unclear (Guthrie 1999).

Furthermore, for purely pragmatic reasons, only journals published in the English language and published in the United States, Europe, or Australia, are included in the sampling frame. This, however, does not constitute a threat to validity because it can be assumed that the vast majority of significant marketing journals anywhere in the world are published in English. For example, all outlets listed in the ranking by Hult, Neese, and Bashaw (1997) fall into this category.

Finally, only journals with an acceptance rate of 30 percent or less are included in the study. Once again, the rationale for this limitation is to be found in the academic orientation of this dissertation. It can be generally assumed that journals with acceptance rates of over 30 percent are less prone to exhibit academically and scientifically significant studies (see Summers 2001).

As such, the sampling frame for journals consists of all academic peer-reviewed marketing print journals published in the English language in the United States, Europe, or Australia, with acceptance rates of 30 percent or less. In addition to marketing outlets taken from a list published by Hult, Neese, and Bashaw (1997), journals were identified by a comprehensive online and offline search. The following 24 outlets adhered to all criteria: *Decision Sciences, European Journal of Marketing, International Journal of Research in Marketing, International Marketing Review, Journal of Advertising, Journal* *of Business Research, Journal of Consumer Marketing, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Global Marketing, Journal of International Business Studies, Journal of International Marketing, Journal of Marketing, Journal of Marketing Education, Journal of Marketing Management, Journal of Marketing Research, Journal of Marketing Theory & Practice, Journal of Public Policy & Marketing, Journal of Relationship Marketing, Journal of Retailing, Journal of Services Marketing, Journal of Strategic Marketing, Journal of the Academy of Marketing Science,* and *Marketing Science.*

Qualifying Criteria for Articles

The second type of qualifying criteria to establish the general sampling frame refers to the articles to be selected for the evaluation. Within the sampling frame for journals, two decisions had to be made with regard to, first, the acceptable time frame for the publication of the article, and second, the type of article per se. With regard to the time frame, only articles published since 1980 will be included in the analysis. The rationale for this delimitation can be seen in the widely agreed-upon view that RM did not emerge as a research stream until the mid 1980s (see Anderson 2002; Bejou 1997; Grönroos 2000; Hennig-Thurau and Hansen 2000; Lindgreen 2001; Morgan and Hunt 1994; Payne 2000). Although roots for RM could probably be found in ancient times (Payne 2001), RM as a research stream is fundamentally new and not a mere renaming (see Gruen 1997; O'Malley and Tynan 2000; Veloutsou, Saren, and Tzokas 2002). This view is further corroborated by the fact that in classic summarizing and/or overview-providing articles such as "The Domain and Conceptual Foundations of Relationship

Marketing" by Parvatiyar and Sheth (2000), "A Critical Review of Theories Underlying Relationship Marketing in the Context of Explaining Consumer Relationships" by De Wulf and Odekerken-Schröder (2001), "Relationship Marketing and the Consumer" by Peterson (1995), "Relationship Marketing: The U.K. Perspective" by Payne (2000), "Relationship Marketing: The Nordic School Perspective" by Grönroos (2000), and "Relationship Marketing – Some Reflections on the State-of-the-Art of the Relational Concept" by Hennig-Thurau and Hansen (2000), hardly any references can be found that reach back farther than 1980, reflecting the recency of the field and corroborating the view that RM did not emerge as a separate research stream until then.

In this respect it is important to notice that to answer the research questions, the dissertation has to evaluate the stream of research in RM specifically, rather than the research streams that originally developed the concepts now borrowed by researchers in RM. For example, although RM researchers may extensively use concepts from sociology in their studies, an evaluation of sociology itself does not answer the research questions. The evaluation targets the contribution of specifically RM. As such, only if those constructs (or others from third disciplines) are actually used in RM research may they assist in answering the research questions and consequently, have to be evaluated as part of this dissertation.

Finally, only articles explicitly (in title, abstract, keyword, or outlet title or theme) identifying themselves as relating to RM will be included in the analysis. This criterion is very important for objectivity purposes. Because the purpose of this dissertation is not to subjectively determine what constitutes RM, and because the dissertation attempts to evaluate the contribution of RM research, articles have to be labeled RM for them to be recognized as contributors to RM literature and, as such, to be potential contributors to the progress to the discipline. In accordance with Kerlinger (1986), Rosenthal and Rosnow (1991), and Mook (2001), this criterion will increase the validity of the findings by ruling out the threat that non-RM articles may be identified as contributors to the scholarly advancement. For example, it may be true that the idea of a relationship can also be found in consumer behavior articles. However, by definition, these articles are in the area of *consumer behavior* research, not RM research. To avoid a subjective classification that – in addition – may displease the consumer behavior researcher, those articles will not count as RM studies.

As such, the sampling frame for articles consists of all articles published since 1980 and identifying themselves as relating to the research stream of RM by explicitly using the terminology 'relationship marketing' in title, abstract, keyword, or outlet title or theme. The latter refers to articles published in, for example, the *Journal of Relationship Marketing* or in special issues of other journals specifically addressing RM. In those cases, *all* articles included in the outlet will be subject to the analysis. With regard to the *Journal of Relationship Marketing* it has to be noted that because of internal problems, distribution is one year behind. Consequently, the second issue of the first volume has still not been distributed yet. Because of its significance to this dissertation, all information pertinent to that issue was collected directly from journal representatives.

Based on a combination of the two sampling frame elements 'outlet' and 'article', the sampling frame for this study consists of: all articles published since 1980 in English in the United States, Europe, or Australia, in academic peer-reviewed marketing print journals with acceptance rates of 30 percent or less, that identify themselves as relating to the research stream of RM by explicitly using the terminology 'relationship marketing' in title, abstract, keyword, or outlet title or theme. A manual and electronic search resulted in a total of 13,736 articles published in the journals between January 1980 and July 2002. All of these articles were searched manually or electronically in accordance with the criteria for an RM contribution outlined before. The search generated a total of 176 articles. Table 2 on the following page shows the detailed distribution of articles published in each of the journals between 1980 and July 2002, as well as the number of those articles that relate to RM as defined above.

Table 2

Marketing Outlets in Sampling Frame, Number of Articles Published, and Number of Articles Addressing Relationship Marketing

Outlet Name / Year	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	Total
Decision Sciences	49	60	51	41	36	31	40	32	59	59	60	78	84	62	41	34	36	39	44	47	36	27	7	1053
																								0
European Journal of Marketing	37	30	38	30	37	39	50	50	47	70	45	62	42	41	44	34	59	46	57	56	66	60	25	1065
															1		**5**		**2**	**3**	**8**	**4**	**6**	**29**
International Journal of Research in Mktg	-	-	-	-	19	22	19	11	30	19	20	23	16	24	31	25	30	28	29	17	24	19	10	416
																		1		**2**				**3**
International Marketing Review	-	-	-	12	12	29	18	23	23	28	28	26	23	25	23	28	30	28	34	24	31	30	15	490
																	1		**2**		**1**			**4**
Journal of Advertising	22	21	19	22	25	32	27	23	22	21	23	24	25	27	31	25	19	22	30	24	24	27	6	541
																		1						**1**
Journal of Business Research	33	27	35	36	34	41	43	41	52	40	51	54	47	39	69	65	69	66	67	73	94	80	39	1195
											2							**1**		**15**				**18**
Journal of Consumer Marketing	-	-	-	-	24	24	35	29	33	30	25	27	27	28	19	22	27	28	35	31	40	32	14	530
											2		**1**				**1**	**1**	**5**			**1**	**2**	**13**
Journal of Consumer Psychology	-	-	-	-	-	-	-	-	-	-	-	-	19	19	8	16	17	23	15	18	21	27	14	197
																								0
Journal of Consumer Research	45	50	46	42	45	44	43	46	52	44	42	45	49	48	51	36	27	33	26	23	36	46	24	943
																								0
Journal of Global Marketing	-	-	-	-	-	-	-	10	36	37	26	34	33	25	31	21	26	19	22	22	26	16	8	392
																					1			**1**

N.B.: Numbers for 2002 include first seven months or less. The first row for each journal contains the number of articles published during each year. The second row for each journal contains the number of articles addressing relationship marketing as identified by the criteria set forth in this dissertation. A hyphen indicates that the journal was not in print during that year.

Table 3 *(cont.)*

Marketing Outlets in Sampling Frame, Number of Articles Published, and Number of Articles Addressing Relationship Marketing

Outlet Name / Year	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	Total
Journal of International Business Studies	27	25	28	34	42	29	36	22	27	35	36	39	36	39	34	41	45	33	42	44	42	47	21	804
																								0
Journal of International Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-	22	23	23	22	33	36	33	35	24	6	257
																						1		**1**
Journal of Marketing	44	53	43	42	33	48	33	34	35	27	29	23	32	29	37	30	33	28	34	49	28	30	21	795
															1				**2**	**1**	**2**	**3**	**1**	**10**
Journal of Marketing Education	26	24	23	23	26	27	28	25	33	37	26	28	25	17	21	20	17	16	25	22	23	24	8	544
															2	**2**				**1**				**5**
Journal of Marketing Management	-	-	-	-	-	7	11	16	10	10	11	13	15	19	21	35	32	34	42	45	58	52	25	456
															2	**4**	**2**	**8**	**1**	**4**	**7**	**4**	**1**	**33**
Journal of Marketing Research	60	50	57	48	49	41	41	47	42	42	44	46	35	38	46	45	40	44	39	39	39	40	22	994
								1												**1**				**2**
Journal of Marketing Theory & Practice	-	-	-	-	-	-	-	-	-	-	-	-	5	20	37	34	30	38	30	41	24	24	6	289
																1		**2**						**3**
Journal of Public Policy & Marketing	-	-	14	13	14	14	16	13	16	19	15	28	25	25	30	34	28	34	32	24	26	26	14	460
																								0
Journal of Relationship Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10
																							10	**10**
Journal of Retailing	22	28	22	23	28	23	30	24	24	29	25	27	22	21	20	18	21	22	22	24	27	27	8	537
					1												**1**	**1**		**1**				**4**

N.B.: Numbers for 2002 include first seven months or less. The first row for each journal contains the number of articles published during each year. The second row for each journal contains the number of articles addressing relationship marketing as identified by the criteria set forth in this dissertation. A hyphen indicates that the journal was not in print during that year.

Table 3 ***(cont.)***
Marketing Outlets in Sampling Frame, Number of Articles Published, and Number of Articles Addressing Relationship Marketing

Outlet Name / Year	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	Total
Journal of Services Marketing	-	-	-	-	-	-	-	17	22	23	26	23	29	24	22	21	30	26	27	33	35	33	14	405
													1			**1**	**1**	**2**	**1**		**1**	**2**	**1**	**10**
Journal of Strategic Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-	16	16	16	14	12	21	17	20	17	8	157
																	2	**1**	**3**		**3**	**2**		**11**
Journal of the Academy of Mktg Science	32	32	35	34	39	52	31	38	34	34	34	38	39	35	35	31	27	27	23	30	39	21	13	753
															1	**9**			**1**	**2**	**1**		**3**	**17**
Marketing Science	-	-	16	16	20	15	13	22	26	19	24	21	24	23	22	45	20	21	24	32	23	22	5	453
																			1					**1**
TOTAL NUMBER OF ARTICLES																								13,736
TOTAL RM ARTICLES					**1**			**1**			**4**		**2**		**7**	**17**	**13**	**18**	**18**	**30**	**24**	**17**	**24**	**176**

N.B.: Numbers for 2002 include first seven months or less. The first row for each journal contains the number of articles published during each year. The second row for each journal contains the number of articles addressing relationship marketing as identified by the criteria set forth in this dissertation. A hyphen indicates that the journal was not in print during that year.

Units of Analysis and Instrumentation

In accordance with the results from the comprehensive literature review in Chapter 2, and in accordance with the requirements for a content analysis, this section defines the units of analysis and suggests a rule specification for the established criteria to evaluate lawlike generalizations.

The selection of the unit of analysis to determine the content of each article in the sample and its contribution to progress depends on, first, the specific location where the information required to achieving the purpose of this dissertation can be found (Kerlinger 1986) and, second, on the form that the carrier of the information is taking (Manning and Cullum-Swan 1994). In the case of this dissertation, the unit of analysis will be all hypotheses that are identified as those in the articles. Propositions will not be considered because of there lack of empirical testability (Hunt 1991). The rationale to focus on clearly identified hypotheses is that – in academic publications – they constitute the formally expected or even required representation of generalizations. Furthermore, their formation can be viewed as an indication that the authors consider their statements to be empirically testable, a requirement for lawlike generalizations.

Hypotheses are furthermore of utmost importance because they are instrumental in testing processes. Poor hypotheses do not adequately describe the phenomena under investigation. When the hypotheses are evaluated with the criteria developed in this dissertation, defects may be shown that reduce the chance of the hypotheses to be of value in the search of contributions. By writing hypotheses in accordance with the criteria, authors would significantly improve their chances to (1) make contributions corresponding to their field of research, and (2) more clearly relate to the phenomenon.

It was found that out of the 176 articles addressing RM phenomena, 35 articles contained hypotheses while 141 articles did not. Detailed tables showing the distribution of hypotheses among all RM articles and stating the hypotheses contained in the articles can be found in Appendices B and C, respectively.

As such, in summary, a total of 24 different journals met the criteria for this study. From a total of 13,736 articles published in these journals during the designated time frame, 176 articles identified themselves as addressing RM (1.3 percent). Only eight percent of these 176 articles, however, tested hypotheses (all other articles were completely normative). All of those 230 hypotheses were tested against the criteria established for this research. It has to be noticed that the percentage of articles belonging into the RM area in each of the relative journals is very limited. For example, from the total of 24 different journals meeting the requirements for this study, 12 of them had percentages of articles referring to RM of less than 1 percent of the total. Seven had percentages of articles referring to RM between one and three percent of the total. Of the remaining five journals studied in this research, the *Journal of Marketing Management* contained 7.2 percent of the total number of articles referring to relationship marketing. The *Journal of Strategic Marketing* had a total of 7 percent, and as would be expected the *Journal of Relationship Marketing* had a 100 percent representation (however, the *Journal of Relationship Marketing* was first published in 2002). Given the above representations, the percentage of articles reviewed in this study (which consists of all articles in the sample population) is deemed representative of a population that could be extended by including articles where authors failed to identify themselves as RM contributors.

Rule Formulation

To conduct the content analysis of the hypotheses identified and test for their adherence to the criteria for lawlike generalizations, a formulation of rules is necessary. Based on the previously performed identification of components and elements of the three established criteria for lawlike generalizations in Chapter 2, the following rules can be specified. Each of the rules constitutes a measurement within one of the three criteria for lawlike generalizations.

Criterion: Empirical Testability

Rule 1:	Statement contains empirically testable claim.
Rule 2:	Statement is not true or false by definition of condition.
Rule 3:	Statement is not true or false by definition of effect.
Rule 4:	Statement is not true or false by pure reason.
Rule 5:	Statement is positive.
Rule 6:	Statement is not unfulfilled.
Rule 7:	Statement is factual.
Rule 8:	Statement is not nonsensical.

Criterion: Generalized Conditionality

Rule 9:	Statement describes if-then relationship.
Rule 10:	Statement contains exactly one condition, or: Elements of condition contain 'and' clause.
Rule 11:	Statement contains exactly one effect.
Rule 12:	Statement is unlimited in terms of space.
Rule 13:	Statement is unlimited in terms of time.

Criterion: Counterfactual Sustainability

Rule 14:	Statement describes regularity.
Rule 15:	Statement accommodates counterfactual condition.

These rules will be applied against each hypothesis in each of the articles in the sample. The statements will be evaluated from both a syntactic and a semantic viewpoint. While a syntactic test investigates the relationships among the terms in the statement, the semantic test studies the relationships of the terms in the statement with the external world (Hunt 1991). The syntactic-semantic differentiation will also be used for suggesting improved formulations of each original generalized statement failing the criteria for lawlikeness. For the syntactic improvement suggestion, formal rules will be applied. For the semantic improvement suggestion, each of the articles that included hypotheses lacking lawlikeness will be further analyzed to retrieve information that allows for an improvement of the statement.

The adherence to each rule will be established on a straight yes/no scale. The failure to fulfill any of the rules automatically disqualifies the statement from assuming lawlikeness. Because of the number of rules, however, the degree to which the statement is leaning towards lawlikeness can be determined overall and for each of the three criteria individually. Consequently, a first indication of the degree to which research in RM is contributing to the progress of the marketing discipline can also be determined.

Rating Reliability

Two sets of rating reliability pretests were conducted before the actual data analysis. The second test was performed as a consequence of the results from the first test. Both pretests were conducted by the same second rater. In addition, besides the author of this dissertation, a third rater rated all of the 230 statements included in the study.

For the first test, a total of 20 hypotheses were randomly chosen from recent issues of the *Journal of Business Research*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science*. For the second test, a total of 30 hypotheses were randomly chosen from recent and less recent issues of the *Journal of Business Research*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science*.

A second rater who had some basic knowledge about the subject of this dissertation was instructed about the rules and the application of the rules. Both the author of this dissertation and the second rater then evaluated the first set of 20 hypotheses. A comparison of the two sets of evaluations showed differences in 5 of 20 evaluations (25 percent). In each of these cases, the difference was exactly one rule. In four of these cases, the difference occurred in the area of the counterfactual sustainability criterion, in the other case the difference occurred in the area of the generalized conditionality criterion. After a discussion of the results, in each of the cases it was established that a difference in interpretation and subsequent misapplication of the rules was responsible for the variation, rather than a misunderstanding or lack of usefulness of the rules.

Both the author of this dissertation and the second rater then evaluated the second set of hypotheses. A comparison of the two sets of evaluations showed differences in 2 of 30 evaluations (6.67 percent). In each of these cases, the difference was exactly one rule. In both cases, the difference occurred in the area of the counterfactual sustainability criterion. After a discussion of the results, in each of the cases it was established that a difference in interpretation and subsequent misapplication of the rules was responsible for the variation, rather than a misunderstanding or lack of usefulness of the rules. Because in neither of the total of 7 cases the misinterpretation appeared to be on the side of the author of this dissertation, the author felt comfortable enough to proceed with the data analysis.

Based on the results from the pretests, a third individual was trained to be the second main rater and to rate all statements included in the study. That rating was conducted after the author of this dissertation completed the ratings. A comparison of the two sets of evaluations showed differences in 3 of 230 evaluations (1.3 percent). In each of these cases, the difference was exactly one rule. In all three cases, the difference occurred in the area of the empirical testability criterion. After a discussion of the results, in each of the cases it was established that a misapplication of the rules based on a lack of concentration was responsible for the variation, rather than a misunderstanding or lack of usefulness of the rules. As such, both raters were in agreement with regard to the application of the rules. Because the pretest also resulted in agreement, a total of three different individuals applied the rules in identical way, thus, suggesting the reliability of the instrument.

Chapter Summary

In part because of the inappropriateness of other research methods, a content analysis will be used to answer the research questions. Although content analysis has not previously been used in this context, in its nature and scope it is in accordance with the requirements of the research method needed for this dissertation. By using content analysis, the dissertation is fundamentally qualitative. The qualitative approach is justified because it constitutes the appropriate method to answer the primary research question and has been chosen in the past by authors addressing the role, state, or significance of a research stream and/or its contributions to the scholarly advancement of marketing. It is also generally considered appropriate for dissertations and as such is not completely uncommon in the marketing discipline. The sampling frame consists of all articles published since 1980 in English in the United States, Europe, or Australia, in academic peer-reviewed marketing print journals with acceptance rates of 30 percent or less, that identify themselves as relating to the research stream of RM by explicitly using the terminology 'relationship marketing' in title, abstract, keyword, or outlet title or theme. The unit of analysis will be all propositions and hypotheses that are identified as those in the articles. Specified rules will be applied against each hypothesis in each of the articles in the sample. The statements will be evaluated from both a syntactic and a semantic viewpoint. While a syntactic test investigates the relationships among the terms in the statement, the semantic test studies the relationships of the terms in the statement with the external world (Hunt 1991). The adherence to each rule will be established on a straight yes/no scale. The failure to fulfill any of the rules automatically disqualifies the statement from assuming lawlikeness.

CHAPTER 4

APPLICATION AND RESULTS

This chapter of the dissertation will test if the generalizations presented in RM research qualify as candidates for lawlike generalizations. More precisely, each of the rules developed in the previous chapters will be applied on each hypothesis in each of the articles in the sample. The statements will be evaluated from both a syntactic and a semantic viewpoint. While a syntactic test investigates the relationships among the terms in the statement, the semantic test studies the relationships of the terms in the statement with the external world (Hunt 1991). The adherence to each rule will be established on a straight yes/no scale. The failure to fulfill any of the rules automatically disqualifies the statement from assuming lawlikeness. Because of the number of rules, however, the degree to which the statement is leaning towards lawlikeness can be determined overall and for each of the three criteria individually. Consequently, a first indication of the degree to which research in RM is contributing to the progress of the marketing discipline can also be determined.

Structure of Result Description

In general, the description of the analysis results for each statement tested follows the same basic pattern. The first part of the result description states the number of criteria fulfilled by the statement as well as the number of rules the statement adheres to. The second part of the result description presents the analysis from the syntactic viewpoint, individually addressing the criteria that have not been fulfilled (if any). The third part of the result description presents the analysis from the semantic viewpoint, individually addressing the criteria that have not been fulfilled (if any). The fourth part of the result description suggests an improved statement (if possible). The final part of the result description states the number of criteria fulfilled by the suggested improved statement as well as the number of rules adhered to by the suggested improved statement. It has to be noted that parsimony of the suggested improved statement is not of concern.

Test for Lawlikeness

In the following, each of the statements from the literature will be presented, followed by a description of the result of the analysis. A table summarizing the analysis can be found towards the end of this chapter. Based on its number, each hypothesis can be matched with its article by referring to Appendix C.

01.1 - *In the Chinese context, management's commitment to the market has a positive effect on export performance.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement fails to exhibit generalized conditionality (because of its spatial limitation to China) and counterfactual sustainability because it fails: (1) to state if high or low management commitment has a positive effect on performance, and (2) to state if the term 'export performance' in the effect refers to the specific export market stated in the condition. In the context of the article it can be concluded that (1) high commitment has a positive effect on the dependent variable and (2) export performance refers to the specific export market. Suggestion: The statement can be improved in the following way: "The stronger the management commitment to an export market, the more positive is the performance in that market." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.2 - *The scale of China requires critical mass for export success and therefore firm size (number of employees) has a positive effect on export performance.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, it fails to exhibit generalized conditionality because of its spatial limitation to China. It also fails to exhibit counterfactual sustainability because of the law of diminishing returns. Furthermore, it provides redundant information. Suggestion: The statement can be improved in the following way: "The more employees, the more positive is a firm's export performance." However, its lack of counterfactual sustainability prevents it from becoming a candidate for a lawlike generalization. Conclusion: For the statement to become a candidate for a lawlike generalization additional information is needed that delineates the exact limit in the number of employees.

01.3 - *Product quality will have a strong positive effect on export performance.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement fails to exhibit counterfactual sustainability because it lacks an indication of whether high or low product quality has a strong positive effect on the dependent variable. In the context of the article it can be seen that high (not low) product quality has a strong positive effect on export performance. Suggestion: The statement can be improved in the following way: "The higher the quality of a firm's product, the more positive is the firm's performance in an export market." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.4 - *Cooperation has a positive effect on export performance.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define the participants in the cooperation. In the context of the article it can be seen that cooperation refers to the collaboration between a producer and a supplier. Suggestion: The statement can be improved in the following way: "Cooperation between a firm and its supplier has a positive effect on the firm's export performance." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.5 - *Mutual satisfaction has a positive effect on export performance.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that experience satisfaction. In the context of the article it can be seen that mutual satisfaction refers to the context of collaboration between a producer and a supplier. Suggestion: The statement can be improved in the following way: "Mutual satisfaction among a firm and its supplier has a positive effect on the firm's export performance." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.6 - *In the Chinese context, trust has a positive effect on export performance.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement fails to exhibit generalized conditionality because of its spatial limitation to China and counterfactual sustainability because it fails to define the parties that experience trust. From the context of the article it can be seen that trust refers to the context of collaboration between a producer and a supplier. Suggestion: The statement can be improved in the following way: "Trust among a firm and its supplier has a positive effect on the firm's export performance." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.7 - *The supplier's commitment to the relationship has a positive effect on sales performance.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that are engaged in the relationship and the side that will experience the positive effect on sales performance. In the context of the article it can be seen that the relationship refers to the collaboration between a producer and a supplier, and that the producer's sales performance will enhance. Suggestion: The statement can be improved in the following way: "A supplier's commitment to its relationship with a firm has a positive effect on the firm's export performance." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

01.8 - *Prior guanxi has a positive effect on sales performance.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the individual parties that are participating in the guanxi, (2) and the side that will experience the positive effect on sales performance. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a producer and a supplier and their relationships in the Chinese export market, and (2) that the producer's sales performance will enhance. However, the exact participants in the guanxi are not clearly defined. Furthermore, semantically the statement lacks counterfactual sustainability because the usage of the term 'prior' is unclear. Guanxi either exists or does not exist. If the statement assumes that guanxi exists, then the usage of the term 'prior' is redundant. From the context of the article it can be seen that the statement suggests the existence of guanxi. Conclusion: Because the exact participants in the guanxi are not clearly defined, the statement cannot be improved at this time.

01.9 - *Prior personal friendships have a positive effect on sales performance.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define (1) the individual parties that have personal friendships, and (2) the side that will experience the positive effect on sales performance. In the context of the article it can be seen that (1) the personal friendships refer to the collaboration between a producer and a supplier and their relationships in the Chinese export market, and (2) that the producer's sales performance will enhance. Furthermore, semantically the statement lacks counterfactual sustainability because the usage of the term 'prior' is unclear. Personal friendships either exist or do not exist. If the statement assumes that personal friendships exist, then the usage of the term 'prior' is redundant. From the context of the article it can be seen that the statement suggests the existence of personal friendships. Suggestion: The statement can be improved in the following way: "Personal friendships between representatives of an exporting firm and representatives of the export market have a positive effect on sales performance of the exporting firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.1 - *The principal's TSIs in the channel system are related positively to contract enforcement.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In

the context of the article, however, it can be seen that the first part of the statement represents the condition and the second part of the statement represents the effect. Semantically, it could also be argued (although not necessarily) that the statement lacks counterfactual sustainability by failing to disclose the meaning of the acronym TSI. In the context of the article, however, it can be seen that TSI connotes 'transaction-specific investment'. Suggestion: The statement can be improved in the following way: "The higher the principal's transaction-specific investment, the higher the likelihood of contract enforcement." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.2 - *Environmental volatility within the channel system is related positively to contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the condition and the second part of the statement represents the effect. Semantically, the statement lacks counterfactual sustainability because it (1) does not define the limits of the volatility, and (2) does not define the elements of the environment. Neither of these two issues is sufficiently addressed in the article. Conclusion: Without the provision of additional information, the statement cannot be improved at this time.

02.3 - *The greater the principal's TSIs, the stronger is the positive relationship between environmental volatility and contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that volatility represents the independent variable and enforcement represents the dependent variable. Syntactically, the statement also fails to present only one condition or to connect multiple conditions with an 'and' qualifier. In addition, the statement fails to present a single effect only. Semantically, the statement lacks counterfactual sustainability because it (1) does not define the limits of the volatility, and (2) does not define the elements of the environment. Neither of these two issues is sufficiently addressed in the article. Conclusion: Without the provision of additional information, the statement cannot be improved at this time.

02.4 - *Obligation criticality is related positively to contract enforcement.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following way: "The stronger the obligation criticality, the higher the likelihood of contract enforcement." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.5 - *Network density is inversely related to contract enforcement.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that network density represents the independent variable and contract enforcement represents the dependent variable. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following way: "The weaker the network density, the higher the likelihood of contract enforcement." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.6 - *The network centrality of an agent is inversely related to contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In

the context of the article, however, it can be seen that network centrality represents the independent variable and contract enforcement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that will increase the likelihood of contract enforcement if an agent's position becomes more central. In the context of the article it can be seen that the agent itself will become more likely to enforce the contract as the agent's position becomes more central. Suggestion: The statement can be improved in the following way: "The higher the network centrality of an agent, the higher the likelihood of contract enforcement by that agent." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.7 - *The greater the level of network density, the weaker is the positive relationship between obligation criticality and contract enforcement.*

This statement fulfills 2 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between criticality and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that criticality represents the independent variable and enforcement represents the dependent variable. Syntactically, the statement also fails to present only one condition or to connect multiple conditions with an 'and' qualifier. In addition, the statement fails to present a single effect only. Semantically, the statement qualifies as a candidate for a lawlike generalization. Conclusion: Because of multiple effects, the statement cannot be improved at this time.

02.8 - *The greater the level of an agent's network centrality, the stronger is the positive relationship between obligation criticality and contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between criticality and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that criticality represents the independent variable and enforcement represents the dependent variable. Syntactically, the statement also fails to present only one condition or to connect multiple conditions with an 'and' linkage. In addition, the statement fails to present a single effect only. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that will be affected by the relationship between obligation criticality and contract enforcement if an agent's position becomes more central. In the context of the article it can be seen that the agent itself will become more likely to enforce the contract as the agent's position becomes more central, whereas it cannot be seen in exactly what way and how obligation criticality increases. Conclusion: Because of multiple effects and because the provision of additional information is required, the statement cannot be improved at this time.

02.9 - *Interdependence magnitude is related positively to contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule

of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to explicitly express whether the interdependent parties are also those parties involved in the contract. In the context of the article it can be seen that the enforcement refers to a contract between the interdependent parties. Suggestion: The statement can be improved in the following way: "The stronger the interdependence between firms, the higher the likelihood of enforcement of contracts between these firms." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.10 - *Interdependence asymmetry favoring the principal is related positively to contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that interdependence asymmetry represents the independent variable and contract enforcement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that will increase the likelihood of contract enforcement if interdependence asymmetry favors a principal. In the context of the article it can be seen that the principal itself will become more likely to enforce the contract as the principal's position becomes more favorable. Suggestion: The statement can be improved in the following way: "The more interdependence asymmetry is in the favor of a principal, the higher the likelihood of contract performance by the principal." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.11 - *Relationalism in the principal-agent dyadic relationship is inversely related to contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that relationalism represents the independent variable and contract enforcement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to define the individual parties that exhibit relationalism and that will increase or decrease the likelihood of contract enforcement if relationalism decreases or increases. In the context of the article it can be seen that both the principal and the agent may exhibit relationalism and will both become more likely or less likely to enforce the contract as they become weaker or stronger in their relationalist behavior. Suggestion: The statement can be improved in the following way: "The stronger the degree of relationalism by both parties in a dyadic relationship, the lower the likelihood of contract enforcement by either of the parties in that relationship." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

02.12 - *The greater the principal's TSIs in a channel system, the weaker is the inverse relationship between relationalism and contract enforcement.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between relationalism and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that relationalism represents the independent variable and enforcement represents the dependent variable. Syntactically, the statement also fails to present only one condition or to connect multiple conditions with an 'and' qualifier. In addition, the statement fails to present a single effect only. Semantically, the statement lacks counterfactual sustainability because (1) it fails to define the individual parties that exhibit relationalism and that will increase or decrease the likelihood of contract enforcement if relationalism decreases or increases, and (2) it fails to define the individual parties that will be affected by the relationship between relationalism and contract enforcement if a principal's TSI becomes greater. In the context of the article it can be seen that (1) both the principal and the agent may exhibit relationalism and will both become more likely or less likely to enforce the contract as they become weaker or stronger in their relationalist behavior, and (2) both the principal and the agent will be affected by the relationship between relationalism and contract enforcement if a principal's TSI becomes greater. Conclusion: Because of the multiple effects, the statement cannot be improved at this time.

03.1 - *The duration of the provider-customer relationship is longer for customers who have high levels of cumulative satisfaction with their service.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it qualifies as a candidate for a lawlike generalization. Semantically, it fails to exhibit counterfactual sustainability by its lack to define the exact relationship between duration and level of satisfaction. For example, would a 'very high' (as opposed to high) level of cumulative satisfaction lead to an increase in the duration or to a decrease? In the context of the article it can be seen that the duration of the relationship increases with levels of satisfaction. Suggestion: The statement can be improved in the following way: "The higher the levels of cumulative satisfaction of customers with their providers, the longer the duration of the provider-customer relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

03.2A - *The effect of perceived losses on the provider-customer relationship is negative.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the specific party that perceives the losses and (2) fails to define the specific effect that takes place. In the context of the article it can be seen that the customer perceives the losses and that the effect relates to customer satisfaction. Suggestion: The statement can be improved in the following way: "A customer's perception of loss in a provider-customer relationship has a negative effect on the customer's satisfaction with the relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

03.2B - *The effect of perceived gains on the provider-customer relationship is positive.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the specific party that perceives the gains and (2) fails to define the specific effect that takes place. In the context of the article it can be seen that the customer perceives the gains and that the effect relates to customer satisfaction. Suggestion: The statement can be improved in the following way: "A customer's perception of gain in a provider-customer relationship has a positive effect on the customer's satisfaction with the relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

03.2C - *The effect of perceived losses is weighed by prior cumulative satisfaction and the effect of perceived gains is weighed by the inverse of prior cumulative satisfaction.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, the statement is of descriptive nature and thus fails to exhibit generalized conditionality because of the lack of an if-then relationship, a condition, and an effect. Semantically, it lacks counterfactual sustainability because it (1) fails to define a relevant situation and the specific parties that experience gains, losses, and satisfaction, and (2) fails to define the specific effect that takes place. In the context of the articles it can be seen that the statement addresses the situation of a provider-customer relationship and that perceived gains, perceived losses, and cumulative satisfaction refer to affects experienced by the customer. However, because of the descriptive nature of the statement, it cannot be improved at this time.

03.3 - *The absolute magnitude of the effect of a perceived loss on the duration of the provider-customer relationship is greater than the absolute magnitude of an (equivalent) perceived gain.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, the statement is of descriptive nature and thus fails to exhibit generalized conditionality because of the lack of an if-then relationship, a condition, and an effect. Semantically, it lacks counterfactual sustainability because it (1) fails to define the specific parties that experience gains and losses, and (2) fails to define the specific type of effect it mentions. In the context of the articles it can be seen that the statement addresses the situation of a provider-customer relationship and that perceived gains, perceived losses, and cumulative satisfaction refer to affects experienced by the customer. However, because of the descriptive nature of the statement, it cannot be improved at this time.

03.4A - *The effect of prior cumulative satisfaction on the duration of the provider-customer relationship is larger in absolute magnitude for customers who have more experience with the organization.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because (1) it fails to define the specific type of effect it mentions (how does satisfaction affect duration), and (2) fails to be more specific with regard to the terminology 'more experience' ('more' than who or wherein). In the context of the article it can be seen that (1) higher degrees of satisfaction increase the duration of provider-customer relationships, and (2) the terminology 'more' experience is opposed to 'less' experience of the same customer. Because of multiple conditions, an improvement in the statement cannot be suggested.

03.4B - *The effect of new information on the duration of the provider-customer relationship is larger for customers who have more experience with the organization.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because (1) it fails to define the specific type of effect it mentions (how does new information affect duration), and (2) fails to be more specific with regard to the terminology 'more experience' ('more' than who or wherein). In the context of the article it can be seen that (1) new information may increase or decrease the duration of provider-customer relationships, and (2) the terminology 'more' experience is opposed to 'less' experience of the same customer. Because of multiple conditions, an improvement in the statement cannot be suggested.

04.1 - *Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) whom the intermediary is serving to, (2) who is making the social investment, (3) who is having a back door, and (4) which parties experience mutual trust. In the context of the article it can be seen that (1) the exporting firm is using the intermediary, (2) the exporting firm is making the social investment, (3) the exporting firm keeps a back door open, and (4) the exporting firm and their partner in the export market experience mutual trust. Suggestion: The statement can be improved by breaking it into four statements: (1) "The employment of an intermediary by an exporting firm positively influences that firm's export performance;" (2) "The utilization of social investment by an exporting firm positively influences that firm's export performance;" (3) "The existence of a back door for an exporting firm positively influences that firm's export performance;" and (4) "Mutual trust between an exporting firm and that firm's partner in an export market positively influences the exporting firm's performance in the export market." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

04.2 - *Intermediary positively influence partner search.*

Apart from an incorrect use of the English language, this statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define (1) the intermediary's principal, (2) the type of partner search, and (3) the type of participants involved in the phenomenon. In the context of the article it can be seen that (1) the intermediary serves an exporting firm, (2) the partner search refers to the search of an exporting firm for a collaborator in an export market, and (3) the participants involved in the phenomenon are the exporting firm, the intermediary, and the partner in the export market. Suggestion: The statement can be improved in the following way: "The employment of an intermediary by an exporting firm positively influences that firm's search for a partner in the export market." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

04.3 - *Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.*

Apart from an incorrect use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is making the social investment, (2) who is searching for a partner, (3) who is engaging in business negotiations, and (4) who experiences what type of problem. In the context of the article it can be seen that (1) the exporting firm is making the social investment, (2) the exporting firm is searching for a partner in the export market, (3) the export firm is negotiating with potential partners in the export market, and (4) the exporting firm and its partner experiences unspecified problems in their business relationship. Suggestion: The statement can be improved by breaking it into four statements: (1) "The utilization of social investment by an exporting firm positively influences that firm's success in the search for a partner in the export market;" (2) "The utilization of social investment by an exporting firm positively influences business negotiations between the exporting firm and its partner in the export market;" and (3) "The utilization of social investment by an exporting firm in the export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market." Conclusion: After the syntactic and semantic corrections, each of the three statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

04.4 - *Back door is positively influence (a) partner search; and (b) problem solution.*

Apart from an incorrect and unclear use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is having a back door opportunity, (2) who is searching for a partner and where, and (3) who experiences what type of problem. In the context of the article it can be seen that (1) the exporting firm is having the back door opportunity, (2) the exporting firm is searching for a partner in the export market, and (3) the exporting firm and its partner experiences unspecified problems in their business relationship. Suggestion: The statement can be improved by breaking it into two statements: (1) "The existence of a back door opportunity for an exporting firm positively influences that firm's success in the search for a partner in the export market;" and (2) "The existence of a back door opportunity for an exporting firm positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market." Conclusion: After the syntactic and semantic corrections, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

04.5 - *Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.*

Apart from an incorrect use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who are the parties involved in the experience of mutual trust, (2) who is searching for a partner, (3) who is engaging in business negotiations, (4) who experiences what type of problem, and (5) who is engaging in what type of further selling. In the context of the article it can be seen that (1) the exporting firm and its potential partner in the export market experience mutual trust, (2) the exporting firm is searching for a partner in the export market, (3) the export firm is negotiating with potential partners in the export market, (4) the exporting firm and its partner experiences unspecified problems in their business relationship, and (5) the exporting firm's partner in the export market will itself resell the products to a third party. Suggestion: The statement can be improved by breaking it into four statements: (1) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the exporting firm's search for a partner in the export market;" (2) "Mutual trust among an exporting firm and its partner in an export market positively influences business negotiations between the exporting firm and the partner in the export market;" (3) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market," and (4) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the resale of the products from the exporting firm's partner in the export market to a third party." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

04.6 - *(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is searching for a partner, (2) who is engaging in business negotiations, (3) who experiences what type of problem, and (4) who is engaging in what type of further selling. In the context of the article it can be seen that (1) the exporting firm is searching for a partner in the export market, (2) the export firm is negotiating with potential partners in the export market, (3) the exporting firm and its partner experiences unspecified problems in their business relationship, and (4) the exporting firm's partner in the export market will itself resell the products to a third party. Although partly counterintuitive, it can be suggested that the statement can formally be improved by breaking it into four statements: (1) "The search of an exporting firm for a partner in the export market positively influences that firm's export performance;" (2) "Business negotiations between an exporting firm and a partner in an export market positively influence the exporting firm's export performance;" (3) "The solution of problems between an exporting firm and its partner in an export market positively influences the exporting firm's export performance;" and (4) "The resale of products by an exporting firm's partner in an export market positively influences the exporting firm's export performance." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

05.1 - *The better the utilitarian value perceived by customer, the better reciprocal trust that can be established between customer and company.*

Apart from an awkward use of the English language, this statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks empirical testability because of its referral to the measurement of trust as 'better.' Trust cannot accurately be measured in terms of its goodness, but rather in terms of its strength. This is also confirmed in the context of the article. Suggestion: The statement can be improved in the following way: "The higher the utilitarian value perceived by a customer in a relationship with a company, the stronger the reciprocal trust between that customer and that company." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

05.2 - *The better the reciprocal trust to be established, the more perceived value of the projecting can be obtained.*

Apart from an awkward use of the English language, this statement fulfills 0 of 3 criteria while adhering to 11 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'to be' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon.

Also syntactically, the statement lacks generalized conditionality because it does not identify a clear if-then statement. Semantically, the statement lacks empirical testability because of its referral to the measurement of trust as ‘better.’ Trust cannot accurately be measured in terms of its goodness, but rather in terms of its strength. This is also confirmed in the context of the article. In addition, the statement is unclear with regard to the exact meaning of ‘obtaining perceived value of projecting.’ Unfortunately, the article does not provide any explanation either. Finally, the statement lacks counterfactual sustainability because it lacks to identify who exactly establishes, perceives, and obtains. Because the model in the articles does not provide any clarity with regard to the exact phenomenon described, no improved statement can be formulated at this point in time.

05.3 - *The better the legitimate image perceived by a customer, the greater the chance for the customer to try utilitarian value.*

Apart from an awkward use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks empirical testability because it is unclear with regard to the exact meaning of ‘trying value.’ The statement also lacks counterfactual sustainability because it lacks to identify the bearer of the image and the source of value. Because the model in the articles does not provide any clarity with regard to the exact phenomenon described, no improved statement can be formulated at this point in time.

05.4 - *There is a positive association between projecting and overall satisfaction.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to (1) define the individual parties that are engaged in the projection and in the experience of overall satisfaction, (2) the object of satisfaction, and (3) the exact dimensions of projecting (for example, more vs. less, reliable vs. unreliable, etc.). In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the object of satisfaction is the relationship itself, and (3) the dimensions of projectability are measured in degrees. Suggestion: The statement can be improved in the following way: "The more projectability a customer perceives in its relationship with a firm, the higher the overall satisfaction of the customer with the relationship." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

05.5 - *There are positive associations between involvement of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility (d) projectability.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and each of the terms the second part of the statement represent a dependent variable. However, the article fails to exactly specify the types and degrees to which consumer involvement affects the dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to (1) define the individual parties that are engaged in reciprocity, legitimacy, and projectability, (2) the object of utility, and (3) the exact dimensions of any of the dependent variables. In the context of the article it can be seen that the dependent variables refer to the collaboration between a firm and a customer. The specific dimensions of the relationships between the independent variable and the dependent variable, however, are not clearly delineated. Because the model in the articles does not provide any clarity with regard to the exact phenomenon described, no improved statement can be formulated at this point in time.

05.6 - *There are positive associations between the culture context of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility, (d) projectability.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and each of the terms the second part of the statement represent a dependent variable. However, the article fails to exactly specify culture context and the types and degrees to which it affects the dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to (1) define the individual parties that are engaged reciprocity, legitimacy, and projectability, (2) the object of utility, and (3) the exact dimensions of any of the dependent variables. In the context of the article it can be seen that the dependent variables refer to the collaboration between a firm and a customer. The specific dimensions of the relationships between the independent variable and the dependent variable, however, are not clearly delineated. Because the model in the articles does not provide any clarity with regard to the exact phenomenon described, no improved statement can be formulated at this point in time.

06.1 - *The rational evaluation model (REM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.*

This statement is purely descriptive. Because it does not have the purpose of describing a phenomenon, it was excluded from the evaluation.

06.2 - *The relationship generalization model (RGM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.*

This statement is purely descriptive. Because it does not have the purpose of describing a phenomenon, it was excluded from the evaluation.

06.3 - *Whole life policyholders who receive a higher level of relationship marketing "service" tend to pay more for the same level of technical quality.*

This statement fulfills 0 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement (1) fails to exhibit empirical testability because of a lack of definition of the terms "relationship marketing service" and 'tend to', (2) fails to exhibit generalized conditionality (because of its limitation to life insurance policies and to technical quality), and (3) fails to exhibit counterfactual sustainability because it fails to identify the participants in the relationship. Because the phenomenon described in the statement is very specific, and because even in the context of the article the terminology remains vague, no improved statement can be formulated at this point in time.

06.4 - *With the levels of technical quality and relationship "service" held constant, overall policyholder satisfaction is related negatively to price.*

This statement fulfills 0 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the first part of the statement is redundant. Furthermore, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the second part of the statement (price) represents the independent variable and the first part (satisfaction) represents the dependent variable. Semantically, the statement (1) fails to exhibit empirical testability because of a lack of definition of the term "relationship marketing service," and (2) fails to exhibit generalized conditionality (because of its limitation to life insurance policies and to technical quality). Suggestion: The statement can be improved in the following way: "The higher the price of a product, the lower the satisfaction of the buyer with that product." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.1 - *A higher perceived level of direct mail leads to a higher perceived level of relationship investment.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, and (3) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, and (3) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived level of direct mail received by a firm, the higher that customer's perceived level of relationship investment by that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.2 - *A higher perceived level of preferential treatment leads to a higher perceived level of relationship investment.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, (3) fails to identify the actor subject to treatment, and (4) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, (3) the customer is the actor subject to preferential treatment, and (4) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived level of preferential treatment received by a firm, the higher that customer's perceived level of relationship investment by that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.3 - *A higher perceived level of interpersonal communication leads to a higher perceived level of relationship investment.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, (3) fails to identify the participants in the communication, and (4) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, (3) the firm and the customer are participating in the communication, and (4) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived level of interpersonal communication with a firm, the higher that customer's perceived level of relationship investment by that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.4 - *A higher perceived level of tangible rewards leads to a higher perceived level of relationship investment.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, (3) fails to identify the actor receiving the tangible rewards, and (4) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, (3) the customer is the actor receiving the tangible rewards, and (4) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived level of tangible rewards received by a firm, the higher that customer's perceived level of relationship investment by that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.5 - *A higher perceived level of relationship investment leads to a higher level of relationship quality.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, and (3) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, and (3) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived level of relationship investment by a firm, the higher that customer's perceived level of the quality of the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.6 - *A higher level of relationship quality leads to a higher level of behavioral loyalty.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship and (2) fails to identify the actor exhibiting behavioral loyalty. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, and (2) the customer is the actor exhibiting loyalty. Suggestion: The statement can be improved in the following way: "The higher the quality of a relationship between a customer and a firm, the higher that customer's behavioral loyalty towards that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.7 - *A higher level of product category involvement strengthens the impact of perceived relationship investment on relationship quality.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, (3) fails to identify the actor subject to involvement, and (4) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, (3) the customer is the actor subject to involvement, and (4) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's level of involvement in a specific product category, the stronger the effect of that customer's perceived level of relationship investment by a firm on that customer's perceived level of the quality of the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

07.8 - *A higher level of consumer relationship proneness strengthens the impact of perceived relationship investment on relationship quality.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the relationship, (2) fails to identify the actor subject to perception, and (3) fails to identify the investing participant. In the context of the article it can be seen that (1) the relationship refers to the collaboration between a firm and a customer, (2) the customer is the actor subject to perception, and (3) the firm is the investing participant. Suggestion: The statement can be improved in the following way: "The higher a customer's level of relationship proneness, the stronger the effect of that customer's perceived level of relationship investment by a firm on that customer's perceived level of the quality of the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

08.1 - *For all customer groups, there are positive relationships between the component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and overall satisfaction.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the terms in the bracket represent the independent variables and that overall satisfaction represents the dependent variable. Semantically, the statement fails to exhibit generalized conditionality because of its limitation to theatrical plays. The statement also fails to exhibit counterfactual sustainability because of a lack of precision in the terminology use. For example, whereas the term 'actor satisfaction' more likely indicates the satisfaction of an actor, the context of the article reveals that the term describes a customer's satisfaction with an actor. The same also applies to the terms 'play satisfaction,' 'theater facility satisfaction,' and 'overall satisfaction.' Finally, the statement does not state the reference point of 'overall satisfaction.' In the context of the article it can be seen that overall satisfaction refers to the theatrical visit. Suggestion: The statement can be improved by breaking it into four statements: (1) "The stronger a customer's satisfaction with an actor in a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit;" (2) "The stronger a customer's preference for a familiar actor performing in a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit;" (3) "The stronger a customer's satisfaction with a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit;" (4) "The stronger a customer's satisfaction with a theater facility, the stronger is that customer's overall satisfaction with the theatrical visit in that facility." Conclusion: After the syntactic and semantic correction, the statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules, but still lacks generalized conditionality because of its limitation to theater visits.

08.2 - *For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and trust in the organization's ability to perform the desired services.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the terms in the bracket represent the independent variables and that overall satisfaction represents the dependent variable. Semantically, the statement fails to exhibit generalized conditionality because of its limitation to theatrical plays. The statement also fails to exhibit counterfactual sustainability because of a lack of precision in the terminology use. For example, whereas the term 'actor satisfaction' more likely indicates the satisfaction of an actor, the context of the article reveals that the term describes a customer's satisfaction with an actor. The same also applies to the terms 'play satisfaction,' and 'theater facility satisfaction.' Suggestion: The statement can be improved by breaking it into four statements: (1) "For a customer with a high relational orientation, the stronger their satisfaction with an actor in a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer;" (2) "For a customer with a high relational orientation, the stronger their preference for a familiar actor performing in a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer;" (3) "For a customer with a high relational orientation, the stronger their satisfaction with a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer;" (4) "For a customer with a high relational orientation, the stronger their satisfaction with a theater facility, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer." Conclusion: After the syntactic and semantic correction, the statement fulfills 2 of 2 criteria while adhering to 14 of 15 rules, but still lacks generalized conditionality because of its limitation to theater visits.

08.3 - *For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and commitment to the organization.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the terms in the bracket represent the independent variables and that overall satisfaction represents the dependent variable. Semantically, the statement fails to exhibit generalized conditionality because of its limitation to theatrical plays. The statement also fails to exhibit counterfactual sustainability because of a lack of precision in the terminology use. For example, whereas the term 'actor satisfaction' more likely indicates the satisfaction of an actor, the context of the article reveals that the term describes a customer's satisfaction with an actor. The same also applies to the terms 'play satisfaction,' and 'theater facility satisfaction.' Suggestion: The statement can be improved by breaking it into four statements: (1) "For a customer with a high relational orientation, the stronger their satisfaction with an actor in a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play;" (2) "For a customer with a high relational orientation, the stronger their preference for a familiar actor performing in a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play;" (3) "For a customer with a high relational orientation, the stronger their satisfaction with a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play;" (4) "For a customer with a high relational orientation, the stronger is that customer's commitment to the organization performing the theatrical play." Conclusion: After the syntactic and semantic correction, the statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules, but still lacks generalized conditionality because of its limitation to theater visits.

08.4 - *For customers with a high relational orientation, commitment to the organization is related positively to trust in the organization.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that trust represents the independent variables and commitment represents the dependent variable. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following form: "For customers with a high relational orientation, trust into an organization positively affects commitment to that organization." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

08.5 - *For customers with a high relational orientation, trust in the organization mediates the relationships between the component attitudes and future intentions.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

08.6 - *For customers with a high relational orientation, commitment to the organization mediates the relationships between the component attitudes and future intentions.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

08.7 - *For customers with low relational orientations, overall satisfaction mediates the relationships between the component attitudes and future intentions.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

08.8 - *For customers with low relational orientations, there is a positive relationship between overall satisfaction and trust in the organization.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that satisfaction represents the independent variables and trust represents the dependent variable. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following form: "For customers with a low relational orientation, satisfaction with an organization positively affects trust in that organization." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

08.9 - *For customers with low relational orientations, there is a positive relationship between overall satisfaction and commitment to the organization.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that satisfaction represents the independent variables and commitment represents the dependent variable. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following form: "For customers with a low relational orientation, satisfaction with an organization positively affects commitment to that organization." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

09.1 - *The greater trust that a user has in a marketing service provider, (a) the greater the service provider's involvement in the user's marketing activities, (b) the higher the user's perceived quality of user-provider interactions, (c) the more committed the user is to the service provider relationship, and (d) the greater the user's use of the service provider's marketing services.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement lacks generalized conditionality because if fails to present only one effect. Semantically, the statement also lacks generalized conditionality because it is limited to marketing service providers only. Suggestion: The statement can be improved by breaking it into four statements: (1) "The greater the trust that a user has in a service provider, the greater are that service provider's involvement in that user's marketing activities;" (2) "The greater the trust that a user has in a service provider, the higher are that user's perceived quality of their interactions with that service provider;" (3) "The greater the trust that a user has in a service provider, the more committed that user is to their relationship with that service provider;" (4) "The greater the trust that a user has in a service provider, the greater is that user's use of that provider's services." Conclusion: After the syntactic correction, each of the four statements fulfills 14 of 15 criteria. The statements continue to lack generalized conditionality because of their limitation to service providers.

09.2 - *The greater the involvement of the service provider in the user's marketing process, the higher the user's perceived quality of interactions with the service provider are.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to marketing service providers only. The statement also fails to exhibit counterfactual sustainability because of the law of diminishing returns. In other words, at some point in time additional units of involvement will not increase perceived quality any further. The statement cannot be improved because (1) it cannot maintain its basic meaning outside the context of services and (2) additional information is needed that delineates the exact limit of adding additional units of involvement.

09.3 - *The (a) higher the user's perceived quality of user-provider interactions or (b) greater the service provider's involvement in the user's marketing process, the greater the user's commitment to the service provider relationship is.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks generalized conditionality because it is limited to marketing service providers only. The statement also fails to exhibit counterfactual sustainability because of the law of diminishing returns. In other words, at some point in time additional units of involvement will not increase commitment any further. Suggestion: The first part of the statement can be improved in the following way: "The higher a user's perceived quality of its interactions with a provider, the greater that user's commitment to its relationship with that provider." After the syntactic correction, the statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules, but the statement continues to lack generalized conditionality because of their limitation to service providers. The second part of the statement cannot be improved because additional information is needed that delineates the exact limit of adding additional units of involvement.

09.4 - *The greater the (a) user's perceived quality of user-provider interactions, (b) provider's involvement in the user's marketing process, or (c) user's commitment to the service provider relationship, the greater the user's use of the service provider's marketing services is.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks generalized conditionality because it is limited to marketing service providers only. The statement also fails to exhibit counterfactual sustainability because of the law of diminishing returns. In other words, at some point in time additional units of involvement will not increase commitment any further. Suggestion: The first and the third part of the statement can be improved in the following ways: (1) "The higher a user's perceived quality of its interactions with a provider, the greater that user's use of the services from that provider;" (2) "The stronger a user's commitment to its relationship with a service provider is, the greater that user's use of the services from that provider." After the syntactic correction, each of the two statements fulfill 2 of 3 criteria while adhering to 14 of 15 rules, but both statements continue to lack generalized conditionality because of their limitation to service providers. The center part of the statement cannot be improved because additional information is needed that delineates the exact limit of adding additional units of involvement.

09.5 - *The relationships proposed in H1-H4 are less significant in longer relationships than in shorter ones.*

This statement is not evaluated because of the constraints and modifications put on the relationships it refers to.

09.6 - *The relationship between trust and (a) involvement, (b) interaction, (c) commitment, and (d) advertising use is mediated by (i) perceived opportunism, (ii) perceived loss of objectivity, and (iii) rising expectations, such that trust has a positive influence on the mediator, whereas the mediator has a negative influence on the dependent variable.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. The statement is confusing to a degree that an evaluation of its adherence to the criteria for lawlike generalizations is difficult. This statement is fundamentally descriptive and in violation of criteria beyond any improvement attempt. Syntactically, the statement lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of any if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who are the parties involved in the experience of trust, (2) who are the parties experiencing involvement, (3) who is engaging in what type of interaction; (4) who experiences what type of commitment, (5) who is advertising; (6) who is perceiving opportunism; (7) who perceives a loss of objectivity; (8) who experiences rising expectations and with regard to what; (9) who is the mediator and between whom is being mediated. The statement cannot be improved unless additional information is provided that delineates the exact definitions and relationships.

09.7 - *The relationships proposed in H6 are stronger and more significant in longer relationships than in shorter ones.*

This statement is not evaluated because of the constraints and modifications put on the relationships it refers to.

10.1 - *The greater the knowledge transfer between partners in an IJV, the greater is the partners' commitment to the IJV.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to international joint ventures. Suggestion: The statement can be improved in the following way: "The greater the knowledge transfer between partners in a relationship, the greater is the partners' commitment to that relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

10.2 - *The greater the commitment of the partners to the IJV, the greater is the partners' satisfaction with the IJV relationship.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to international joint ventures. Suggestion: The statement can be improved in the following way: "The greater the commitment of the partners in a relationship, the greater is the partners' satisfaction with that relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

11.1 - *The level of the membership's affective commitment has a positive effect on (a) membership retention, (b) participation, and (c) coproduction.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Semantically, the statement also lacks counterfactual sustainability because it fails to provide exact information as to (1) who is participating and (2) who is coproducing. In the context of the article it can be seen that the individuals holding memberships are engaged in participation and coproduction. Suggestion: The statement can be improved by breaking it into three statements: (1) "The higher the level of a membership's affective commitment, the higher the membership retention;" (2) "The higher the level of a membership's affective commitment, the higher the level of members' participation;" (3) "The higher the level of a membership's affective commitment, the higher the levels of coproduction of the members." Conclusion: After the syntactic and semantic correction, each of the three statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. The statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.2 - *The level of the membership's continuance commitment has a positive effect on (a) membership retention and (b) participation.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Semantically, the statement also lacks counterfactual sustainability because it fails to provide exact information as to who is participating. In the context of the article it can be seen that the individuals holding memberships are engaged in participation. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the level of a membership's continuance commitment, the higher the membership retention;" (2) "The higher the level of a membership's continuance commitment, the higher the level of members' participation." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Both statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.3 - *The level of the membership's normative commitment has a positive effect on membership retention.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Because of its reference to membership relationships, an improvement of the statement cannot be made at this point in time.

11.4 - *The level of the association's core services performance has a positive effect on its membership's (a) affective commitment and (b) participation.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Semantically, the statement also lacks counterfactual sustainability because it fails to provide exact information as to who is participating. In the context of the article it can be seen that the individuals holding memberships are engaged in participation. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the level of a membership association's core services performance, the higher the membership's affective commitment;" (2) "The higher the level of a membership association's core services performance, the higher the level of members' participation." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Both statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.5 - *An association's level of recognition for contributions has a positive effect on its membership's (a) affective and (b) continuance commitment.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher an association's level of recognition for contribution by its members, the higher the members' affective commitment;" (2) "The higher an association's level of recognition for contribution by its members, the higher the members' continuance commitment." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Both statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.6 - *An association's level of recognition for contributions has a positive, direct effect on its membership's coproduction behaviors.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations, and counterfactual sustainability because it fails to define the source of contributions. In the context of the article it can be seen that the source of contributions are the members of the association. Suggestion: The statement can be improved in the following way: "An association's level of recognition for contributions by its members has a positive effect on those members' coproduction behaviors." Conclusion: After the semantic correction, the statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. It continues to lack generalized conditionality because it is limited to relationships involving membership obligations.

11.7 - *The extent to which an association enhances the level of interdependence among its members has a positive, direct effect on its membership's (a) continuance and (b) normative commitment.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Suggestion: The statement can be improved by breaking it into two statements: (1) "The more comprehensive an association's extent of enhancing the level of interdependence among its members, the higher the members' continuance commitment;" (2) "The more comprehensive an association's extent of enhancing the level of interdependence among its members, the higher the members' normative commitment." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Both statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.8 - *The level of an association's dissemination of organizational knowledge has a positive, direct effect on its membership's (a) normative and (b) affective commitment.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement (1) lacks generalized conditionality because it is limited to relationships involving membership obligations, and lacks (2) counterfactual sustainability because it fails to define the target audience for the dissemination of organizational knowledge. In the context of the article it can be seen that the target audience for the dissemination of organizational knowledge is the membership base.

Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the level of an association's dissemination of organizational knowledge among its members, the higher the members' normative commitment;" (2) "The higher the level of an association's dissemination of organizational knowledge among its members, the higher the members' normative commitment." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Both statements continue to lack generalized conditionality because they are limited to relationships involving membership obligations.

11.9 - *The level of the association's reliance on external membership requirements has a negative effect on the level of the affective commitment of the membership.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Because of its reference to membership relationships, an improvement of the statement cannot be made at this point in time.

11.10 - *The level of the association's reliance on external membership requirements has a positive effect on its membership retention rate.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to relationships involving membership obligations. Because of its reference to membership relationships, an improvement of the statement cannot be made at this point in time.

12.1 - *Ongoing relationships will be characterized by higher levels of asset specificity than terminated relationships.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. Syntactically, the statement lacks empirical testability because it refers to "terminated relationships." By definition, a relationship that has been terminated is nonexistent and thus, the statement is nonsensical. As a consequence, the statement also lacks generalized conditionality and counterfactual sustainability. Because the context of the article does not provide additional information, an improvement of the statement cannot be made at this point in time.

12.2 - *Ongoing relationships will rely more extensively on hierarchical governance mechanisms than terminated relationships.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. Syntactically, the statement lacks empirical testability because it refers to "terminated relationships." By definition, a relationship that has been terminated is nonexistent and thus, the statement is nonsensical. As a consequence, the statement also lacks generalized conditionality and counterfactual sustainability. Because the context of the article does not provide additional information, an improvement of the statement cannot be made at this point in time.

12.3 - *Ongoing relationships will be characterized by higher levels of relational investments than terminated relationships.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. Syntactically, the statement lacks empirical testability because it refers to "terminated relationships." By definition, a relationship that has been terminated is nonexistent and thus, the statement is nonsensical. As a consequence, the statement also lacks generalized conditionality and counterfactual sustainability. Because the context of the article does not provide additional information, an improvement of the statement cannot be made at this point in time.

12.4 - *Ongoing relationships will be characterized by a broader contract scope than terminated relationships.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. Syntactically, the statement lacks empirical testability because it refers to "terminated relationships." By definition, a relationship that has been terminated is nonexistent and thus, the statement is nonsensical. As a consequence, the statement also lacks generalized conditionality and counterfactual sustainability. Because the context of the article does not provide additional information, an improvement of the statement cannot be made at this point in time.

12.5 - *Ongoing relationships will rely more extensively on governance by relational norms than terminated relationships.*

This statement fulfills 0 of 3 criteria while adhering to 10 of 15 rules. Syntactically, the statement lacks empirical testability because it refers to "terminated relationships." By definition, a relationship that has been terminated is nonexistent and thus, the statement is nonsensical. As a consequence, the statement also lacks generalized conditionality and counterfactual sustainability. Because the context of the article does not provide additional information, an improvement of the statement cannot be made at this point in time.

13.1 - *The subsidiary's perceived dependence on the MNC headquarters' marketing function is positively related to the subsidiary's acquiescence to the headquarters.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks generalized conditionality because it is limited to multinational corporations. Suggestion: The statement can be improved in the following way: "A subsidiary's perceived level of dependence on the headquarters' marketing function positively influences that subsidiary's acquiescence to its headquarter." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

13.2 - *The subsidiary's trust in the headquarters' marketing function is positively related to its acquiescence to the MNC's headquarters.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks generalized conditionality because it is limited to multinational corporations. Suggestion: The statement can be improved in the following way: "A subsidiary's level of trust in the headquarters' marketing function positively influences that subsidiary's acquiescence to its headquarter." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

13.3 - *The subsidiary's trust in the headquarters' marketing function is positively related to the subsidiary's cooperation with the MNC's headquarters.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks generalized conditionality because it is limited to multinational corporations. Suggestion: The statement can be improved in the following way: "A subsidiary's level of trust in the headquarters' marketing function positively influences that subsidiary's cooperation with its headquarter." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

13.4 - *Trust will have more of an effect on cooperation in highly collectivistic cultures than in highly individualistic cultures.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to clearly state an if-then relationship with a condition and an effect. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the cooperation, (2) fails to identify the actor experiencing trust, and (3) fails to identify the boundaries of the culture (organizational vs. regional vs. national etc.). In the context of the article it can be seen that (1) the cooperation refers to the collaboration between a subsidiary and its headquarters, (2) trust refers to the existence of trust of the subsidiary towards its headquarters, and (3) the culture refers to the national culture at the location of the subsidiary. Suggestion: The statement can be improved in the following way: "The more collectivist the culture in the nation where a subsidiary is located, the stronger the effect of the subsidiary's trust towards its headquarters on the cooperation between that subsidiary and that headquarters." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

13.5 - *The subsidiary's marketing function cooperation is positively related to brand performance in the market in which that subsidiary operates.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the cooperation besides a subsidiary, and (2) fails to identify the owner of the brand. In the context of the article it can be seen that (1) the cooperation refers to the collaboration between a subsidiary and its headquarters, and (2) the brand refers to the common brand of the subsidiary and its headquarters. Suggestion: The statement can be improved in the following way: "The more a subsidiary cooperates its marketing function with its headquarters, the better the performance of the subsidiary's and headquarters common brand in the market of the subsidiary's location." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

13.6 - *When global marketing program standardization is high, acquiescence will have a greater effect on market brand performance than when standardization is low.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to clearly state an if-then relationship with a condition and an effect. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the standardization of marketing programs, (2) fails to identify the actor experiencing acquiescence, (3) fails to define the location of the market where the brand is performing, and (4) fails to identify the owner of the brand. In the context of the article it can be seen that (1) the standardization of marketing programs refers to the collaboration between a subsidiary and its headquarters, (2) the actors experiencing acquiescence are a subsidiary and its headquarters, (3) the brand is performing in the market of the subsidiary's location, and (4) the brand is owned by the subsidiary and its headquarters. Suggestion: The statement can be improved in the following way: "The more standardized the global marketing program for a common brand of a subsidiary and its headquarters, the stronger the effect of the subsidiary's and headquarters' acquiescence on the performance of that brand in the market of the subsidiary." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

14.1 - *The buyer's perception of buyer-seller relationship quality will have a positive effect on repurchase intentions.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement lacks counterfactual sustainability because it fails to define the participant with repurchase intentions and the source from which the repurchase will be made. In the context of the article it can be seen that the buyer possesses the repurchase intentions and that the source from the repurchase will be made is the previous seller. Suggestion: The statement can be improved in the following way: "A buyer's perception of the quality of its relationship with a seller positively influences that buyers' intention to repurchase from that seller." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

14.2 - *The positive relationship between buyer perceptions of relationship quality and repurchase intention will be stronger for internally focused corporate cultures (clans or hierarchies) than externally focused corporate cultures (adhocracies or markets).*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between buyer perceptions of relationship quality and repurchase intention. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that buyer perceptions of relationship quality represents the independent variable and repurchase intention represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to (1) the participants in the relationship, (2) the participant with repurchase intentions and the source from which the repurchase will be made, (3) the member belonging to the corporate culture and their role in the phenomenon. In the context of the article it can be seen that (1) the participants in the relationship are an industrial buyer and a seller, (2) that the industrial buyer is the participant with the intention to repurchase from the previous seller, and (3) that the corporate culture refers to the environment within the industrial buyer's firm. Suggestion: The statement can be improved in the following way: "The more internally focused the corporate culture of a buying firm is, the stronger that buyer's perception of the quality of a relationship with a seller affects the intention of that buyer to repurchase from that seller." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.1 - *Distributor dependence has a positive effect on joint action.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to exactly define the participants in the dependence relationship and in the joint action. In the context of the article it can be seen that the dependence situation and joint action refer to the collaboration between a supplier and its distributor. The statement also lacks generalized conditionality because it does not disclose whether the effect takes place in terms of likelihood of appearance of joint action, in terms of intensity of joint action, or in terms of quality of joint action. In the context of the article it can be seen that the effect takes place in terms of intensity of joint action. Suggestion: The statement can be improved in the following way: "The higher a supplier's dependence on its distributor, the stronger the intensity of joint action between that supplier and that distributor." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.2 - *Service differentiation in downstream channels has a positive effect on joint action.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to exactly define the participants in the joint action. In the context of the article it can be seen that the joint action refer to the collaboration between a supplier and its distributor. The statement also lacks generalized conditionality because (1) it is restricted to downstream channels and

(2) it does not disclose whether the effect takes place in terms of likelihood of appearance of joint action, in terms of intensity of joint action, or in terms of quality of joint action. In the context of the article it can be seen that the effect takes place in terms of intensity of joint action. Suggestion: The statement can be improved in the following way: "The stronger the service differentiation in a channel that a supplier and its distributor are participating in, the stronger the intensity of joint action between that supplier and that distributor." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.3 - *Competitive intensity has a positive effect on joint action.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to exactly define the participants in the competitive situation and in the joint action. In the context of the article it can be seen that the competitive situation and joint action refer to the collaboration between a supplier and its distributor. The statement also lacks generalized conditionality because it does not disclose whether the effect takes place in terms of likelihood of appearance of joint action, in terms of intensity of joint action, or in terms of quality of joint action. In the context of the article it can be seen that the effect takes place in terms of intensity of joint action. Suggestion: The statement can be improved in the following way: "The higher the competitive intensity in a market that a supplier and its distributor are participating in, the stronger the intensity of joint action between that supplier and that distributor." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.4 - *Distributor specialized investment has a positive effect on joint action.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to exactly define the investing party and the objective and target of the investment, and the participants in the joint action. In the context of the article it can be seen that the investment is undertaken by the distributor to improve the channel relationship with a supplier, and that joint action refer to the collaboration between a supplier and its distributor. The statement also lacks generalized conditionality because (1) it is restricted to specified investment only and (2) it does not disclose whether the effect takes place in terms of likelihood of appearance of joint action, in terms of intensity of joint action, or in terms of quality of joint action. In the context of the article it can be seen that the effect takes place in terms of intensity of joint action. Suggestion: The statement can be improved in the following way: "The higher a distributor's investment into the relationship with a supplier, the stronger the intensity of joint action between that supplier and that distributor." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.5 - *Distributor dependence decreases as the extent of (a) customer volatility increases, whereas distributor dependence increases as the extent of (b) distributor motivational investment increases and (c) distributor specialized investment increases.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to present only one condition (or to connect multiple conditions by an 'and' qualifier) and only one effect. Semantically, the statement lacks counterfactual sustainability because it (1) fails to exactly define the participants in the dependence relationship, (2) fails to provide information with regard to whose customer exhibits volatility, and (3) it fails to exactly define the investing party and the objective and target of the investment. It the context of the article it can be seen that (1) the dependence situation and joint action refer to the collaboration between a supplier and its distributor; (2) the customers exhibiting volatility refer to the customers of the supplier, and (3) that the investment is undertaken by the distributor to improve the channel relationship with a supplier. The statement also lacks generalized conditionality because it is restricted to particular types of investments. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the volatility of a supplier's customer base, the lower the dependence of that supplier's dependence on its distributor;" (2) "The higher a distributor's investment into the relationship with a supplier, the higher the dependence of that supplier's dependence on that distributor." Conclusion: After the syntactic and semantic correction, each of the statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

15.6 - *Service differentiation increases as (a) distributor specialized investment increases, (b) customer heterogeneity increases, (c) customer munificence decreases and (d) competitive intensity increases.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because it (1) fails to exactly define the investing party and the objective and target of the investment, (2) fails to provide information with regard to whose customer exhibits heterogeneity, (3) fails to provide information with regard to whose customer exhibits munificence, (4) because it fails to exactly define the participants in the competitive situation, and (5) because it fails to define who is providing the service. In the context of the article it can be seen that (1) the investment is undertaken by the distributor to improve the channel relationship with a supplier, (2) the customers exhibiting heterogeneity refer to the customers of the supplier, (3) the customers exhibiting munificence refer to the customers of the supplier, (4) that the competitive situation and joint action refer to the collaboration between a supplier and its distributor, and (5) that the distributor is providing the service. The statement also lacks generalized conditionality because it is restricted to specified investments only. Suggestion: The statement can be improved by breaking it into four statements: (1) "The higher a distributor's investment into the relationship with a supplier, the higher the differentiation in service provided to that supplier by that distributor;" (2) "The higher the heterogeneity of a supplier's customer base, the higher the differentiation in service provided to that supplier by its distributor;" (3) "The lower the munificence of a supplier's customer base, the higher the differentiation in service provided to that supplier by its distributor;" and (4) "The higher the competitive intensity in a market that a supplier and its distributor are participating in, the higher the differentiation in service provided to that supplier by that distributor." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

16.1A - *Small downtown retail customers' perceptions of empathy are positively related to their willingness-to-buy.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit generalized conditionality because of its restriction to small downtown retailers. The statement is furthermore unclear about whether the retailer's size is small or the customer is small. In the context of the article it can be seen that the retailer's size is small. The statement also fails to exhibit counterfactual sustainability because it fails to define the target of (1) empathy and (2) willingness-to-buy. In the context of the article it can be seen that (1) empathy refers to empathy experienced by the retailer for the customer and (2) the customer's willingness-to-buy is targeted at the retailer that expresses empathy. Suggestion: The statement can be improved in the following way: "The higher a customer's perception of empathy of a retailer for that customer, the higher that customer's willingness to buy from that retailer." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

16.1B - *Large one-stop retail customers' perceptions of assurance are positively related to their willingness-to-buy.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit generalized conditionality because of its restriction to large one-stop retailers. The statement is furthermore unclear about whether the retailer's size is large or the customer is large. In the context of the article it can be seen that the retailer's size is large. The statement also fails to exhibit counterfactual sustainability because it fails to define the target of (1) assurance and (2) willingness-to-buy. In the context of the article it can be seen that (1) assurance refers to assurance provided by the retailer to the customer and (2) the customer's willingness-to-buy is targeted at the retailer that expresses empathy. Suggestion: The statement can be improved in the following way: "The higher a customer's perception of assurance by a retailer for that customer, the higher that customer's willingness to buy from that retailer." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

16.2A - *Small downtown retailers will influence customer perceptions of empathy primarily through the use of responsiveness.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

16.2B - *Larger retailers will influence customer perceptions of assurance through a balanced use of responsiveness, reliability and tangibility.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

17.1 - *A firm's decision-making uncertainty will be positively related to its guanxi with the partner.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the (1) exact participants and (2) the dimension in which the guanxi is affected. In the context of the article it can be seen that the participants in the relationship are two unspecified firms and that the dimension of guanxi that is affected is the intensity of the guanxi. Suggestion: The statement can be improved in the following way: "The higher a firm's decision-making uncertainty in a relationship, the higher the intensity of that firm's guanxi with its relationship partners." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.2 - *A firm's perception of its exchange partner's opportunism will be negatively related to its guanxi with the partner.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the dimension in which the guanxi is affected. In the context of the article it can be seen that the dimension of guanxi affected is the intensity of the guanxi. Suggestion: The statement can be improved in the following way: "The stronger a firm's perception of opportunism by that firm's partner in a relationship, the lower the intensity of that firm's guanxi with that relationship partner." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.3 - *A firm's perceived similarity with its exchange partner will be positively related to its guanxi with the partner.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the dimension in which the guanxi is affected. In the context of the article it can be seen that the dimension of guanxi affected is the intensity of the guanxi. Suggestion: The statement can be improved in the following way: "The stronger a firm's perception of similarity with its partner in a relationship, the higher the intensity of that firm's guanxi with that relationship." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.4 - *A firm's guanxi will be positively related to its perception of relationship quality.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the dimension in which the guanxi is affected. In the context of the article it can be seen that the dimension of guanxi affected is the intensity of the guanxi. Suggestion: The statement can be improved in the following way: "The higher the intensity of a firm's guanxi with its partner in a relationship, the higher that firm's perception of the quality of that relationship." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.5 - *A firm's guanxi with an exchange partner will be positively related to its interdependence with its exchange partner.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the dimension in which the guanxi is affected. In the context of the article it can be seen that the dimension of guanxi affected is the intensity of the guanxi. Suggestion: The statement can be improved in the following way: "The higher the intensity of a firm's guanxi with its partner in a relationship, the stronger that firm's interdependence with that partner." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.6 - *A firm's perception of relationship quality will be positively related to its business performance in the relationship.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define the exact participants in the relationship. In the context of the article it can be seen that the participants in the relationship are two unspecified firms. Suggestion: The statement can be improved in the following way: "The higher a firm's perception of the quality of a relationship with partner, the better the performance of that firm." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

17.7 - *Interdependence between exchange partners will be positively related to business performance in the relationship.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship between volatility and enforcement.

Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement fails to exhibit counterfactual sustainability because it fails to define whose business performance is affected. In the context of the article it can be seen that term business performance refers to the performance of both partners in the relationship. Suggestion: The statement can be improved in the following way: "The higher the interdependence between partners in a relationship, the better the performance of those partners." After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

18.1 - *Image-oriented loyalty, which means higher preference rates for the club's products/services, is positively associated with variables that reflect mainly the experience of members with their clubs.*

This statement is largely descriptive and unspecific. The descriptive content, the nonidentification of the variables referred to, and the utilizations of vague terms such as 'mainly' make it impossible to evaluate the statement. Conclusion: Because additional information and explanation is needed, the statement cannot be improved at this point in time.

18.2 - *Marketing-oriented loyalty that conveys readiness of club members to convince potential candidates to join the same club is positively associated with variables that reflect active involvement with club activities.*

This statement is largely descriptive and unspecific. The descriptive content and the nonidentification of the variables referred to make it impossible to evaluate the statement. Conclusion: Because additional information and explanation is needed, the statement cannot be improved at this point in time.

18.3 - *Sales-oriented loyalty that takes the form of a larger customer share is positively associated with variables that reflect buyer behavior dimensions.*

This statement is largely descriptive and unspecific. The descriptive content and the nonidentification of the variables referred to make it impossible to evaluate the statement. Conclusion: Because additional information and explanation is needed, the statement cannot be improved at this point in time.

19.1 - *Perceived specific risk is lower for relational customers than for non-relational customers.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to specific risks. The statement also lacks counterfactual sustainability because it fails to define the subject or context that customers perceive to be risky. In the context of the article it can be seen that the customer perceives the relationship with a firm to be risky. Suggestion: The statement can be improved in the following way: "The stronger the relational orientation of a customer, the lower that customer's level of perceived risk in a relationship with a firm."

Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.2 - *Perceived specific risk will be lowest for customers who have strong interpersonal relationships.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to specific risks. The statement also lacks counterfactual sustainability because it fails to define the subject or context that customers perceive to be risky. In the context of the article it can be seen that the customer perceives the relationship with a firm to be risky. Suggestion: The statement can be improved in the following way: "The stronger the interpersonal relationship a customer has with a firm, the lower that customer's level of perceived risk in the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.3 - *Perceived category risk will be higher for relational customers than for non-relational customers.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to category risks. Suggestion: The statement can be improved in the following way: "The stronger the relational orientation of a customer, the higher that customer's level of perceived risk in a relationship with a firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.4 - *Perceived category risk will be highest for customers with strong interpersonal relationships.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because it is limited to specific risks. Suggestion: The statement can be improved in the following way: "The stronger the interpersonal relationship a customer has with a firm, the higher that customer's level of perceived risk in the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.5 - *Interest in alternatives will be lower for relational than for non-relational customers.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it does not clearly describe the participants in the phenomena. Suggestion: The statement can be improved in the following way: "The stronger the relational orientation a customer has towards a specific firm, the lower that customer's interest in alternatives to that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.6 - *Interest in alternatives will be lowest for customers with strong interpersonal relationships.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it does not clearly describe the participants in the phenomena. Suggestion: The statement can be improved in the following way: "The stronger the interpersonal relationship a customer has with a firm, the lower that customer's interest in alternatives to that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.7 - *Dedication will be higher for relational customers than for non-relational customers.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it does not clearly describe the participants in the phenomena and the target of dedication. In the context of the article it can be seen that dedication is targeted at the customer's relationship with a firm. Suggestion: The statement can be improved in the following way: "The stronger the relational orientation a customer has towards a specific firm, the higher that customer's dedication to the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

19.8 - *Dedication will be highest for customers with interpersonal relationships.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it does not clearly describe the participants in the phenomena and the target of dedication. In the context of the article it can be seen that dedication is targeted at the customer's relationship with a firm. Suggestion: The statement can be improved in the following way: "The stronger the interpersonal relationship a customer has with a firm, the higher that customer's dedication to the relationship with that firm." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.1 - *There is a positive relationship between relationship termination costs and relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The higher the relationship termination costs for firms in a mutual relationship, the stronger the relationship commitment of each firm." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.2 - *There is a positive relationship between relationship benefits and relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The higher the relationship benefits for firms in a mutual relationship, the stronger the relationship commitment of each firm." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.3 - *There is a positive relationship between shared values and relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule

of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The higher the number of shared values between firms involved in a mutual relationship, the stronger the relationship commitment of each firm." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.4 - *There is a positive relationship between shared values and trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The higher the number of shared values between firms involved in a mutual relationship, the stronger the mutual trust among those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.5 - *There is a positive relationship between communication and trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The higher the degree of communication between firms involved in a mutual relationship, the stronger the mutual trust among those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.6 - *There is a negative relationship between opportunistic behavior and trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In

the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the opportunistic behavior of firms involved in a mutual relationship, the weaker the mutual trust among those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.7 - *There is a positive relationship between relationship commitment and acquiescence.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the relationship commitment of firms involved in a mutual relationship, the stronger the acquiescence between those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.8 - *There is a negative relationship between relationship commitment and propensity to leave.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the relationship commitment of firms involved in a mutual relationship, the smaller the propensity to leave of each of those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.9 - *There is a positive relationship between relationship commitment and cooperation.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In

the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the relationship commitment of firms involved in a mutual relationship, the higher the degree of cooperation between those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.10 - *There is a positive relationship between trust and relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the mutual trust among firms involved in a mutual relationship, the stronger the relationship commitment of each of those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.11 - *There is a positive relationship between trust and cooperation.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the mutual trust among firms involved in a mutual relationship, the higher the degree of cooperation between those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.12 - *There is a positive relationship between trust and functional conflict.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In

the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the mutual trust among firms involved in a mutual relationship, the higher the likelihood for functional conflict between those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

20.13 - *There is a negative relationship between trust and uncertainty.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the collaboration between a firm and its supplier. Suggestion: The statement can be improved in the following way: "The stronger the mutual trust among firms involved in a mutual relationship, the lower the degree of uncertainty of each of those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

21.1 - *The greater intensity of competition faced by a hospital, the greater its relationship intensity.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to hospitals. Suggestion: The statement can be improved in the following way: "The greater the intensity of competition in a market, the greater the relationship intensity of the market's participants." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

21.2 - *The greater the marketing orientation of a hospital, the greater its relationship intensity.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to hospitals. Suggestion: The statement can be improved in the following way: "The greater the marketing orientation of participants in a market, the greater the relationship intensity of those participants." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

21.3 - *When there is a formal marketing department in a hospital, there will be a greater relationship intensity in that hospital.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement qualifies as a candidate for lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to hospitals. Furthermore, the utilization of the term 'formal' is redundant because the sheer existence of a department implies its formal status. Suggestion: The statement can be improved in the following way: "Relationship intensity in a firm with a marketing department is greater than in firms without a marketing department." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

21.4 - *The greater the relationship intensity of a hospital, the higher would be its performance, as measured by its occupancy rate, admissions per bed, gross patient revenue per patient day, and lower uncollectible rate.*

This statement fulfills 2 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one clearly defined effect. Semantically, the statement lacks generalized conditionality because of its limitation to hospitals. Furthermore, the utilization of the term 'would' is incorrect. Suggestion: The statement can be improved by breaking it into four statements: (1) "The greater the relationship intensity of a hospital, the higher its occupancy rate;" (2) "The greater the relationship intensity of a hospital, the more admissions per bed it has;" (3) "The greater the relationship intensity of a hospital, the higher the gross patient revenue per patient day;" (4) "The greater the relationship intensity of a hospital, the lower the uncollectible rate." Conclusion: After the syntactic correction, each of the four statements fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Each of the statements continues to lack generalized conditionality because of its limitation to hospitals.

22.1 - *Significant performance differences occur across the four structural types of buyer-supplier relationships.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

22.2 - *A discernible pattern of performance differences can be described for each structural type of buyer-supplier relationship.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

23.1 - *The same benefits (motives) dimensions will emerge in Thailand as in the USA.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

23.2 - *In Thailand all benefits (motives) will be perceived to be more important in high contact, customised services than low contact, standardised ones.*

This statement fulfills 1 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement lacks to exhibit generalized conditionality because it fails to express one condition only or to connect multiple conditions with an 'and' qualifier.'

Semantically, the statement lacks generalized conditionality because it is spatially limited to Thailand. The statement also lacks counterfactual sustainability because it fails to define the source and target of benefits, motives, and perception. Suggestion: The statement can be improved by breaking it into two statements: (1) "A relationship participant's perceived importance of relationship benefits is higher for high-contact customized services than for low-contact standardized services;" (2) "A relationship participant's perceived importance of relationship motives is higher for high-contact customized services than for low-contact standardized services." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

23.3 - *In comparing the two countries, both special treatment (special favors) and social benefits will be more important in Thailand than the USA.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

23.4 - *The fundamentally "relationship rich" nature of Thai society will result in the correlations between benefits and outcomes (satisfaction, service loyalty and commitment) being significantly higher for Thailand than the USA.*

This statement is of fundamentally descriptive and comparative character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

23.5 (a) Switching costs will be positively correlated with relationship outcomes, while (b) attractiveness of alternatives will be negatively correlated.

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. It furthermore lacks generalized conditionality because it fails to present only one effect, and because it does not clearly state what attractiveness of alternatives are correlated with. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationships in each of the two parts of the statement. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first half of each of the statements represents the condition and the second half of each of the statements represents the effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is subject to switching costs, (2) who are the participants in the relationship, (3) who is perceiving attractiveness, (4) who is subject to relationship outcomes, and (5) what is the type of outcome of the relationship. In the context of the article it can be seen that all parts of the statement refer to the relationship between a firm and a customer and that outcomes are measured in perceived positive/negative outcome. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the switching costs for a customer, the higher the outcomes that customer perceives to receive from a relationship with a firm;" (2) "The higher the attractiveness of alternatives that a customer can choose from, the lower the outcomes that customer perceives to receive from a relationship with a firm." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.1A - *Cost-of-exit is a second order construct with "indicators" alternative attractiveness, investment and switching cost.*

This statement is of fundamentally descriptive and comparative character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

24.1B - *Increasing cost-of-exit fosters an increased likelihood of voice.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who has cost-of-exit and (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to costs-of-exit and both the producer and the supplier are likely to use voice. Suggestion: The statement can be improved in the following way: "The higher the cost-of-exit for partners in a relationship, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.2 - *As satisfaction increases voice is more likely.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences satisfaction and (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to the experience of satisfaction and both the producer and the supplier are likely to use voice. Suggestion: The statement can be improved in the following way: "The higher the mutual satisfaction among partners in a relationship, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.3 - *Increasing revenue makes voice more likely.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences increasing revenues (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to the experience of increasing revenues and both the producer and the supplier are likely to use voice. Suggestion: The statement can be improved in the following way: "The higher the revenue of the partners in a relationship, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.4A - *An increase in the number of competitors promotes lower revenue and return on investment.*

Apart from an awkward use of formal language ('promotes'), this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to who faces more competitors, lower revenues, and a lower return on investment. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to an increase in competitors, lower revenues, and a lower return on investment. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the number of competitors, the lower the revenues a firms achieves;" (2) "The higher the number of competitors, the lower the return on investment a firms achieves." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.4B - *An increase in the number of competitors indirectly produces a decreased likelihood of voice.*

Apart from an awkward use of formal language ('indirectly produces'), this statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences the increasing number of competitors (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to an increase in competitors and both the producer and the supplier are likely to use voice. Suggestion: The statement can be improved in the following way: "The higher the number of competitors the partners in a relationship face, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.5 - *With increasing return on investment and revenue per employee voice becomes more likely.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to who is subject to increasing revenues and increasing return on investment. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to an increase revenues and return on investment. Semantically, the statement also lacks generalized conditionality because although the conditions are connected by an 'and' qualifier, the context of the article does not support the use of the qualifier because each of the conditions individually (rather than both together) generates the effect. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher the return on investment for the partners in a relationship, the higher the likelihood that either of the partners will use voice;" (2) "The higher the revenue per employee for the partners in a relationship, the higher the likelihood that either of the partners will use voice." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.6 - *An increase in the number of employees makes voice more likely.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences the increasing number of retailer employees and (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier experience an increase in the number of employees and both the producer and the supplier are likely to use voice. Suggestion: The statement can be improved in the following way: "The higher the number of employees the partners in a relationship have, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.7 - *As the number of years the firm has been in business increases voice is less likely.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences the number of years in business and (2) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are less likely to use voice as the respective number of their years in business increases. Suggestion: The statement can be improved in the following way: "The higher the number of years the partners in a relationship have been in business, the smaller the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

24.8 - *As the number of years the firm has done business with their exchange partner increases voice becomes more likely.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are more likely to use voice as the number of years the firms were in business with one another increases. Suggestion: The statement can be improved in the following way: "The higher the number of years the partners in a relationship have been in business with one another, the higher the likelihood that either of the partners will use voice." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.1A - *Loyal behavior is negatively associated with voice, and voice is negatively associated with exiting.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. It furthermore lacks generalized conditionality because it fails to present only one effect. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first half of each part of the statement represents the independent variable and the second half of each part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who exhibits loyal behavior, (2) who is using voice, and (3) who is considering to exit. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier exhibit loyal behavior, use voice, or consider exiting. Suggestion: The statement can be improved by breaking it into two statements: (1) "The stronger the loyalty in the behavior of the partners in a relationship, the lower the likelihood that either of the partners will use voice;" (2) "The higher the likelihood that either of the partners in a relationship will use voice, the lower the likelihood that either of the partners will exit the relationship." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.2A - *Satisfaction moderates these associations.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

25.3A - *Satisfaction is positively associated with loyal behavior and voice, and negatively associated with exiting.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents three dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences satisfaction, (2) who is exhibiting loyal behavior, (3) who is using voice, and (4) who is considering to exit. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier experience satisfaction, exhibit loyal behavior, use voice, or consider exiting. Suggestion: The statement can be improved by breaking it into three statements: (1) "The higher the mutual satisfaction of partners in a relationship, the stronger the loyal behavior that both of the partners will exhibit;" (2) "The higher the mutual satisfaction of partners in a relationship, the higher the likelihood that either of the partners will use voice;" (3) "The higher the mutual satisfaction of partners in a relationship, the lower the likelihood that either of the partners will exit the relationship." Conclusion: After the syntactic and semantic correction, each of the three statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.1B - *The associations between neglect and both loyal behavior and voice are negative.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents two dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences neglect, (2) who is exhibiting loyal behavior, and (3) who is using voice. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier experience neglect, exhibit loyal behavior, and use voice. Suggestion: The statement can be improved by breaking it into two statements: (1) "The higher a company's perception of neglect by its partner in a relationship, the weaker that company's loyal behavior towards the partner;" (2) "The higher a company's perception of neglect by its partner in a relationship, the lower the likelihood that company will use voice." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.2B - *Satisfaction moderates these associations.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

25.3B - *Satisfaction and neglect are negatively associated.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationships. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the second part of the statement represents the independent variable and the first part of the statement represents two dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who experiences satisfaction (2) who experiences neglect. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier are subject to the experience of satisfaction and neglect. Suggestion: The statement can be improved in the following way: "The higher a company's perception of neglect by its partner in a relationship, the lower is that company's satisfaction with the relationship." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.4 - *Cost-of-exit is positively associated with loyal behavior and voice, and negatively associated with neglect and exit-propensity.*

This statement fulfills 1 of 3 criteria while adhering to 11 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Syntactically, it also fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that cost-of-exit represents the independent variable and that the other components represent four dependent variables. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who is exhibiting loyal behavior, (2) who is using voice, (3) who is experiencing neglect, and (4) who is considering to exit. In the context of the article it can be seen that the phenomenon described refers to the collaboration between a producer and a supplier in which both the producer and the supplier experience neglect, exhibit loyal behavior, use voice, or consider exiting. Suggestion: The statement can be improved by breaking it into four statements: (1) "The higher the cost-of-exit for partners in a relationship, the stronger the loyal behavior that both of the partners will exhibit;" (2) "The higher the cost-of-exit for partners in a relationship, the higher the likelihood that either of the partners will use voice;" (3) "The higher the cost-of-exit for partners in a relationship, the lower the likelihood that either of the partners will neglect the other partner;" (4) "The higher the cost-of-exit for partners in a relationship, the lower the likelihood that either of the partners will exit the relationship." Conclusion: After the syntactic and semantic correction, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

25.5 - *Satisfaction attenuates the association between cost-of-exit and loyal behavior.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

26.1 - *A long-term relationship will have a positive effect on future usage.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who are the participants in the relationship and (2) who is subject to future usage. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which the customer considers future usage. Suggestion: The statement can be improved in the following way: "The longer a firm and its customer have engaged in a mutual relationship, the higher the likelihood that the customer will consider using that firm's product in the future." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

26.2 - *Relative perceived performance will have a positive impact on long-term relationship and on future usage.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Also, syntactically, the statement lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) whose performance is measured and (2) and who is subject to future usage. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which the firm's performance determine the customer's future usage. Suggestion: The statement can be improved by breaking it into two statements: (1) "The better a customer perceives the performance of a firm, the longer the relationship between that customer and that firm will continue;" (2) "The better a customer perceives the performance of a firm, the higher the likelihood that the customer will consider using that firm's product in the future." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

26.3 - *Knowledge of customer needs positively affects long-term relationship and positively influences perceived relative performance outcomes.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) whose performance is perceived and by whom, and (2) who possesses customer knowledge. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which the firm's possesses customer knowledge and in which the customer perceives the firm's performance outcomes. Suggestion: The statement can be improved by breaking it into two statements: (1) "The better a firm's knowledge of its customer's needs, the longer the relationship between that firm and that customer will continue;" (2) "The better a firm's knowledge of its customer's needs, the better that customer perceives the performance of that firm." Conclusion: After the syntactic and semantic correction, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

26.4 - *Selling, actively seeking the patronage of a client, will positively affect the long-term relationship relative evaluation of perceived performance and on future usage.*

Apart from an awkward use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Also, syntactically, the statement is partly descriptive and lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is selling, (2) who are the participants in the relationship, (3) whose performance is perceived and by whom, and (4) who is subject to future usage. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which the firm is selling and in which the customer perceives the firm's performance and considers future usage of the firm. Suggestion: The statement can be improved by breaking it into three statements: (1) "The stronger a firm's selling efforts towards a customer, the longer the relationship between that firm and that customer will continue;" (2) "The stronger a firm's selling efforts towards a customer, the better that customer perceives the performance of that firm;" (3) "The stronger a firm's selling efforts towards a customer, the higher the likelihood that the customer will consider using that firm's product in the future." Conclusion: After the syntactic and semantic correction, each of the three statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

26.5 - *Past usage will have a positive impact on perceived relative performance, long-term relationship and in turn on future usage.*

This statement fulfills 0 of 3 criteria while adhering to 12 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Also syntactically, the statement lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who has exhibited past usage, (2) who are the participants in the relationship, (3) whose performance is perceived and by whom, and (4) who is subject to future usage. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which customer has exhibited past usage of that firm's product, perceives the firm's performance and considers future usage of the firm. Suggestion: The statement can be improved by breaking it into three statements: (1) "The more a customer has used a firm's products in the past, the longer the relationship between that firm and that customer will continue;" (2) "The more a customer has used a firm's products in the past, the better that customer perceives the performance of that firm;" (3) "The more a customer has used a firm's products in the past, the higher the likelihood that the customer will consider using that firm's product in the future." Conclusion: After the syntactic and semantic correction, each of the three statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

26.6 - *Competitive pricing will have a positive direct effect on future usage.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to (1) who is engaging in pricing and (2) who is subject to future usage. In the context of the article it can be seen that the phenomenon described refers to the relationship between a firm and a customer in which the firm is pricing and in which the customer is considering future usage. Suggestion: The statement can be improved in the following way: "The more competitive the prices that a firm offers its customer, the higher the likelihood that the customer will consider using that firm's product in the future." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.1 - *The higher the satisfaction with the supplier the more motivated the buyer is to continue the relationship with the supplier.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors. Suggestion: The statement can be improved in the following way: "The higher a buyer's satisfaction with its supplier, the higher that buyer's motivation to continue the relationship with that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.2 - *The more the buyer trusts the supplier the higher the motivation to enhance the scope of the relationship.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define the participant who experiences motivation. In the context of the article it can be seen that the buyer experiences motivation. Suggestion: The statement can be improved in the following way: "The stronger a buyer's trust into its supplier, the higher that buyer's motivation to enhance the scope of the relationship with that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.3 - *The higher the satisfaction with the supplier the more the buyer will trust the supplier.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors. Suggestion: The statement can be improved in the following way: "The higher a buyer's satisfaction with its supplier, the higher that buyer's trust into that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.4 - *Perceived competence of the supplier increases the buyer's trust in the supplier.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define the participant who perceives competence. In the context of the article it can be seen that the buyer perceives competence. Suggestion: The statement can be improved in the following way: "The stronger a buyer's perception of the competence of its supplier, the higher that buyer's trust into that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.5A - *Communication will increase trust in the supplier.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define (1) the participants who communicate and (2) the participant who exhibits trust. In the context of the article it can be seen that a supplier and a buyer communicate and that the buyer exhibits trust. Suggestion: The statement can be improved in the following way: "The more communication between a supplier and a buyer, the higher that buyer's trust into that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.5B - *Communication will increase satisfaction with the supplier.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define (1) the participants who communicate and (2) the participant who experiences satisfaction. In the context of the article it can be seen that a supplier and a buyer communicate and that a buyer experiences satisfaction. Suggestion: The statement can be improved in the following way: "The more communication between a supplier and a buyer, the higher that buyer's satisfaction with that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.6 - *Signaling commitment will increase satisfaction with the supplier.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define (1) the participant who is signaling commitment and (2) the participant who experiences satisfaction. In the context of the article it can be seen that a supplier signals commitment and that a buyer experiences satisfaction. Suggestion: The statement can be improved in the following way: "The more commitment a supplier signals to a buyer, the higher that buyer's satisfaction with that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

27.7 - *Constructive conflict handling will increase satisfaction with the supplier.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to very specific actors, and lacks counterfactual sustainability because it fails to define (1) the participants who are handling conflict (2) the participant who experiences satisfaction. In the context of the article it can be seen that a supplier handles conflict and that a buyer experiences satisfaction. Suggestion: The statement can be improved in the following way: "The more constructive a supplier's conflict handling is perceived by a buyer, the higher that buyer's satisfaction with that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.1 - *Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) whom the intermediary is serving to, (2) who is making the social investment, (3) who is having a back door, and (4) which parties experience mutual trust. In the context of the article it can be seen that (1) the exporting firm is using the intermediary, (2) the exporting firm is making the social investment, (3) the exporting firm keeps a back door open, and (4) the exporting firm and their partner in the export market experience mutual trust. Suggestion: The statement can be improved by breaking it into four statements: (1) "The employment of an intermediary by an exporting firm positively influences that firm's export performance;" (2) "The utilization of social investment by an exporting firm positively influences that firm's export performance;" (3) "The existence of a back door for an exporting firm positively influences that firm's export performance;" and (4) "Mutual trust between an exporting firm and that firm's partner in an export market positively influences the exporting firm's performance in the export market." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.2 - *Intermediary positively influence partner search.*

Apart from an incorrect use of the English language, this statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks counterfactual sustainability because it fails to define (1) the intermediary's principal, (2) the type of partner search, and (3) the type of participants involved in the phenomenon. In the context of the article it can be seen that (1) the intermediary serves an exporting firm, (2) the partner search refers to the search of an exporting firm for a collaborator in an export market, and (3) the participants involved in the phenomenon are the exporting firm, the intermediary, and the partner in the export market. Suggestion: The statement can be improved in the following way: "The employment of an intermediary by an exporting firm positively influences that firm's search for a partner in the export market." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.3 - *Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.*

Apart from an incorrect use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is making the social investment, (2) who is searching for a partner, (3) who is engaging in business negotiations, and (4) who experiences what type of problem. In the context of the article it can be seen that (1) the exporting firm is making the social investment, (2) the exporting firm is searching for a partner in the export market, (3) the export firm is negotiating with potential partners in the export market, and (4) the exporting firm and its partner experiences unspecified problems in their business relationship. Suggestion: The statement can be improved by breaking it into four statements: (1) "The utilization of social investment by an exporting firm positively influences that firm's success in the search for a partner in the export market;" (2) "The utilization of social investment by an exporting firm positively influences business negotiations between the exporting firm and its partner in the export market;" and (3) "The utilization of social investment by an exporting firm in the export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market." Conclusion: After the syntactic and semantic corrections, each of the three statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.4 - *Back door is positively influence (a) partner search; and (b) problem solution.*

Apart from an incorrect and unclear use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is having a back door opportunity, (2) who is searching for a partner and where, and (3) who experiences what type of problem. In the context of the article it can be seen that (1) the exporting firm is having the back door opportunity, (2) the exporting firm is searching for a partner in the export market, and (3) the exporting firm and its partner experiences unspecified problems in their business relationship. Suggestion: The statement can be improved by breaking it into two statements: (1) "The existence of a back door opportunity for an exporting firm positively influences that firm's success in the search for a partner in the export market;" and (2) "The existence of a back door opportunity for an exporting firm positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market." Conclusion: After the syntactic and semantic corrections, each of the two statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.5 - *Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.*

Apart from an incorrect use of the English language, this statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one effect. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who are the parties involved in the experience of mutual trust, (2) who is searching for a partner, (3) who is engaging in business negotiations, (4) who experiences what type of problem, and (5) who is engaging in what type of further selling. In the context of the article it can be seen that (1) the exporting firm and its potential partner in the export market experience mutual trust, (2) the exporting firm is searching for a partner in the export market. (3) the export firm is negotiating with potential partners in the export market, (4) the exporting firm and its partner experiences unspecified problems in their business relationship, and (5) the exporting firm's partner in the export market will itself resell the products to a third party. Suggestion: The statement can be improved by breaking it into four statements: (1) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the exporting firm's search for a partner in the export market;" (2) "Mutual trust among an exporting firm and its partner in an export market positively influences business negotiations between the exporting firm and the partner in the export market;" (3) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market," and (4) "Mutual trust among an exporting firm and its potential partner in an export market positively influences the resale of the products from the exporting firm's partner in the export market to a third party." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

28.6 - *(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it lacks generalized conditionality because it fails to present only one condition or to connect multiple conditions with an 'and' qualifier. Semantically, the statement lacks counterfactual sustainability because it fails to provide exact information as to (1) who is searching for a partner, (2) who is engaging in business negotiations, (3) who experiences what type of problem, and (4) who is engaging in what type of further selling. In the context of the article it can be seen that (1) the exporting firm is searching for a partner in the export market, (2) the export firm is negotiating with potential partners in the export market, (3) the exporting firm and its partner experiences unspecified problems in their business relationship, and (4) the exporting firm's partner in the export market will itself resell the products to a third party. Although partly counterintuitive, it can be suggested that the statement can formally be improved by breaking it into four statements: (1) "The search of an exporting firm for a partner in the export market positively influences that firm's export performance;" (2) "Business negotiations between an exporting firm and a partner in an export market positively influence the exporting firm's export performance;" (3) "The solution of problems between an exporting firm and its partner in an export market positively influences the exporting firm's export performance;" and (4) "The resale of products by an exporting firm's partner in an export market positively influences the exporting firm's export performance." Conclusion: After the syntactic and semantic corrections, each of the four statements fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

29.1A - *Asymmetrical instrumental inputs in a relationship have a negative effect on the relationship justices as perceived by the party that has made higher investments.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its limitation to instrumental inputs only. Suggestion: The statement can be improved in the following way: "The more asymmetric the inputs by the participants in a relationship, the more negative the relationship justice perception by the party that has made the higher investment." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

29.1B - *Asymmetrical instrumental inputs in a relationship do not have a negative effect on the relationship justice as perceived by the party that has made higher investments.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

29.2 - *Attitudinal inputs of firm A in a relationship will have a positive effect on the relationship justice as perceived by firm B.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement lacks counterfactual sustainability because it fails to provide more detail as to whether the attitudinal inputs are of positive or of negative nature. In the context of the article it can be seen that the attitudinal inputs are of positive nature. Suggestion: The statement can be improved in the following way: "The higher the number of positive attitudinal inputs by a firm in a relationship with another firm, the more positive is the relationship justice perception by that other firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

29.3 - *The age of a relationship will have a positive effect on the existence of attitudinal ties between the exchange partners.*

This statement fulfills 2 of 3 criteria while adhering to 14 of 15 rules. Syntactically, the statement fails to exhibit empirical testability because it cannot be considered positive (the terminology 'will have' indicates a future event – future events cannot be tested). In the context of the article, however, it can be seen that the authors' intention is to describe a present phenomenon. Semantically, the statement qualifies as a candidate for a lawlike generalization. Suggestion: The statement can be improved in the following way: "The higher the age of a relationship between a firm with another firm, the higher is the number of attitudinal ties between those firms." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.1A - *The longer the relationship, the smaller the actual market orientation gap.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to a specific relationship, and it lacks counterfactual sustainability because it fails to define the participants in the relationship. In the context of the article it can be seen that the statement refers to the collaboration between a producer and its supplier. It furthermore lacks counterfactual sustainability because it fails to clearly indicate whether actual refers to the market orientation or to the gap. In the context of the article it can be seen that actual refers to the gap. Suggestion: The statement can be improved in the following way: "The higher the age of a relationship between a producer and its supplier, the smaller the actual gap between the market orientations of that producer and that supplier."

Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.1B - *The longer the relationship, the smaller the normative market orientation gap.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to a specific relationship, and it lacks counterfactual sustainability because it fails to define the participants in the relationship. In the context of the article it can be seen that the statement refers to the collaboration between a producer and its supplier. It furthermore lacks counterfactual sustainability because it fails to clearly indicate whether normative refers to the market orientation or to the gap. In the context of the article it can be seen that normative refers to the gab. Suggestion: The statement can be improved in the following way: "The higher the age of a relationship between a producer and its supplier, the smaller the normative gap between the market orientations of that producer and that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.2A - *The more important the relationship, the smaller the actual market orientation gap.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to a specific relationship, and it lacks counterfactual sustainability because it fails to define the participants in the relationship, as well as the participant who perceives the importance of the relationship. In the context of the article it can be seen that the statement refers to the collaboration between a producer and its supplier and that both the producer and the supplier perceive the importance of the relationship. It furthermore lacks counterfactual sustainability because it fails to clearly indicate whether actual refers to the market orientation or to the gap. In the context of the article it can be seen that actual refers to the gap. Suggestion: The statement can be improved in the following way: "The higher the mutually perceived importance of a relationship between a producer and its supplier, the smaller the actual gap between the market orientations of that producer and that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.2B - *The more important the relationship, the smaller the normative market orientation gap.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement is a candidate for a lawlike generalization. Semantically, the statement lacks generalized conditionality because of its reference to a specific relationship, and it lacks counterfactual sustainability because it fails to define the participants in the relationship, as well as the participant who perceives the importance of the relationship. In the context of the article it can be seen that the statement refers to the collaboration between a producer and its supplier and that both the producer and the supplier perceive the importance of the relationship. It furthermore lacks counterfactual sustainability because it fails to clearly indicate whether normative refers to the market orientation or to the gap. In the context of the article it can be seen that normative refers to the gap. Suggestion: The statement can be improved in the following way: "The higher the mutually perceived mutual importance of a relationship between a producer and its supplier, the smaller the normative gap between the market orientations of that producer and that supplier." Conclusion: After the semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.3A - *The actual market orientation gap will be smaller in collectivist cultures (e.g., Japan) than in individualist cultures (e.g., the United States).*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to clearly state an if-then relationship with a condition and an effect. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the phenomenon, and (2) fails to clearly indicate whether actual refers to the market orientation or to the gap. In the context of the article it can be seen that the statement refers to the collaboration between a producer and its supplier and that actual refers to the gap. Suggestion: The statement can be improved in the following way: "The more collectivist the national culture of a producer and its supplier participating in a mutual relationship, the smaller the actual gap between the market orientations of that producer and that supplier." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

30.3B - *The normative market orientation gap will be smaller in collectivist cultures than in individualist cultures.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, the statement lacks generalized conditionality because it fails to clearly state an if-then relationship with a condition and an effect. Semantically, the statement lacks counterfactual sustainability because it (1) fails to define the participants in the phenomenon, (2) fails to identify the boundaries of the culture (organizational vs. regional vs. national etc.), and (3) fails to clearly indicate whether normative refers to the market orientation or to the gap. In the context of the article it can be seen that (1) the statement refers to the collaboration between a producer and its supplier, that (2) the culture refers to the national culture of both the producer and the supplier, and that (3) normative refers to the gap. Suggestion: The statement can be improved in the following way: "The more collectivist the national culture of a producer and its supplier participating in a mutual relationship, the smaller the normative gap between the market orientations of that producer and that supplier." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.1 - *Distributive justice is related positively to satisfaction with complaint handling.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the

dependent variable. Semantically, the statement lacks counterfactual sustainability because (1) it fails to identify the participants involved in the phenomena, and (2) it fails to identify the dimensions by which justice is measured. In the context of the article it can be seen that the statement refers to the collaboration between a firm and a customer, and that justice is measured in terms of customer-perceived justice. Suggestion: The statement can be improved in the following way: "The higher a customer perceives a firm's distributive justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.2 - *Procedural justice is related positively to satisfaction with complaint handling.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because (1) it fails to identify the participants involved in the phenomena, and (2) it fails to identify the dimensions by which justice is measured. In the context of the article it can be seen that the statement refers to the collaboration between a firm and a customer, and that justice is measured in terms of customer-perceived justice. Suggestion: The statement can be improved in the following way: "The higher a customer perceives a firm's procedural justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.3 - *Interactional justice is related positively to satisfaction with complaint handling.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because (1) it fails to identify the participants involved in the phenomena, and (2) it fails to identify the dimensions by which justice is measured. In the context of the article it can be seen that the statement refers to the collaboration between a firm and a customer, and that justice is measured in terms of customer-perceived justice. Suggestion: The statement can be improved in the following way: "The higher a customer perceives a firm's interactional justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.4 - *Two-way interactions among the three justice components will affect satisfaction with complaint handling.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

31.5 - *Satisfaction with complaint handling is related positively to customer commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because (1) it fails to identify the participants involved in the phenomena, and (2) it fails to clearly identify the participant experiencing satisfaction and exhibiting commitment. In the context of the article it can be seen that the statement refers to the collaboration between a firm and a customer, and that the customer experiences satisfaction and exhibits commitment. Suggestion: The statement can be improved in the following way: "The higher a customer's satisfaction with a firm's handling of a complaint by that customer, the higher that customer's commitment towards that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.6 - *Satisfaction with complaint handling is related positively to trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because (1) it fails to identify the participants involved in the phenomena, and (2) it fails to clearly identify the participant experiencing satisfaction and exhibiting trust. In the context of the article it can be seen that the statement refers to the collaboration between a firm and a customer, and that the customer experiences satisfaction and exhibits trust. Suggestion: The statement can be improved in the following way: "The higher a customer's satisfaction with a firm's handling of a complaint by that customer, the higher that customer's trust into that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

31.7A - *The effect of dissatisfaction with complaint handling on trust and commitment will become smaller as the prior experience becomes more positive and approach zero when prior experience is highly positive.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

31.7B - *The effect of dissatisfaction with complaint handling on trust and commitment will start from zero and become larger as prior experience becomes more positive.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

32.1A - *Relationship marketing implementation is positively related to the perception that customers have about the store's relationship marketing efforts.*

This statement fulfills 0 of 3 criteria while adhering to 12 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. However, the statement also appears to fail empirical testability because of its fundamentally tautological character. Semantically, the statement lacks counterfactual sustainability because (1) it fails to clearly identify who is implementing relationship marketing, and (2) it fails to identify the dimensions by which implementation and effort measured. In the context of the article it can be seen that efforts are measured in terms of a customer's favorable or unfavorable perception of the mere quantity of these efforts. Because the context of the article does not provide more specific information, however, and because the statement is fundamentally tautological, an improvement cannot presented at this point in time.

32.1B - *The link between relationship marketing implementation and the perception that customers have about the store's relationship marketing efforts is moderated by store size; in smaller stores, the link will be stronger than in larger ones.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

32.2 - *Customer perceptions of stores' relationship marketing efforts are positively related to customers' trust in the store.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because identify the dimensions by which relationship marketing effort is measured. In the context of the article it can be seen that efforts are measured in terms of a customer's favorable or unfavorable perception of the mere quantity of these efforts. Suggestion: The statement can be improved in the following way: "The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's trust into that store." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

32.3 - *Customers' trust in the store is positively related to customers' level of relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks generalized conditionality because of its reference to a specific relationship. Suggestion: The statement can be improved in the following way: "The stronger a customer's trust into a firm, the stronger that customer's commitment to the relationship with that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

32.4 - *Customer perceptions of stores' relationship marketing efforts are positively related to customers' level of relationship commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability

because identify the dimensions by which relationship marketing effort is measured. In the context of the article it can be seen that efforts are measured in terms of a customer's favorable or unfavorable perception of the mere quantity of these efforts. Suggestion: The statement can be improved in the following way: "The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's relationship commitment to that store." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

32.5 - *Customers' relationship commitment is positively related to customer loyalty.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's commitment to the relationship with a firm, the stronger that customer's loyalty to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

32.6 - *Customer perceptions of stores' relationship marketing efforts are positively related to customer loyalty.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because identify the dimensions by which relationship marketing effort is measured. In the context of the article it can be seen that efforts are measured in terms of a customer's favorable or unfavorable perception of the mere quantity of these efforts. Suggestion: The statement can be improved in the following way: "The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's loyalty towards that store." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.1A - *Trust is positively related to customer referrals.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the

dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to (1) clearly identify the participants in the phenomenon, and (2) to identify the participant who exhibits trust. In the context of the article it can be seen that the participants are a firm and its customer, the latter of whom exhibits trust. Suggestion: The statement can be improved in the following way: "The stronger a customer's trust in the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.1B - *Trust is positively related to the number of services purchased.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's trust in the relationship with a firm, the more services that customer purchases from that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.2A - *Affective commitment is positively related to customer referrals.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's affective commitment towards the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.2B - *Affective commitment is positively related to the number of services purchased.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the

dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's affective commitment towards the relationship with a firm, the more services that customer purchases from that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.3A - *Calculative commitment is negatively related to customer referrals.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's calculative commitment towards the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.3B - *Calculative commitment is positively related to the number of services purchased.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's calculative commitment towards the relationship with a firm, the more services that customer purchases from that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.4A - *Satisfaction is positively related to customer referrals.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability

because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The higher a customer's satisfaction with its relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.4B - *Satisfaction is positively related to the number of services purchased.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The higher a customer's satisfaction with its relationship with a firm, the more services that customer purchases from that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.5A - *Payment equity is positively related to customer referrals.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived payment equity in its relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.5B - *Payment equity is positively related to the number of services purchased.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability

because it fails to clearly identify the participants in the phenomenon. In the context of the article it can be seen that the participants are a firm and its customer. Suggestion: The statement can be improved in the following way: "The higher a customer's perceived payment equity in its relationship with a firm, the more services that customer purchases from that firm." Conclusion: After the syntactic and semantic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

33.6A - *Relationship age reduces the positive effect of trust on customer referrals and the number of services purchased.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

33.6B - *Relationship age increases the positive effect of affective commitment on customer referrals and the number of services purchased.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

33.6C - *Relationship age increases the negative effect of calculative commitment on customer referrals and the positive effect of calculative commitment on the number of services purchased.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

33.6D - *Relationship age increases the positive effect of satisfaction on customer referrals and the number of services purchased.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

33.6E - *Relationship age increases the positive effect of payment equity on customer referrals and the number of services purchased.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

34.1 - *Brand commitment is positively associated with exclusive purchase intention.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the relationship between a firm's brand and a customer. Suggestion: The statement can be improved in the following way:

"The stronger a customer's commitment towards a brand, the stronger that customer's exclusive purchase intention of that brand." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

34.2 -*Brand satisfaction is positively associated with brand commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the relationship between a firm's brand and a customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's satisfaction with a brand, the stronger that customer's commitment to that brand." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

34.3 - *Brand trust is positively associated with brand commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule

of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the relationship between a firm's brand and a customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's trust of a brand, the stronger that customer's commitment towards that brand." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

34.4 - *Brand satisfaction is positively associated with brand trust.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the relationship between a firm's brand and a customer. Suggestion: The statement can be improved in the following way: "The stronger a customer's satisfaction with a brand, the stronger that customer's trust of that brand." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

34.5 - *Brand-person fit is positively associated with brand commitment.*

This statement fulfills 1 of 3 criteria while adhering to 13 of 15 rules. Syntactically, it fails to exhibit generalized conditionality because the statement does not clearly define the direction of the if-then relationship. Unless a predefined axiomatic rule of interpretation exists, neither the condition nor the effect can be clearly identified. In the context of the article, however, it can be seen that the first part of the statement represents the independent variable and the second part of the statement represents the dependent variable. Semantically, the statement lacks counterfactual sustainability because it fails to identify the participants involved in the phenomena. In the context of the article it can be seen that the statement refers to the relationship between a firm's brand and a customer. Suggestion: The statement can be improved in the following way: "The more favorable the fit between a customer and a brand, the stronger that customer's commitment towards that brand." Conclusion: After the syntactic correction, the statement fulfills 3 of 3 criteria while adhering to 15 of 15 rules.

35.1 - *RMO yields a significant impact on the determination of the firms' business performance across all industries.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

35.2 - *Relative to other industries, RMO is more dominant than MO in its impact on the determination of the firms' business performance for the manufacturing industry.*

This statement is of fundamentally descriptive character. Because it does not have the purpose of directly describing the if-then relationship of a phenomenon, it is excluded from the evaluation.

Summary of Results

The analysis has shown that none of the 230 generalizations in RM fulfill all three of the criteria. A total of 42 generalizations fulfilled none of the criteria or was excluded from evaluation, 130 generalizations fulfilled one criterion, and 58 generalizations fulfilled two criteria. The criterion most often unfulfilled is generalized conditionality. The criterion second most often unfulfilled is counterfactual sustainability. A total of 33 generalizations were excluded from evaluation, six generalizations adhered to exactly ten rules, thirteen generalizations adhered to exactly eleven rules, twenty generalizations adhered to exactly twelve rules, 109 generalizations adhered to exactly thirteen rules, and 49 generalizations adhered to fourteen rules. The rules least often adhered to were those addressing the requirement for counterfactual force, the requirement for the existence of an if-then relationship, the requirement for a single effect, and the requirement for spatial unlimitedness of the statement. Table 3 starting on the following page provides an overview of the analysis. A summary comparison of the original generalization and the suggested improved generalization can be found in Appendix D.

Table 3
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Empirical Testability: Not t/f by def. of condition	Empirical Testability: Not t/f by def. of effect	Empirical Testability: Not t/f by pure reason	Empirical Testability: Positive	Empirical Testability: Not unfulfilled	Empirical Testability: Factual	Empirical Testability: Not nonsensical	Generalized Conditionality: If-then relationship	Generalized Conditionality: Exactly one condition	Generalized Conditionality: Or: conditions contain 'and'	Generalized Conditionality: Exactly one effect	Generalized Conditionality: Spatially unlimited	Generalized Conditionality: Temporally unlimited	CS*: Regularity	CS*: Counterfactual force	Total (15)
01.1	In the Chinese context, management's commitment to the market has a positive effect on export performance.	•	•	•	•	•	•	•	•	•	•		•		•	•		13
01.2	The scale of China requires critical mass for export success and therefore firm size (number of employees) has a positive effect on export performance.	•	•	•	•	•	•	•	•	•	•		•		•			12
01.3	Product quality will have a strong positive effect on export performance.		•	•	•	•	•	•	•	•	•		•	•	•	•		13
01.4	Cooperation has a positive effect on export performance.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
01.5	Mutual satisfaction has a positive effect on export performance.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
01.6	In the Chinese context, trust has a positive effect on export performance.	•	•	•	•	•	•	•	•	•	•		•		•	•		13
01.7	The supplier's commitment to the relationship has a positive effect on sales performance.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
01.8	Prior guanxi has a positive effect on sales performance.	•	•	•	•	•	•	•	•	•	•		•	•	•			13
01.9	Prior personal friendships have a positive effect on sales performance.	•	•	•	•	•	•	•	•	•	•		•	•	•			13
02.1	The principal's TSIs in the channel system are related positively to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•	•	14
02.2	Environmental volatility within the channel system is related positively to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
02.3	The greater the principal's TSIs, the stronger is the positive relationship between environmental volatility and contract enforcement.	•	•	•	•	•	•	•	•					•	•	•		11
02.4	Obligation criticality is related positively to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•	•	14
02.5	Network density is inversely related to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•	•	14
02.6	The network centrality of an agent is inversely related to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
02.7	The greater the level of network density, the weaker is the positive relationship between obligation criticality and contract enforcement.	•	•	•	•	•	•	•	•					•	•	•	•	12
02.8	The greater the level of an agent's network centrality, the stronger is the positive relationship between obligation criticality and contract enforcement.	•	•	•	•	•	•	•	•					•	•	•		11
02.9	Interdependence magnitude is related positively to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
02.10	Interdependence asymmetry favoring the principal is related positively to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
02.11	Relationalism in the principal-agent dyadic relationship is inversely related to contract enforcement.	•	•	•	•	•	•	•	•		•		•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
02.12	The greater the principal's TSIs in a channel system, the weaker is the inverse relationship between relationalism and contract enforcement.	•	•	•	•	•	•	•	•					•	•	•		11
03.1	The duration of the provider-customer relationship is longer for customers who have high levels of cumulative satisfaction with their service.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
03.2A	The effect of perceived losses on the provider-customer relationship is negative.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
03.2B	The effect of perceived gains on the provider-customer relationship is positive.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
03.2C	The effect of perceived losses is weighed by prior cumulative satisfaction and the effect of perceived gains is weighed by the inverse of prior cumulative satisfaction.	•	•	•	•	•	•	•	•					•	•	•		11
03.3	The absolute magnitude of the effect of a perceived loss on the duration of the provider-customer relationship is greater than the absolute magnitude of an (equivalent) perceived gain.	•	•	•	•	•	•	•	•					•	•	•		11
03.4A	The effect of prior cumulative satisfaction on the duration of the provider-customer relationship is larger in absolute magnitude for customers who have more experience with the organization.	•	•	•	•	•	•	•	•					•	•	•		11
03.4B	The effect of new information on the duration of the provider-customer relationship is larger for customers who have more experience with the organization.	•	•	•	•	•	•	•	•					•	•	•		11

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
04.1	Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.	•	•	•	•	•	•	•	•	•			•	•	•	•		13
04.2	Intermediary positively influence partner search.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
04.3	Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.	•	•	•	•	•	•	•	•	•	•			•	•	•		13
04.4	Back door is positively influence (a) partner search; and (b) problem solution.	•	•	•	•	•	•	•	•	•	•			•	•	•		13
04.5	Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.	•	•	•	•	•	•	•	•	•	•			•	•	•		13
04.6	(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.	•	•	•	•	•	•	•	•	•			•	•	•	•		13
05.1	The better the utilitarian value perceived by customer, the better reciprocal trust that can be established between customer and company.		•	•	•	•	•	•	•	•	•		•	•	•	•	•	14
05.2	The better the reciprocal trust to be established, the more perceived value of the projecting can be obtained.		•	•	•		•	•	•		•		•	•	•	•		11
05.3	The better the legitimate image perceived by a customer, the greater the chance for the customer to try utilitarian value.		•	•	•	•	•	•	•	•	•		•	•	•	•		13
05.4	There is a positive association between projecting and overall satisfaction.	•	•	•	•	•	•	•	•		•		•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
05.5	There are positive associations between involvement of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility (d) projectability.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
05.6	There are positive associations between the culture context of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility, (d) projectability.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
06.1	The rational evaluation model (REM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.																	n/a
06.2	The relationship generalization model (RGM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.																	n/a
06.3	Whole life policyholders who receive a higher level of relationship marketing "service" tend to pay more for the same level of technical quality.		•	•	•	•	•	•	•	•	•		•		•	•		12
06.4	With the levels of technical quality and relationship "service" held constant, overall policyholder satisfaction is related negatively to price.		•	•	•	•	•	•	•		•		•	•	•	•		12
07.1	A higher perceived level of direct mail leads to a higher perceived level of relationship investment.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
07.2	A higher perceived level of preferential treatment leads to a higher perceived level of relationship investment.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 *(cont.)*
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality					CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
07.3	A higher perceived level of interpersonal communication leads to a higher perceived level of relationship investment.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
07.4	A higher perceived level of tangible rewards leads to a higher perceived level of relationship investment.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
07.5	A higher perceived level of relationship investment leads to a higher level of relationship quality.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
07.6	A higher level of relationship quality leads to a higher level of behavioral loyalty.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
07.7	A higher level of product category involvement strengthens the impact of perceived relationship investment on relationship quality.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
07.8	A higher level of consumer relationship proneness strengthens the impact of perceived relationship investment on relationship quality.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
08.1	For all customer groups, there are positive relationships between the component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and overall satisfaction.	•	•	•	•	•	•	•	•		•	•		•	•		12

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

		Empirical Testability								Generalized Conditionality					CS*		
HYPOTHESES		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
08.2	For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and trust in the organization's ability to perform the desired services.	•	•	•	•	•	•	•	•		•	•		•	•		12
08.3	For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and commitment to the organization.	•	•	•	•	•	•	•	•		•	•		•	•		12
08.4	For customers with a high relational orientation, commitment to the organization is related positively to trust in the organization.	•	•	•	•	•	•	•	•		•	•	•	•	•	•	14
08.5	For customers with a high relational orientation, trust in the organization mediates the relationships between the component attitudes and future intentions.																n/a
08.6	For customers with a high relational orientation, commitment to the organization mediates the relationships between the component attitudes and future intentions.																n/a
08.7	For customers with low relational orientations, overall satisfaction mediates the relationships between the component attitudes and future intentions.																n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality					CS*		
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
08.8	For customers with low relational orientations, there is a positive relationship between overall satisfaction and trust in the organization.	•	•	•	•	•	•	•	•		•	•	•	•	•	•	14
08.9	For customers with low relational orientations, there is a positive relationship between overall satisfaction and commitment to the organization.	•	•	•	•	•	•	•	•		•	•	•	•	•	•	14
09.1	The greater trust that a user has in a marketing service provider, (a) the greater the service provider's involvement in the user's marketing activities, (b) the higher the user's perceived quality of user-provider interactions, (c) the more committed the user is to the service provider relationship, and (d) the greater the user's use of the-service provider's marketing services.	•	•	•	•	•	•	•	•	•		•	•	•	•	•	14
09.2	The greater the involvement of the service provider in the user's marketing process, the higher the user's perceived quality of interactions with the service provider are.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
09.3	The (a) higher the user's perceived quality of user-provider interactions or (b) greater the service provider's involvement in the user's marketing process, the greater the user's commitment to the service provider relationship is.	•	•	•	•	•	•	•	•	•		•		•	•		12

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

	HYPOTHESES	Empirical Testability								Generalized Conditionality						CS*		
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
09.4	The greater the (a) user's perceived quality of user-provider interactions, (b) provider's involvement in the user's marketing process, or (c) user's commitment to the service provider relationship, the greater the user's use of the service provider's marketing services is.	•	•	•	•	•	•	•	•	•			•		•	•		12
09.5	The relationships proposed in - are less significant in longer relationships than in shorter ones.																	n/a
09.6	The relationship between trust and (a) involvement, (b) interaction, (c) commitment, and (d) advertising use is mediated by (i) perceived opportunism, (ii) perceived loss of objectivity, and (iii) rising expectations, such that trust has a positive influence on the mediator, whereas the mediator has a negative influence on the dependent variable.		•	•	•	•	•	•	•					•	•	•		10
09.7	The relationships proposed in H1-H4 are stronger and more significant in longer relationships than in shorter ones.																	n/a
10.1	The greater the knowledge transfer between partners in an IJV, the greater is the partners' commitment to the IJV.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
10.2	The greater the commitment of the partners to the IJV, the greater is the partners' satisfaction with the IJV relationship.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 *(cont.)*
Adherence of Statements to Criteria Rules

		Empirical Testability								Generalized Conditionality					CS*		
HYPOTHESES		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
11.1	The level of the membership's affective commitment has a positive effect on (a) membership retention, (b) participation, and (c) coproduction.	•	•	•	•	•	•	•	•	•	•			•	•		12
11.2	The level of the membership's continuance commitment has a positive effect on (a) membership retention and (b) participation.	•	•	•	•	•	•	•	•	•	•			•	•		12
11.3	The level of the membership's normative commitment has a positive effect on membership retention.	•	•	•	•	•	•	•	•	•	•	•		•	•	•	14
11.4	The level of the association's core services performance has a positive effect on its membership's (a) affective commitment and (b) participation.	•	•	•	•	•	•	•	•	•	•			•	•		12
11.5	An association's level of recognition for contributions has a positive effect on its membership's (a) affective and (b) continuance commitment.	•	•	•	•	•	•	•	•	•	•			•	•	•	13
11.6	An association's level of recognition for contributions has a positive, direct effect on its membership's coproduction behaviors.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
11.7	The extent to which an association enhances the level of interdependence among its members has a positive, direct effect on its membership's (a) continuance and (b) normative commitment.	•	•	•	•	•	•	•	•	•	•			•	•	•	13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Empirical Testability: Not t/f by def. of condition	Empirical Testability: Not t/f by def. of effect	Empirical Testability: Not t/f by pure reason	Empirical Testability: Positive	Empirical Testability: Not unfulfilled	Empirical Testability: Factual	Empirical Testability: Not nonsensical	Generalized Conditionality: If-then relationship	Generalized Conditionality: Exactly one condition / Or: conditions contain 'and'	Generalized Conditionality: Exactly one effect	Generalized Conditionality: Spatially unlimited	Generalized Conditionality: Temporally unlimited	CS*: Regularity	CS*: Counterfactual force	Total (15)
11.8	The level of an association's dissemination of organizational knowledge has a positive, direct effect on its membership's (a) normative and (b) affective commitment.	•	•	•	•	•	•	•	•	•			•	•	•		12
11.9	The level of the association's reliance on external membership requirements has a negative effect on the level of the affective commitment of the membership.	•	•	•	•	•	•	•	•	•	•		•	•	•	•	14
11.10	The level of the association's reliance on external membership requirements has a positive effect on its membership retention rate.	•	•	•	•	•	•	•	•	•	•		•	•	•	•	14
12.1	Ongoing relationships will be characterized by higher levels of asset specificity than terminated relationships.		•	•	•	•	•	•		•	•	•	•				10
12.2	Ongoing relationships will rely more extensively on hierarchical governance mechanisms than terminated relationships.		•	•	•	•	•	•		•	•	•	•				10
12.3	Ongoing relationships will be characterized by higher levels of relational investments than terminated relationships.		•	•	•	•	•	•		•	•	•	•				10
12.4	Ongoing relationships will be characterized by a broader contract scope than terminated relationships.		•	•	•	•	•	•		•	•	•	•				10
12.5	Ongoing relationships will rely more extensively on governance by relational norms than terminated relationships.		•	•	•	•	•	•		•	•	•	•				10

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 *(cont.)*
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Empirical Testability: Not t/f by def. of condition	Empirical Testability: Not t/f by def. of effect	Empirical Testability: Not t/f by pure reason	Empirical Testability: Positive	Empirical Testability: Not unfulfilled	Empirical Testability: Factual	Empirical Testability: Not nonsensical	Generalized Conditionality: If-then relationship	Generalized Conditionality: Exactly one condition / Or: conditions contain 'and'	Generalized Conditionality: Exactly one effect	Generalized Conditionality: Spatially unlimited	Generalized Conditionality: Temporally unlimited	CS*: Regularity	CS*: Counterfactual force	Total (15)
13.1	The subsidiary's perceived dependence on the MNC headquarters' marketing function is positively related to the subsidiary's acquiescence to the headquarters.	•	•	•	•	•	•	•	•		•	•		•	•	•	13
13.2	The subsidiary's trust in the headquarters' marketing function is positively related to its acquiescence to the MNC's headquarters.	•	•	•	•	•	•	•	•		•	•		•	•	•	13
13.3	The subsidiary's trust in the headquarters' marketing function is positively related to the subsidiary's cooperation with the MNC's headquarters.	•	•	•	•	•	•	•	•		•	•		•	•	•	13
13.4	Trust will have more of an effect on cooperation in highly collectivistic cultures than in highly individualistic cultures.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
13.5	The subsidiary's marketing function cooperation is positively related to brand performance in the market in which that subsidiary operates.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
13.6	When global marketing program standardization is high, acquiescence will have a greater effect on market brand performance than when standardization is low.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
14.1	The buyer's perception of buyer-seller relationship quality will have a positive effect on repurchase intentions.		•	•	•	•	•	•	•	•	•	•	•	•	•		13
14.2	The positive relationship between buyer perceptions of relationship quality and repurchase intention will be stronger for internally focused corporate cultures (clans or hierarchies) than externally focused corporate cultures (adhocracies or markets).	•	•	•	•	•	•	•	•		•	•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 *(cont.)*
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
15.1	Distributor dependence has a positive effect on joint action.	•	•	•	•	•	•	•	•	•	•		•	•		•		13
15.2	Service differentiation in downstream channels has a positive effect on joint action.	•	•	•	•	•	•	•	•	•	•		•	•		•		13
15.3	Competitive intensity has a positive effect on joint action.	•	•	•	•	•	•	•	•	•	•		•	•		•		13
15.4	Distributor specialized investment has a positive effect on joint action.	•	•	•	•	•	•	•	•	•	•		•	•		•		13
15.5	Distributor dependence decreases as the extent of (a) customer volatility increases, whereas distributor dependence increases as the extent of (b) distributor motivational investment increases and (c) distributor specialized investment increases.	•	•	•	•	•	•	•	•	•			•		•	•		12
15.6	Service differentiation increases as (a) distributor specialized investment increases, (b) customer heterogeneity increases, (c) customer munificence decreases and (d) competitive intensity increases.	•	•	•	•	•	•	•	•	•			•		•	•		12
16.1A	Small downtown retail customers' perceptions of empathy are positively related to their willingness-to-buy.	•	•	•	•	•	•	•	•		•		•		•	•		12
16.1B	Large one-stop retail customers' perceptions of assurance are positively related to their willingness-to-buy.	•	•	•	•	•	•	•	•		•		•		•	•		12
16.2A	Small downtown retailers will influence customer perceptions of empathy primarily through the use of responsiveness.																	n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
16.2B	Larger retailers will influence customer perceptions of assurance through a balanced use of responsiveness, reliability and tangibility.																	n/a
17.1	A firm's decision-making uncertainty will be positively related to its guanxi with the partner.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.2	A firm's perception of its exchange partner's opportunism will be negatively related to its guanxi with the partner.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.3	A firm's perceived similarity with its exchange partner will be positively related to its guanxi with the partner.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.4	A firm's guanxi will be positively related to its perception of relationship quality.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.5	A firm's guanxi with an exchange partner will be positively related to its interdependence with its exchange partner.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.6	A firm's perception of relationship quality will be positively related to its business performance in the relationship.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
17.7	Interdependence between exchange partners will be positively related to business performance in the relationship.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
18.1	Image-oriented loyalty, which means higher preference rates for the club's products/services, is positively associated with variables that reflect mainly the experience of members with their clubs.																	n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
18.2	Marketing-oriented loyalty that conveys readiness of club members to convince potential candidates to join the same club is positively associated with variables that reflect active involvement with club activities.																	n/a
18.3	Sales-oriented loyalty that takes the form of a larger customer share is positively associated with variables that reflect buyer behavior dimensions.																	n/a
19.1	Perceived specific risk is lower for relational customers than for non-relational customers.	•	•	•	•	•	•	•	•	•	•		•		•	•		13
19.2	Perceived specific risk will be lowest for customers who have strong interpersonal relationships.	•	•	•	•	•	•	•	•	•	•		•		•	•		13
19.3	Perceived category risk will be higher for relational customers than for non-relational customers.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
19.4	Perceived category risk will be highest for customers with strong interpersonal relationships.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
19.5	Interest in alternatives will be lower for relational than for non-relational customers.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
19.6	Interest in alternatives will be lowest for customers with strong interpersonal relationships.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
19.7	Dedication will be higher for relational customers than for non-relational customers.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality							CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force		
19.8	Dedication will be highest for customers with interpersonal relationships.	•	•	•	•	•	•	•	•	•	•		•	•	•	•			14
20.1	There is a positive relationship between relationship termination costs and relationship commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.2	There is a positive relationship between relationship benefits and relationship commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.3	There is a positive relationship between shared values and relationship commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.4	There is a positive relationship between shared values and trust.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.5	There is a positive relationship between communication and trust.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.6	There is a negative relationship between opportunistic behavior and trust.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.7	There is a positive relationship between relationship commitment and acquiescence.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.8	There is a negative relationship between relationship commitment and propensity to leave.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.9	There is a positive relationship between relationship commitment and cooperation.	•	•	•	•	•	•	•	•		•		•	•	•	•			13
20.10	There is a positive relationship between trust and relationship commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•			13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
20.11	There is a positive relationship between trust and cooperation.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
20.12	There is a positive relationship between trust and functional conflict.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
20.13	There is a negative relationship between trust and uncertainty.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
21.1	The greater intensity of competition faced by a hospital, the greater its relationship intensity.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
21.2	The greater the marketing orientation of a hospital, the greater its relationship intensity.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
21.3	When there is a formal marketing department in a hospital, there will be a greater relationship intensity in that hospital.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
21.4	The greater the relationship intensity of a hospital, the higher would be its performance, as measured by its occupancy rate, admissions per bed, gross patient revenue per patient day, and lower uncollectible rate.	•	•	•	•	•	•	•	•	•	•				•	•	•	13
22.1	Significant performance differences occur across the four structural types of buyer-supplier relationships.																	n/a
22.2	A discernible pattern of performance differences can be described for each structural type of buyer-supplier relationship.																	n/a
23.1	The same benefits (motives) dimensions will emerge in Thailand as in the USA.																	n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
23.2	In Thailand all benefits (motives) will be perceived to be more important in high contact, customised services than low contact, standardised ones.	•	•	•	•	•	•	•	•	•			•		•	•		12
23.3	In comparing the two countries, both special treatment (special favors) and social benefits will be more important in Thailand than the USA.																	n/a
23.4	The fundamentally "relationship rich" nature of Thai society will result in the correlations between benefits and outcomes (satisfaction, service loyalty and commitment) being significantly higher for Thailand than the USA.																	n/a
23.5	(a) Switching costs will be positively correlated with relationship outcomes, while (b) attractiveness of alternatives will be negatively correlated.	•	•	•	•	•	•	•	•					•	•	•		11
24.1A	Cost-of-exit is a second order construct with "indicators" alternative attractiveness, investment and switching cost.																	n/a
24.1B	Increasing cost-of-exit fosters an increased likelihood of voice.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
24.2	As satisfaction increases voice is more likely.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
24.3	Increasing revenue makes voice more likely.	•	•	•	•	•	•	•	•	•	•		•	•	•	•		14
24.4A	An increase in the number of competitors promotes lower revenue and return on investment	•	•	•	•	•	•	•	•	•	•			•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
		Empirical Testability								Generalized Conditionality					CS*		
24.4B	An increase in the number of competitors indirectly produces a decreased likelihood of voice.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
24.5	With increasing return on investment and revenue per employee voice becomes more likely.	•	•	•	•	•	•	•	•	•		•	•	•	•		13
24.6	An increase in the number of retailer employees makes voice more likely.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
24.7	As the number of years the firm has been in business increases voice is less likely.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
24.8	As the number of years the firm has done business with their exchange partner increases voice becomes more likely.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
25.1A	Loyal behavior is negatively associated with voice, and voice is negatively associated 'with exiting.	•	•	•	•	•	•	•	•				•	•	•		11
25.2A	Satisfaction moderates these associations.																n/a
25.3A	Satisfaction is positively associated with loyal behavior and voice, and negatively associated with exiting.	•	•	•	•	•	•	•	•				•	•	•		11
25.1B	The associations between neglect and both loyal behavior and voice are negative.	•	•	•	•	•	•	•	•				•	•	•		11
25.2B	Satisfaction moderates these associations.																n/a
25.3B	Satisfaction and neglect are negatively associated.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
25.4	Cost-of-exit is positively associated with loyal behavior and voice, and negatively associated with neglect and exit-propensity.	•	•	•	•	•	•	•	•				•	•	•		11

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality						CS*		
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
25.5	Satisfaction attenuates the association between cost-of-exit and loyal behavior.																	n/a
26.1	A long-term relationship will have a positive effect on future usage.		•	•	•	•	•	•	•	•	•		•	•	•	•		13
26.2	Relative perceived performance will have a positive impact on long-term relationship and on future usage.		•	•	•	•	•	•	•	•	•			•	•	•		13
26.3	Knowledge of customer needs positively affects long-term relationship and positively influences perceived relative performance outcomes.	•	•	•	•	•	•	•	•	•	•			•	•	•		13
26.4	Selling, actively seeking the patronage of a client, will positively affect the long-term relationship relative evaluation of perceived performance and on future usage.	•	•	•	•	•	•	•	•	•	•			•	•	•		13
26.5	Past usage will have a positive impact on perceived relative performance, long-term relationship and in turn on future usage.		•	•	•	•	•	•	•	•	•			•	•	•		12
26.6	Competitive pricing will have a positive direct effect on future usage.		•	•	•	•	•	•	•	•	•		•	•	•	•		13
27.1	The higher the satisfaction with the supplier the more motivated the buyer is to continue the relationship with the supplier.	•	•	•	•	•	•	•	•	•	•		•		•	•	•	14
27.2	The more the buyer trusts the supplier the higher the motivation to enhance the scope of the relationship.	•	•	•	•	•	•	•	•	•	•		•		•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality					CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
27.3	The higher the satisfaction with the supplier the more the buyer will trust the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•	•	14
27.4	Perceived competence of the supplier increases the buyer's trust in the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
27.5A	Communication will increase trust in the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
27.5B	Communication will increase satisfaction with the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
27.6	Signaling commitment will increase satisfaction with the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
27.7	Constructive conflict handling will increase satisfaction with the supplier.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
28.1	Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.	•	•	•	•	•	•	•	•	•		•	•	•	•		13
28.2	Intermediary positively influence partner search.	•	•	•	•	•	•	•	•	•	•	•	•	•	•		14
28.3	Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.	•	•	•	•	•	•	•	•	•	•		•	•	•		13
28.4	Back door is positively influence (a) partner search; and (b) problem solution.	•	•	•	•	•	•	•	•	•	•		•	•	•		13
28.5	Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.	•	•	•	•	•	•	•	•	•	•		•	•	•		13
28.6	(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.	•	•	•	•	•	•	•	•	•		•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability								Generalized Conditionality					CS*		Total (15)
		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	
29.1A	Asymmetrical instrumental inputs in a relationship have a negative effect on the relationship justices as perceived by the party that has made higher investments.	•	•	•	•	•	•	•	•	•	•	•		•	•	•	14
29.1B	Asymmetrical instrumental inputs in a relationship do not have a negative effect on the relationship justice as perceived by the party that has made higher investments.																n/a
29.2	Attitudinal inputs of firm A in a relationship will have a positive effect on the relationship justice as perceived by firm B.		•	•	•	•	•	•	•	•	•	•	•	•	•		13
29.3	The age of a relationship will have a positive effect on the existence of attitudinal ties between the exchange partners.		•	•	•	•	•	•	•	•	•	•	•	•	•	•	14
30.1A	The longer the relationship, the smaller the actual market orientation gap.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
30.1B	The longer the relationship, the smaller the normative market orientation gap.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
30.2A	The more important the relationship, the smaller the actual market orientation gap.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
30.2B	The more important the relationship, the smaller the normative market orientation gap.	•	•	•	•	•	•	•	•	•	•	•		•	•		13
30.3A	The actual market orientation gap will be smaller in collectivist cultures (e.g., Japan) than in individualist cultures (e.g., the United States).	•	•	•	•	•	•	•	•		•	•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Empirical Testability: Not t/f by def. of condition	Empirical Testability: Not t/f by def. of effect	Empirical Testability: Not t/f by pure reason	Empirical Testability: Positive	Empirical Testability: Not unfulfilled	Empirical Testability: Factual	Empirical Testability: Not nonsensical	Generalized Conditionality: If-then relationship	Generalized Conditionality: Exactly one condition	Generalized Conditionality: Or: conditions contain 'and'	Generalized Conditionality: Exactly one effect	Generalized Conditionality: Spatially unlimited	Generalized Conditionality: Temporally unlimited	CS*: Regularity	CS*: Counterfactual force	Total (15)
30.3B	The normative market orientation gap will be smaller in collectivist cultures than in individualist cultures.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.1	Distributive justice is related positively to satisfaction with complaint handling.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.2	Procedural justice is related positively to satisfaction with complaint handling.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.3	Interactional justice is related positively to satisfaction with complaint handling.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.4	Two-way interactions among the three justice components will affect satisfaction with complaint handling.																	n/a
31.5	Satisfaction with complaint handling is related positively to customer commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.6	Satisfaction with complaint handling is related positively to trust.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
31.7A	The effect of dissatisfaction with complaint handling on trust and commitment will become smaller as the prior experience becomes more positive and approach zero when prior experience is highly positive.																	n/a
31.7B	The effect of dissatisfaction with complaint handling on trust and commitment will start from zero and become larger as prior experience becomes more positive.																	n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

		Empirical Testability								Generalized Conditionality						CS*		
HYPOTHESES		Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	Regularity	Counterfactual force	Total (15)
32.1A	Relationship marketing implementation is positively related to the perception that customers have about the store's relationship marketing efforts.	•	•	•		•	•	•	•		•		•	•	•	•		12
32.1B	The link between relationship marketing implementation and the perception that customers have about the store's relationship marketing efforts is moderated by store size; in smaller stores, the link will be stronger than in larger ones.																	n/a
32.2	Customer perceptions of stores' relationship marketing efforts are positively related to customers' trust in the store.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
32.3	Customers' trust in the store is positively related to customers' level of relationship commitment.	•	•	•	•	•	•	•	•		•		•		•	•	•	13
32.4	Customer perceptions of stores' relationship marketing efforts are positively related to customers' level of relationship commitment.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
32.5	Customers' relationship commitment is positively related to customer loyalty.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
32.6	Customer perceptions of stores' relationship marketing efforts are positively related to customer loyalty.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.1A	Trust is positively related to customer referrals.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.1B	Trust is positively related to the number of services purchased.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.2A	Affective commitment is positively related to customer referrals.	•	•	•	•	•	•	•	•		•		•	•	•	•		13

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	Generalized Conditionality: If-then relationship	Exactly one condition	Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	CS*: Regularity	Counterfactual force	Total (15)
33.2B	Affective commitment is positively related to the number of services purchased.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.3A	Calculative commitment is negatively related to customer referrals.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.3B	Calculative commitment is positively related to the number of services purchased.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.4A	Satisfaction is positively related to customer referrals.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.4B	Satisfaction is positively related to the number of services purchased.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.5A	Payment equity is positively related to customer referrals.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.5B	Payment equity is positively related to the number of services purchased.	•	•	•	•	•	•	•	•		•		•	•	•	•		13
33.6A	Relationship age reduces the positive effect of trust on customer referrals and the number of services purchased.																	n/a
33.6B	Relationship age increases the positive effect of affective commitment on customer referrals and the number of services purchased.																	n/a
33.6C	Relationship age increases the negative effect of calculative commitment on customer referrals and the positive effect of calculative commitment on the number of services purchased.																	n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Table 3 ***(cont.)***
Adherence of Statements to Criteria Rules

HYPOTHESES		Empirical Testability: Empirically Testable	Not t/f by def. of condition	Not t/f by def. of effect	Not t/f by pure reason	Positive	Not unfulfilled	Factual	Not nonsensical	Generalized Conditionality: If-then relationship	Exactly one condition / Or: conditions contain 'and'	Exactly one effect	Spatially unlimited	Temporally unlimited	CS*: Regularity	Counterfactual force	Total (15)
33.6D	Relationship age increases the positive effect of satisfaction on customer referrals and the number of services purchased.																n/a
33.6E	Relationship age increases the positive effect of payment equity on customer referrals and the number of services purchased.																n/a
34.1	Brand commitment is positively associated with exclusive purchase intention.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
34.2	Brand satisfaction is positively associated with brand commitment.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
34.3	Brand trust is positively associated with brand commitment.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
34.4	Brand satisfaction is positively associated with brand trust.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
34.5	Brand-person fit is positively associated with brand commitment.	•	•	•	•	•	•	•	•		•	•	•	•	•		13
35.1	RMO yields a significant impact on the determination of the firms' business performance across all industries.																n/a
35.2	Relative to other industries, RMO is more dominant than MO in its impact on the determination of the firms' business performance for the manufacturing industry.																n/a

*CS = Counterfactual Sustainability. A dot in a field indicates that the statement (row) adheres to the respective rule (column).

Isomorphism of Statements

In a second step to evaluate the contribution to the scholarly advancement, the generalizations need to be tested empirically to see if the assertions are corroborated or not. Although the truth value of the generalization is irrelevant for the lawlikeness of the statement, the usefulness of theories depends on the extent to which they are isomorphic. Such a second step will provide an even clearer picture of the state of RM research by discorroborating those statements that formally possess lawlikeness but are not isomorphic.

Although not part of this dissertation, a preliminary survey was conducted to investigate the degree of corroboration of all statements analyzed in this chapter. It was found that out of the 230 statements, 71 (31 percent) were not corroborated. Particularly those statements violating generalized conditionality were prone to discorroboration. One of the patterns that became obvious was that the lack of clear identification of only one effect almost always led to the discorroboration of the statement. The results of the preliminary survey reemphasize the outlined need for clear criteria for generalization development.

Chapter Summary

This chapter of the dissertation tested if the generalizations presented in RM research qualify as candidates for lawlike generalizations. Each of the rules developed in the first part of this dissertation was applied on each of the hypotheses in each of the articles in the sample. The analysis showed that none of the 230 generalizations in RM fulfill all three of the criteria. The criterion that remained most often unfulfilled was generalized conditionality. The rule least often adhered to was the requirement for counterfactual force.

CHAPTER 5

CONCLUSIONS

This chapter of the dissertation will provide conclusions derived from the analysis performed in the previous chapter, as well as outline the implications of the results and the procedure. In terms of the analysis, the implications for research in the area of RM will be presented. In terms of the procedure, the implications for using the developed criteria for lawlike generalizations will be discussed.

Conclusions and Implications for RM Research: Methodology

The leading concern that has been present throughout this research is whether or not research in the area of RM is contributing to the progress of the marketing discipline. The concern is of importance because over the past fifteen years, the area of relationship marketing has developed into one of the most significant and fastest growing research streams in the marketing discipline. Furthermore, this development is rather accelerating than slowing down. In the first seven months of the current year alone, more RM articles were published than in any of the full previous years except for one. In addition, the research stream recently instigated its own outlet, the *Journal of Relationship Marketing*, after other leading academic journals such as the *Journal of the Academy of Marketing Science* and the *Journal of Business Research* had already published special issues on

RM. This development was favorable for the research stream in gaining exposure in leading journals and acceptance among marketing academicians.

As a consequence, authors began to increasingly engage in discussions of whether or not RM actually possesses the scholarly potential to be chosen as the new paradigm of marketing. At the same time, other authors criticized that still more rigorous and more meaningful research is required for RM to substantially contribute to the discipline. Because no systematic attempt had been made yet to corroborate either one of the points of view, and because a clarification of the discussion is important for the marketing discipline based on the widespread agreement among marketing scholars that all research streams in marketing should strive to contribute to the scholarly advancement of the discipline, this dissertation ventured to investigate the current state of RM research in terms of its contribution to progress.

Another concern that has been present throughout this dissertation is to develop an approach that allows for a systematic evaluation of the contribution of research to the progress of a discipline. It is well accepted that a necessary requirement for progress –and an aim of research per se for the accumulation and integration of knowledge – is theory building, and that a major necessary component of theories are lawlike generalizations. However, the problem that this dissertation soon faced was the previously suggested criteria to assess the development of lawlike generalizations were neither sufficiently concrete nor sufficiently pragmatic to assist in the analysis. Therefore, a need became evident to first identify a set of criteria that may serve as a general rule to evaluate the development of lawlike generalizations and to thereafter derive a set of specific rules permit the evaluation.

In response to that need, a comprehensive review of previously identified characteristics and suggested criteria of lawlike generalizations was performed, objectively recognizing sources from a variety of scientific disciplines. The identified characteristics and suggested criteria were then categorized in terms of their nature, scope, applicability and function. Each group was investigated by identifying its underlying elements and by then subjecting those elements to an analysis in terms of their necessity and sufficiency in serving as elements of a criterion for lawlike generalizations. Subsequently, a content requirement specification was performed on those elements to generate a set of rules that was sufficiently concrete and sufficiently pragmatic to allow for the evaluation of the development of lawlike generalizations.

The investigation resulted in a set of three necessary and collectively sufficient criteria labeled empirical testability, generalized conditionality, and counterfactual sustainability. The set addressed mutually exclusive and internally exhaustive elements of applicability and function, namely (1) measurability and verifiability, (2) semantic construction and conceptual base, and (3) usefulness. The first element refers to the degree to which data can be collected to confirm or disconfirm the generalization, and to the degree to which inapt statements are prohibited from assuming lawlikeness. The second element refers to the degree to which the statement expresses if-then relations and general tendencies, and to the degree to which the statement is subject to spatiotemporal limitations. The third element refers to the degree to which a reliable repetitive occurrence exists, and to the degree to which accidental or coincidental conjunctions are avoided.

Based on the identification of the elements, a total of 15 rules for the evaluation were established. Each of the 15 rules constitutes a measurement within one of the three criteria for lawlike generalizations. The rules were applied against each generalization in the sample. The rules appeared to be sufficiently pragmatic to allow for the evaluation. The application of the rules in both the pretests and the main study was largely nonproblematic. The results from the rule application allowed for a clear diagnosis of the state of the stream of research. More precisely, the findings provided exact information about the specific area of lawlikeness that was insufficiently addressed by the statement. The results showed whether a statement was leaning towards becoming a lawlike generalization and what exactly had to be done to overcome the problems that prevented the statement from assuming lawlikeness.

Overall, the criteria developed and rules derived in this dissertation provide researchers in all areas with an exact measurement of lawlikeness. Because the development of lawlike generalizations and their role in theory building are of utmost importance for the progress of a discipline, the rules specified provide researchers with an early measurement of control when generalizing relationships.

Conclusions and Implications for RM Research: Evaluation

Using the criteria and rules developed in this dissertation, the focus of the endeavor was set on an evaluation of the development of lawlike generalizations in RM research. More precisely, generalizations developed in the area of RM were evaluated in terms of their adherence to criteria of lawlikeness. The selection of the focus was not arbitrary. Lawlike generalizations are a necessary requirement for building theories, and theory building in turn is a necessary requirement for the scholarly advancement of any discipline – and an aim of research per se for the accumulation and integration of knowledge.

The major conclusion that can be derived from analyzing the development of lawlike generalizations in RM is that, overall, there is a strong indication that the contribution of research in RM to the scholarly advancement of the marketing discipline is very limited. The reason for the lack of substantial contribution appears to be twofold. On a more basic level, this dissertation showed that the number of articles attempting explanatory work remains small in comparison to the overall number of RM publications. The majority of RM research is normative and/or descriptive, thus not allowing for theory building that would advance the knowledge base of marketing. Although descriptive and normative studies are often helpful to solve immediate problems of singular phenomena, by their very nature they are incapable of advancing the discipline.

Those studies that did attempt explanatory research fell all but short in developing generalizations that exhibit lawlikeness and that are capable of serving in theory development. As outlined before, the development of theories is crucial for the advancement of the marketing discipline, and lawlike generalizations are crucial for the development of theories. Although, as shown by this dissertation, some of the generalizations developed in RM were leaning towards candidacy for lawlikeness, none of them fulfilled all the criteria developed and, thus, none of them is currently offering a significant contribution to marketing's scholarly advancement. Following the analysis, however, this dissertation demonstrated that with the assistance of the criteria and rules, many of the generalized statements from the RM literature could be improved towards achieving lawlikeness. This improvement application showed that the criteria and rules presented in this dissertation could aid researchers to overcome the lack of general principles development that is not only present in the area of RM, but appears to be symptomatic for the marketing discipline which has largely been unsuccessful in living up to its potential to develop theory.

The criterion that RM researchers most often failed to fulfill is the requirement of generalized conditionality. This criterion refers to the degree to which the statement expresses an if-then relationship (conditionality) and the degree to which the statement is subject to spatiotemporal limitations (generalizability). A large number of statements failed to describe a clear if-then relationship. Such a relationship, however, is crucial to help understanding, explaining, and predicting phenomena in the area of RM. It would be desirable if researchers would show greater effort in clearly delineating these if-then relationships. Often, the problem was the attempt to include too many conditions or too many effects into the generalizations. Researchers are advised to more accurately define the components of the relationships described and to clearly identify the condition and the effect of the phenomenon.

The other factor leading to a lack of generalized conditionality was the spatial limitation that many of the statements exhibited. Although, once again, these spatially limited accounts may aid in immediate problem solving in singular phenomena and are of importance to the marketing practitioner, they cannot make a contribution to marketing as a discipline. To advance the latter, it is crucial to allow for understanding, explaining, and predicting by developing statements that are unlimited in terms of time and space. Once again, it would be desirable if researchers would show greater effort in extending their statements beyond the immediate borders of the phenomena investigated. Often, the problem of the spatially limited studies was that the presented research was of pure replication character where statements with originally wider scope were actually narrowed down to a more limited application. For example, statements involving constructs that are already leaning towards lawlikeness, such as trust or commitment, were then used in new geographic locations and formulated into generalizations that reflected the limited geographic space. Although replication research per se is desirable and important for the development of the marketing discipline, an approach that narrows down generalizations is certainly inappropriate for the pursuit of scholarly advancing the discipline.

The criterion that RM researchers second most often failed to fulfill is the requirement of <u>counterfactual sustainability</u>. This criterion refers to the usefulness of statements, that is, it addresses the degree to which a reliable occurrence exists and the degrees to which coincidental conjunctions are avoided. The general criterion of counterfactual sustainability consists of the two elements regularity and counterfactual force.

Of the two elements of counterfactual sustainability, researchers most often failed to fulfill counterfactual force. This element is used for analytically and logically differentiating an accidental assertion from a nonaccidental assertion. To overcome this shortcoming, RM researchers have to carefully define the components of their generalizations and to ensure that they accommodate counterfactual conditionals. As described earlier, the test for counterfactual force is rather basic. A counterfactual conditional which is a statement containing assertions about events that did not actually happen or situations that did not actually take place (in other words, it is known to be false), is employed to establish whether a statement is a true regularity or rather an accidental assertion. This simple and easy-to-administer test of counterfactual force would help the statements in RM to fulfill the lawlike generalization criteria of counterfactual sustainability.

The criterion that RM researchers less often failed to fulfill is the requirement of empirical testability. Empirical testability refers to the issue of measurability and verifiability of lawlike generalizations and addresses the degree to which data can be collected to corroborate or discorroborate the generalization, and the degree to which inapt statements can be prohibited from assuming the status of lawlikeness. The general criterion of empirical testability consists of the two elements corroborative value and capacity.

Of the two elements of empirical testability, almost all statement exhibited capacity. Only a small number of statements failed to adhere to the rule of corroborative value. To overcome this shortcoming, researchers have to ensure that their statements accommodate the expression of conditions under which the statement can be confirmed or disconfirmed. This of utmost importance because verifiability allows the marketing discipline to continuously progress in its development.

Besides the lack of research in RM to generate lawlike generalizations, and apart from the predominantly normative/descriptive character of RM research, this dissertation allows for some other observations that explain why the research stream fails to exhibit the academic promise and potential that are generally possible. One of the problems with generalizations in RM research is that those generalizations are not unique to RM. In other words, RM is borrowing heavily from other research streams instead of developing their own constructs. Although a few generalizations, such as those addressing trust or commitment, appear to be distinctively used in the area of RM, the vast majority of statements employed constructs that have previously been used in research streams other than RM. For RM to advance, to build theories, and to contribute to the progress of the marketing discipline, researchers are required to develop generalizations that are unique to the RM stream.

On an even higher level, researchers in RM have not only borrowed constructs, but also imported complete theories into the RM stream. Those theories used in RM research included equity theory, relational contracting theory, resource dependence theory, social exchange theory, and transaction cost theory. While these theories can help in the process of explaining phenomena observed in RM, for the advancement of RM and its contribution to the scholarly advancement of the marketing discipline, RM is required to build its own theories based on its own lawlike generalizations.

A further problem of research in RM is that authors do not clearly identify their studies as belonging into the RM area. This dissertation identified a total of 176 articles clearly labeled as being published in the RM area. However, there are a number of other studies that theoretically could fit into the research stream of RM. Some of these articles address corporate networks, marketing channels, database marketing, business marketing, services marketing, or direct marketing. To avoid having to interpret the authors' intentions as to whether the article should be categorized as an RM study or not, researchers aiming at contributing to the RM literature need to clearly express their belonging to that stream.

Similarly, this dissertation has shown the need to delimit the domain of RM because it appears that the stream still lacks a central research paradigm. The analysis revealed that researchers in RM are not programmatic; rather, they are focusing on a variety of different topics within the area of RM. Even more hurtful to the pursuit of a contribution to the marketing discipline, while engaging in the variety of topics researchers appear to be primarily concentrating on the immediate practicability of their results. This, by default, leads to only incomplete sights into a probably larger underlying phenomenon and does not help in the objective of developing lawlike generalizations to be included in RM theories.

Based on the results from this dissertation, more emphasis should be placed on theory-driven studies. The development of a conceptual standardization should have priority. Within this development, the generation of statements exhibiting lawlikeness should be of utmost priority. This dissertation has shown that those authors criticizing that still more rigorous and more meaningful research is required for RM to substantially contribute to the discipline are correct. Claims suggesting that RM already possesses the scholarly potential to be chosen as the new paradigm of marketing are far too premature. First, the development of lawlike generalizations has to be advanced. As previously, stated, these lawlike generalizations are a necessary requirement for building theories, and theory building in turn is a necessary requirement for the scholarly advancement of any discipline – and a condition for any research stream that claims to possess the potential for becoming the new marketing paradigm.

General Conclusions

This dissertation answered a number of questions that are significant for marketing researchers and, consequently, also to marketing practitioners. Primarily, the dissertation answered the primary research question by establishing a strong indication that research in RM is not currently contributing to the progress of the marketing discipline. In the process, the four supplementary research questions were also answered. Most importantly, the dissertation showed that researchers in marketing had not yet developed a set of criteria for lawlike generalizations that could have assisted in the evaluation of the contribution of RM to the progress of the marketing discipline.

Consequently, the dissertation answered the second and third supplementary research question and successfully identified and operationalized a set of necessary and collectively sufficient criteria for lawlike generalizations that are sufficiently concrete and sufficiently pragmatic to assist in the evaluation that ultimately established the lack of contribution in RM research. The rules based on these criteria were successful in measuring the degree of lawlikeness of generalizations in RM. Those generalizations were identified by answering the fourth supplementary research question.

By developing a methodology to evaluate lawlike generalizations and demonstrating its application, the dissertation aids to overcome the well-recognized lack of general principles development that is not only present in the area of RM, but appears to be symptomatic for the marketing discipline which has largely been unsuccessful in living up to its potential to develop theory. In particular, this dissertation has provided researchers in the area of RM with a clearer picture of the state of the research stream. The question of whether or not RM should and could replace the exchange paradigm of marketing - an issue that previous authors have addressed in normative discussions only - has been answered in this dissertation by showing that because of the lack of lawlike generalizations, claims for a replacement of marketing's current exchange paradigm by RM are objectionable at the least. As outlined before, the results of this dissertation also support the critics suggesting that more rigorous and more meaningful research is required in RM.

By contributing to the advancement of RM research, this dissertation also helps marketing as a discipline overall. Since marketing (like most disciplines) is composed of a variety of different research streams, its significance and progress also depends on the significance and progress of the individual streams. Consequently, providing the basis for advancing research in the area of RM contributes to the scholarly advancement of the marketing discipline as a whole.

This dissertation has also introduced a new method for progress evaluation that can be of usefulness in other research streams and disciplines. The criteria selected to evaluate lawlikeness and the rules allowing for the specific measurement can also be applied to other research streams and, thus, permit the same evaluation that was conducted in RM.

Finally, because managerially relevant implications depend at least in part on the rigor and meaningfulness of research, a conclusion derived from the results of this dissertation is that researchers have to improve the quality of their generalizations to achieve more valid results that in turn can provide marketing practitioners with the tools and solutions needed for successful application in the 'real' world.

Limitations and Suggestions for Future Research

This dissertation is of methodological character, a type of research that contains both promising opportunities and potential drawbacks. As part of the methodological design, a content analysis was used, once again an approach that has powerful strengths and serious weaknesses. Overall, this dissertation attempted to address the potential downsides and pursuit the research objective with utmost carefulness. Because of the methodological character, however, and the fundamentally exploratory type of study, approach-based limitations cannot be completely discounted.

One of the more significant limitations to this dissertation is the inclusion into the sample of only those articles that clearly identified themselves as being categorized as a study the area of RM. It can be assumed that a number of other articles, potentially larger than the sample of this study, address phenomena in the area of RM without clearly referring to the research stream. The decision to only include articles labeled RM in title, abstract, keyword, or outlet theme or title, was based on the ambition to exhibit objectivity. As outlined before, the purpose of this dissertation was not to subjectively determine what constitutes RM research. Because this dissertation attempted to evaluate the contribution of RM to the progress of marketing, articles had to be labeled RM for them to be recognized as potential contributors. This limitation also opens up avenues for future research. For example, a classification schema could be developed that categorizes research as either belonging into the area of RM or not. If this schema is intersubjectively unambiguous, mutually exclusive, and internally exhaustive (as demanded by Hunt 1991), then the base could be extended on which to apply the rules of criteria for lawlike generalizations. That way, an even clearer picture of the contribution of research in the area of RM to the progress of the marketing discipline would evolve.

Another objective of future research could be to derive at a more parsimonious set of rules of criteria for lawlike generalizations. This dissertation has already been successful in narrowing the number of criteria down from the previously suggested set of four criteria. The same process might at one point in time and after several replications of rule applications also be possible for the set of rules developed in this dissertation.

Eventually, the generalizations presented in this dissertation also need to be tested empirically to see if the assertions are corroborated or not. Although the truth value of the generalization is irrelevant for the lawlikeness of the statement, the usefulness of theories depends on the extent to which they are isomorphic. Such a test will provide an even clearer picture of the state of RM research by discorroborating those statements that formally possess lawlikeness but are not isomorphic.

Finally, the most obvious avenue for future research is the application of the rules to other research streams and disciplines. That would not only help to redefine the rules developed in this dissertation, but would also provide each research stream and discipline with an evaluation of the state of development of its lawlike generalizations and, thus, with a clear picture of the research's contribution to the scholarly advancement and progress of that discipline.

REFERENCES

Achinstein, Peter (1968), *Concepts of Science – A Philosophical Analysis*. Baltimore, MD: The Johns Hopkins Press.

Achrol, Ravi S. (1997), "Changes in the Theory of Interorganizational Relations in Marketing: Toward a Network Paradigm," *Journal of the Academy of Marketing Science*, 25 (1), 56-71.

Ackoff, Russell L., Shiv K. Gupta and J. Sayer Minas (1962), *Scientific Method: Optimizing Applied Research Decisions*. New York, NY: John Wiley & Sons.

Adams, Kenneth M. (2001), "Impact Factors: Aiming at the Wrong Target," *Cortex*, 37 (4), 600-603.

Ake, Claude (1972), "The Scientific Status of Political Science," *British Journal of Political Science*, 2 (1), 109-115.

Allen, Glen O. (1972), "The Is-Ought Question Reformulated and Answered," *Ethics*, 82 (3), 181-199.

Ammermann, Albert J. (1992), "Taking Stock of Quantitative Archaeology," *Annual Review of Anthropology*, 21, 231-255.

Amsterdamski, Stefan (1975), *Between Experience and Metaphysics – Philosophical Problems of the Evolution of Science*. Dordrecht, Holland: D. Reidel Publishing Company.

Andersen, Poul Houman (2002), "A Foot in the Door: Relationship Marketing Efforts Towards Transaction-Oriented Customers," *Journal of Market-Focused Management*, 5, 91-108.

Anderson, L. McTier (1994), "Marketing Science: Where's the Beef?" *Business Horizons*, January/February, 8-16.

Arndt, Johan (1985), "On Making Marketing Science More Scientific: Role of Orientations, Paradigms, Metaphors, and Puzzle Solving," *Journal of Marketing*, 49 (Summer), 11-23.

Asher, Herbert B. (1983), "The Research Process," in *Theory-Building and Data Analysis in the Social Sciences*, Herbert B. Asher, Herbert F. Weisberg, John H. Kessel and W. Phillips Shively, eds. Knoxville, TN: The University of Tennessee Press, 3-20.

Bagozzi, Richard P. (1995), "Reflections on Relationship Marketing in Consumer Markets," *Journal of the Academy of Marketing Science*, 23 (4), 272-277.

Barker, Stephen F. (1965), *The Elements of Logic*. New York, NY: McGraw-Hill.

Barwise, Patrick (1995), "Good Empirical Generalizations," *Marketing Science*, 14 (3), G29-G35.

Bass, Frank M. (1993), "The Future of Research in Marketing: Marketing Science," *Journal of Marketing Research*, 30 (February), 1-6

Bass, Frank M. (1995), "Empirical Generalizations and Marketing Science: A Personal View," *Marketing Science*, 14 (3), G6-G19.

Bechtel, William (1988), *Philosophy of Science – An Overview for Cognitive Science*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Bejou, David (1997), "Relationship Marketing: Evolution, Present State, and Future," Psychology & Marketing, 14 (8), 727-735.

Belk, Russell W., John F. Sherry Jr. and Melanie Wallendorf (1988), "A Naturalistic Inquiry into Buyer and Seller Behavior at a SWAP Meet," *Journal of Consumer Research*, 14 (4), 449-470.

Berggren, Douglas C. (1984), "Transcendental and Dialectical Thinking," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 190-226.

Bergmann, Gustav (1977), *Philosophy of Science*. Westport, CT: Greenwood Press.

Bergquist, Magnus, Jan Ljungberg and Ulrika Lundh-Snis (2001), "Practicing Peer Review in Organizations: A Qualifier for Knowledge Dissemination and Legitimization," *Journal of Information Technology*, 16 (2), 99- 112.

Berofsky, Bernard (1968), "The Regularity Theory," *Nous*, 2 (4), 315-340.

Bharadwaja, Vijay K. (1981), "A Theory of Tarka Sentences," *Philosophy and Phenomenological Research*, 41 (4), 532-546.

Blalock, Hubert M. (1969), *Theory Construction*. Englewood Cliffs, NJ: Prentice-Hall.

Bloom, Paul N. (1987), *Knowledge Development in Marketing: The MSI Experience*. Lexington, MA: Lexington Books.

Bradley, Frank (1987), "Nature and Significance of International Marketing: A Review," *Journal of Business Research*, 15, 205-219.

Braithwaite, Richard Bevan (1953), *Scientific Explanation: A Study of the Function of Theory, Probability and Law in Science*. Cambridge, England: Cambridge University Press.

Brinberg, David and Elizabeth C. Hirschman (1986), "Multiple Orientations for the Conduct of Marketing Research: An Analysis of the Academic/Practitioner Distinction," *Journal of Marketing*, 50 (October), 161-173.

Brodie, Roderick J., Nicole E. Coviello, Richard W. Brooks and Victoria Little (1997), "Towards a Paradigm Shift in Marketing? An Examination of Current Marketing Practices," *Journal of Marketing Management*, 13 (5), 383-406.

Bush, Alan J. and E. Stephen Grant (1994), "Analyzing the Content of Marketing Journals to Assess Trends in Sales Force Research: 1980-1992," *Journal of Personal Selling & Sales Management*, 14 (3), 57-68.

Cadwallader, Susan K. (2001), *Customer Adoption of Internet Self-Service Technologies: The Effect of Incentive Timing and Motivation on Service Trial and Future Usage*. Unpublished Dissertation, Arizona State University.

Cargile, James (1984), "Classical Logic: Traditional and Modern," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 44-70.

Carnap, Rudolf (1994), *An Introduction to the Philosophy of Science*. Edited by Martin Gardner. New York, NY: Dover Publications.

Castaneda, Hector-Neri (1984), "Philosophical Refutations," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 227-258.

Couvalis, George (1997), *The Philosophy of Science – Science and Objectivity*. London, England: Sage Publications.

Croissant, Jennifer L. (1998), "Criteria for a Theory of Knowledge," in *What is Social Theory? The Philosophical Debates*, Alan Sica, ed. Malden, MA: Blackwell Publishers, 145-176.

De Wulf, Kristof and Gaby Odekerken-Schröder (2001), "A Critical Review of Theories Underlying Relationship Marketing in the Context of Explaining Consumer Relationships," *Journal for the Theory of Social Behaviour*, 31 (1), 73-101.

DeFries, Willem A. (1983), "Meaning and Interpretation in History," *History and Theory*, 22 (3), 253-263.

Deshpande, Rohit (1983), "Paradigms Lost: On Theory and Method in Research in Marketing," *Journal of Marketing*, 47, 101-110.

Dodge, H. Robert and Sam Fullerton (1997), "From Exchanges to Relationships: A Reconceptualization of the Marketing Paradigm," *Journal of Marketing Theory & Practice*, 5 (2), 1-7.

Dubin, Robert (1978), *Theory Building*. New York, NY: The Free Press.

Dumont, Richard G. and William J. Wilson (1967), "Aspects of Concept Formation, Explication, and Theory Construction in Sociology," *American Sociological Review*, 32 (6), 985-995.

Ehrenberg, A. S. C. (1968), "The Elements of Lawlike Relationships," *Journal of the Royal Statistical Society. Series A (General)*, 131 (3), 280-302.

Ehrenberg, A. S. C. (1982), *Lawlike Relationships*. London, England: London Business School Research in Marketing Series.

Ely, Margot, Margaret Anzul, Teri Friedman, Diane Garner and Ann McCormack Steinmetz (1991), *Doing Qualitative Research: Circles Within Circles*. London, England: The Falmer Press.

Farr, James (1985), "Situational Analysis: Explanation in Political Science," *The Journal of Politics*, 47 (4), 1085-1107.

Fearon, James D. (1991), "Counterfactuals and Hypothesis Testing in Political Science," *World Politics*, 43 (2), 169-195.

Fetzer, James H. (1981), *Scientific Knowledge: Causation, Explanation, and Corroboration*. Dordrecht, The Netherlands: D. Reidel Publishing Company.

Fetzer, James H. (1984), "Philosophical Reasoning," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 3-21.

Fetzer, James H. (1993a), "Introduction to: The Language Framework," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 3-6.

Fetzer, James H. (1993b), "The Justification of Induction," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 316-333.

Fitzpatrick, Jacqueline, Jan Secrist and Debra J. Wright (1998), *Secrets for a Successful Dissertation*. Thousand Oaks, CA: Sage.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (4), 343-373.

Fouzoni, Bahman (1995), "Confutation of Political Realism," *International Studies Quarterly*, 39 (4), 479-510.

Freese, Lee (1972), "Cumulative Sociological Knowledge," *American Sociological Review*, 37 (4), 472-482.

Goodman, Nelson (1965), *Fact, Fiction, and Forecast*. Indianapolis, IN: Bobbs-Merrill.

Goodman, Nelson (1993), "The Problem of Counterfactual Conditionals," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 45-58.

Green, Yvette N. J. (2001), *An Exploratory Investigation of the Sales Forecasting Process in the Casual Theme and Family Dining Segments of Commercial Restaurant Corporations*. Unpublished Dissertation, Virginia Polytechnic Institute and State University.

Gregor, James A. (1968), "Political Science and the Uses of Functional Analysis," *The American Political Science Review*, 62 (2), 425-439.

Grönroos, Christian (1994), "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing," *Management Decision*, 32 (2), 4-20.

Grönroos, Christian (2000), "Relationship Marketing – The Nordic School Perspective," in *Handbook of Relationship Marketing*, Jagdish N. Sheth and Atul Parvatiyar, eds. Thousand Oaks, CA: Sage Publications, 95-117.

Gruen, Thomas W. (1997), "Relationship Marketing: The Route to Marketing Efficiency and Effectiveness," *Business Horizons*, 40 (6), 32-38.

Gummesson, Evert (1994), "Making Relationship Marketing Operational," *The International Journal of Service Industry Management*, 5 (5), 5-20.

Gummesson, Evert (1997), "Relationship Marketing – The Emperor's New Clothes or a Paradigm Shift?" *Marketing & Research Today*, 25 (1), 53-60.

Guthrie, Ruth A. (1999), "Will Virtual Faculty be Eligible for Tenure: Exploring Assessment of Virtual Forms of Scholarship," *The Cal Poly Pomona Journal of Interdisciplinary Studies*, 12 (Fall), 69-74

Gwinner, Kevin. P., Dwayne D. Gremler and Mary Joe Bitner (1998), "Relational Benefits in Services Industries: The Customer's Perspective," *Journal of the Academy of Marketing Science*, 26 (20), 101-114.

Hamilton, David (1965), "Marketing Science: Usefulness to the Consumer," in *Science in Marketing*, George Schwartz, ed. New York, NY: John Wiley & Sons, 33-46.

Hanson, Norwood Russell (1959), "On the Symmetry Between Explanation and Prediction," *The Philosophical Review*, 68 (3), 349-358.

Hanzel, Igor (1999), *The Concept of Scientific Law in the Philosophy of Science and Epistemology: A Study of Theoretical Reason*. Dordrecht, The Netherlands: Kluwer Academic Publishers.

Hardcastle, Valery Gray (1996), *How to Build a Theory in Cognitive Science*. New York, NY: State University of New York Press.

Harris, William A. and Henry A. Walker (1992), "Theory Construction and Development in Sociology: An Appropriate Framework," *Sociological Theory*, 10 (1), 111-117.

Harrison, Jonathan (1968), "Unfulfilled Conditionals and the Truth of their Constituents," *Mind*, 77 (307), 372-382.

Hay, Cynthia (1980), "Historical Theory and Historical Confirmation," *History and Theory*, 19 (1), 39-57.

Hempel, Carl G. (1965), *Aspects of Scientific Explanation and Other Essays in the Philosophy of Science*. New York, NY: The Free Press.

Hempel, Carl. G. (1952), *Fundamentals of Concept Formation in Empirical Science*. Chicago, IL: The University of Chicago Press.

Hempel, Carl. G. and P. Oppenheim (1960), "Problems of the Concept of a General Law," in *Philosophy of Science*, Arthur Danto and Sidney Morgenbesser, eds. Cleveland, OH: Meridian, 198-204.

Hennig-Thurau, Thorsten and Ursula Hansen (2000), "Relationship Marketing - Some Reflections on the State-of-the-Art of the Relational Concept," in *Relationship Marketing: Competitive Advantage Through Customer Satisfaction and Customer Retention*, Thorsten Hennig-Thurau and Ursula Hansen, eds. Berlin: Springer, 3-27.

Houston, Franklin S. and Jule B. Gassenheimer (1987), "Marketing and Exchange," *Journal of Marketing*, 51 (October), 3-18.

Hudson, Valerie M. and Christopher S. Vore (1995), "Foreign Policy Analysis Yesterday, Today, and Tomorrow," *Mershon International Studies Review*, 39 (2), 209-238.

Huffman, Thomas N. (1986), "Cognitive Studies of the Iron Age in Southern Africa," *World Archeology*, 18 (1), 84-95.

Hult, G. Tomas M., William T. Neese and R. Edward Bashaw (1997), "Faculty Perceptions of Marketing Journals," *Journal of Marketing Education*, 19 (1), 37-52.

Humphreys, Paul (1984), "Explanation in Philosophy and Science," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 172-189.

Hung, Edwin H.-C. (1996), *The Nature of Science – Problems and Perspectives*. Belmont, CA: Wadsworth Publishing Company.

Hunt, Shelby D. (1991), *Modern Marketing Theory: Critical Issues in the Philosophy of Marketing Science*. Cincinnati, OH: South-Western Publishing.

Hunt, Shelby D. (1994), "On Rethinking Marketing: Our Discipline, Our Practice, Our Methods," *European Journal of Marketing*, 28, 13-25.

Kaplan, Abraham (1964), *The Conduct of Inquiry: Methodology for Behavioral Science*. San Francisco, CA: Chandler.

Kavanagh, Donncha (1994), "Hunt vs. Anderson: Round 16," *European Journal of Marketing*, 28 (3), 26-41.

Kerin, Roger (1996), "In Pursuit of an Ideal: The Editorial and Literary History of the Journal of Marketing," *Journal of Marketing*, 601, 1-13.

Kerin, Roger A. and Raj Sethuraman (1999), "'Revisiting Marketing's Lawlike Generalizations': A Comment," *Journal of the Academy of Marketing Science*, 27 (1), 101-104.

Kerlinger, Fred N. (1986), *Foundations of Behavioral Research*. 3rd ed. Fort Worth, TX: Harcourt Brace College Publishers.

Kim, Jaegwon (1992), "Multiple Realization and the Metaphysics of Reduction," *Philosophy and Phenomenological Research*, 52 (1), 1-26.

King, Gary, Robert O. Keohane and Sidney Verba (1994), *Designing Social Inquiry – Scientific Inference in Qualitative Research*. Princeton, New Jersey: Princeton University Press.

Kitcher, Philip (2001), "Explanatory Unification and the Causal Structure of the World," in *Philosophy of Science – Contemporary Readings*, Yuri Balashov and Alex Rosenberg, eds. London: Routledge, 71-91.

Köbben, A. J. F. (1967), "Why Exceptions? The Logic of Cross-Cultural Analysis," *Current Anthropology*, 8 (1/2), 3-34.

Koningsveld, H. (1973), *Empirical Laws, Regularity and Necessity*. Wageningen, The Netherlands: H. Veenman & Zonen B.V.

Kotabe, Masaaki and K. Scott Swan (1995), "The Role of Strategic Alliance in High-Technology New Product Development," *Strategic Management Journal*, 16, 621-636.

Krippendorff, Klaus (1980), *Content Analysis – An Introduction to Its Methodology*. Beverly Hills, CA: Sage.

Kuhn, Thomas (1970), *The Structure of Scientific Revolutions*. 2nd ed. Chicago, IL: University of Chicago Press.

Lakatos, Imre (1993), "History of Science and its Rational Reconstructions," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 381-413.

Lambert, Karel and Gordon G. Brittan, Jr. (1992), *An Introduction to the Philosophy of Science*. 4th ed. Atascadero, CA: Ridgeview.

Lammers, Cornelis J. (1978), "The Comparative Sociology of Organizations," *Annual Review of Sociology*, Volume 4, 485-510.

Lange, Marc (1993), "Lawlikeness," *Nous*, 27 (1), 1-21.

Laudan, Larry (1981), *Science and Hypothesis: Historical Essays on Scientific Methodology*. Dordrecht, The Netherlands: D. Reidel Publishing.

Lazer, William (1965), "Operations Research and Marketing Science," in *Science in Marketing*, George Schwartz, ed. New York, NY: John Wiley & Sons, 430-445.

Lehman, Donald R. and Katherine E. Jocz (1997), *Reflections on the Futures of Marketing: Practice and Education*. Cambridge, MA: Marketing Science Institute.

Leong, Siew Meng (1989), "A Citation Analysis of the Journal of Consumer Research," *Journal of Consumer Research*, 15 (March), 492-497.

Lieberson, Stanley (1998), "Examples, Submerged Statements, and the Neglected Application of Philosophy to Social Theory," in *What is Social Theory? The Philosophical Debates*, Alan Sica, ed. Malden, MA: Blackwell Publishers, 177-191.

Lindgreen, Adam (2001), "A Framework for Studying Relationship Marketing Dyads," *Qualitative Market Research: An International Journal*, 4 (2), 75-87.

Lipsey, Mark W. and David B. Wilson (2000), *Practical Meta-Analysis*. Applied Social Research Methods Series, Volume 49. Thousand Oaks, CA: Sage.

Little, Daniel (1991), *Varieties of Social Explanation – An Introduction to the Philosophy of Social Science*. Boulder, CO: Westview Press.

Livingston, Paisley (1988), *Literary Knowledge: Humanistic Inquiry and the Philosophy of Science*. Ithaca, NY: Cornell University Press.

Mackie, J. L. (1995), "The Logic of Conditionals," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 106-114.

Malone, Timothy M. (2000), *Relational Marketing: Value Integrated Systems and Applications. A Metatriangulation Analysis of How Customer Value is Created in Transaction Exchange in Electronic Commerce and its Implications to Marketing.* Dissertation, The Union Institute.

Manning, Peter K. and Betsy Cullum-Swan (1994), "Narrative, Content, and Semiotic Analysis," in *Handbook of Qualitative Research*, Norman K. Denzin and Yvonna S. Lincoln, eds. Thousand Oaks, CA: Sage, 463-477.

Margenau, Henry (1960), Meaning and Scientific Status of Causality," in *Philosophy of Science*, Arthur Danto and Sidney Morgenbesser, eds. Cleveland, OH: Meridian, 435-449.

Marshall, Catherine and Gretchen B. Rossman (1989), *Designing Qualitative Research*. Newbury Park, CA: Sage.

Maxwell, Nicholas (1984), *From Knowledge to Wisdom – A Revolution in the Aims and Methods of Science*. Oxford, England: Basil Blackwell.

McGlen, Nancy E. and Alvin Rabushka (1971), "Polemics on Functional Analysis: Variations on a Belabored Theme," *Midwest Journal of Political Science*, 5(1), 133-143.

McIntyre, Lee Cameron (1991), *Problems in the Philosophy of Social Science: Towards a Defense of Nomological Explanation in the Social Sciences*. Dissertation: The University of Michigan.

McKelvey, Bill (1997), "Quasi-Natural Organization Science," *Organization Science*, 8 (4), 352-380.

McMullin, Ernan (2001), "A Case for Scientific Realism," in *Philosophy of Science – Contemporary Readings*, Yuri Balashov and Alex Rosenberg, eds. London: Routledge, 248-280.

Meadows, Lynn M. and Diane M. Dodendorf (2000), "Data Management and Interpretation Using Computers to Assist," in *Doing Qualitative Research*, 2nd ed., Benjamin F. Crabtree and William L. Miller, eds. Thousand Oaks, CA: Sage, 195-218.

Melin, Leif (1992), "Internationalization as a Strategy Process," *Strategic Management Journal*, 13, 99-118.

Meloy, Judith M. (2001), *Writing the Qualitative Dissertation: Understanding by Doing*. Mahwah, NJ: Lawrence Erlbaum Associates.

Mitchell, Mark and Janina Jolley (2001), *Research Design Explained*. 4th ed. Fort Worth, TX: Harcourt College Publishers.

Möller, Kristian and Aino Halinen (2000), "Relationship Marketing Theory: Its Roots and Directions," *Journal of Marketing Management*, 16 (1/2/3), 29-54.

Molnar, George (1969), "Kneal's Argument Revisited," *The Philosophical Review*, 78 (1), 79-89.

Mook, Douglas G. (2001), *Psychological Research: The Ideas Behind the Methods*. New York, NY: W. W. Norton.

Morgan, Charles G. (1974), "Explanation and Scientific Archaeology," *World Archeology*, 6 (2), 133-137.

Morgan, Robert M. and Shelby D. Hunt (1994), "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, 58 (July), 20-38.

Murphey, Murray G. (1973), *Our Knowledge of the Historical Past*. New York, NY: Bobbs-Merrill.

Murphey, Murray G. (1994), *Philosophical Foundations of Historical Knowledge*. Albany, NY: State University of New York Press.

Nagel, Ernest (1961), *The Structure of Science: Problems in the Logic of Scientific Explanation*. New York, NY: Harcourt, Brace & World.

Newman, Joseph W. (1965), "Marketing Science: Significance to the Professor of Marketing," in *Science in Marketing*, George Schwartz, ed. New York, NY: John Wiley & Sons, 20-32.

O'Malley, Lisa and Caroline Tynan (2000), "Relationship Marketing in Consumer Markets: Rhetoric or Reality?" *European Journal of Marketing*, 34 (7), 797-815.

O'Shaughnessy, John and Michael J. Ryan (1983), "Marketing, Science, and Technology," in *The Philosophy of Marketing Science*, Shelby D. Hunt. Homewood, IL: Richard D. Irwin, 151-161.

Pap, Arthur (1962), *An Introduction to the Philosophy of Science*. New York, NY: The Free Press of Glencoe.

Parvatiyar, Atul and Jagdish N. Sheth (2000), "The Domain and Conceptual Foundations of Relationship Marketing," in *Handbook of Relationship Marketing*, Jagdish N. Sheth and Atul Parvatiyar, eds. Thousand Oaks, CA: Sage Publications, 3-38.

Payne, Adrian (2000), "Relationship Marketing: The U.K. Perspective," in *Handbook of Relationship Marketing*, Jagdish N. Sheth and Atul Parvatiyar, eds. Thousand Oaks, CA: Sage Publications, 39-67.

Payne, Adrian and Sue Holt (2001), "Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing," *British Journal of Management*, 12: 159-182.

Peterson, Robert A. (1995), "Relationship Marketing and the Consumer," *Journal of the Academy of Marketing Science*, 23 (4), 278-281.

Popper, Karl R. (1972), *Objective Knowledge: An Evolutionary Approach*. Oxford, England: Oxford University Press.

Popper, Karl R. (1993a), "Three Views Concerning Human Knowledge," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 421-440.

Popper, Karl R. (1993b), "Universals, Dispositions, and Natural or Physical Necessity," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 73-87.

Prather, Jenice and Norlin Rueschhoff (1996), "An Analysis of International Accounting Research in U.S. Academic Accounting Journals, 1980 Through 1993," *Accounting Horizons*, 10 (1), 1-17.

Presley, C. F. (1960), "Laws and Theories in the Physical Sciences," in *Philosophy of Science*, Arthur Danto and Sidney Morgenbesser, eds. Cleveland, OH: Meridian, 205-225.

Presnell, Stephen Millard (2001), *Organ Procurement Organizations. Educational Programs and Social Marketing*. Dissertation, Florida State University.

Pressey, Andrew D. and Brian P. Mathews (2000), "Barriers to Relationship Marketing in Consumer Retailing," *Journal of Services Marketing*, 14 (3), 272-286.

Ramsperger, Albert G. (1942), *Philosophies of Science*. New York, NY: Appleton-Century-Crofts.

Reed, Steven R. (1990), "Structure and Behaviour: Extending Duverger's Law to the Japanese Case," *British Journal of Political Science*, 20 (3), 335-356.

Ringer, Fritz K. (1989), "Causal Analysis in Historical Reasoning," *History and Theory*, 28 (2), 154-172.

Rosenthal, Robert and Ralph L. Rosnow (1991), *Essentials of Behavioral Research: Methods and Data Analysis*. 2nd ed. New York, NY: McGraw-Hill.

Runciman, W. G. (1977), "Weber's Understanding: A Reply to J. Donald Moon," *Political Theory*, 5 (2), 199-204.

Ryals, Lynette and Simon Knox (2001), "Cross-Functional Issues in the Implementation of Relationship Marketing Through Customer Relationship Management," *European Management Journal*, 19 (5), 534-542.

Sack, Susan Mary (1980), *Nomic Subsumptive Explanation*. Dissertation: The University of Arizona.

Salmon, Wesley C. (1993), "Statistical Explanation," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 164-183.

Salmon, Wesley C. (1997), *Causality and Explanation*. New York, NY: Oxford University Press.

Salmon, Wesley C. (2001), "Bayes's Theorem and the History of Science," in *Philosophy of Science – Contemporary Readings*, Yuri Balashov and Alex Rosenberg, eds. London: Routledge, 385-402.

Saren, Michael (2000), "Marketing Theory," in *Marketing Theory*, Michael J. Baker, ed. London: Business Press Thomson Learning, 21-42.

Scheffler, Israel (1960), "Explanation, Prediction, and Abstraction," in *Philosophy of Science*, Arthur Danto and Sidney Morgenbesser, eds. Cleveland, OH: Meridian, 274-287.

Schlesinger, George (1984), "The Verifiability Principle," in *Principles of Philosophical Reasoning*, James H. Fetzer, ed. Totowa, NJ: Rowman & Allanheld, 71-92.

Schurz, Gerhard (2001), *Laws of Nature versus System Laws*. Erfurt, Germany: Universität Erfurt Philosophische Vorveröffentlichungsreihe.

Schwartz, George (1965a), "Nature and Goals of Marketing Science," in *Science in Marketing*, George Schwartz, ed. New York, NY: John Wiley & Sons, 1-19.

Schwartz, George (1965b), "Marketing Science: Past, Present, and Future Development," in *Science in Marketing*, George Schwartz, ed. New York, NY: John Wiley & Sons, 484-498.

Schwartz, Robert (1971), "Confirmation and Conflict," *The Journal of Philosophy*, 68 (16), 483-487.

Seth, Anju and George Zinkhan (1991), "Strategy and the Research Process: A Comment," *Strategic Management Journal*, 12, 75-82.

Shani, David and Sujana Chalasani (1992), "Exploiting Niches Using Relationship Marketing," *Journal of Services Marketing*, 6 (Fall), 43-52.

Sharpe, R. A. (1971), "Laws, Coincidences, Counterfactuals and Counter-Identicals," *Mind*, 80 (320), 572-582.

Shenhav, Yehouda, Wesley Shrum and Sigal Alon (1994), "'Goodness' Concepts in the Study of Organizations: A Longitudinal Survey of Four Leading Journals," *Organization Studies*, 15 (5), 753-776.

Sheppard, Blair H., Jon Hartwick and Paul R. Warshaw (1988), "The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research," *Journal of Consumer Research*, 15 (3), 325-343.

Sheth, Jagdish N. (2000), "Relationship Marketing: Paradigm Shift or Shaft?" in *Handbook of Relationship Marketing*, Jagdish N. Sheth and Atul Parvatiyar, eds. Thousand Oaks, CA: Sage Publications, 609-620.

Sheth, Jagdish N. and Atul Parvatiyar (1995a), "Relationship Marketing in Consumer Markets: Antecedents and Consequences," *Journal of the Academy of Marketing Science*, 23 (4), 255-271.

Sheth, Jagdish N. and Atul Parvatiyar (1995b), "The Evolution of Relationship Marketing," *International Business Review*, 4 (2), 397-418.

Sheth, Jagdish N., David M. Gardner and Dennis E. Garrett (1988), *Marketing Theory: Evolution and Evaluation*. New York, NY: John Wiley & Sons.

Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Revisiting Marketing's Lawlike Generalizations," *Journal of the Academy of Marketing Science*, 27 (1), 71-87.

Shoemaker, Sydney (1975), "On Projecting the Unprojectible," *The Philosophical Review*, 84 (2), 178-219.

Silk, Alvin J. (1993), "Marketing Science in a Changing Environment," *Journal of Marketing Research*, 30 (November), 401-404.

Simons, Leo (1965), "Intuition and Implication," *Mind*, 74 (293), 79-83.

Singer, Marcus George (1961), *Generalization in Ethics*. New York, NY: Alfred A. Knopf.

Skvoretz, John (1998), "Theoretical Models: Sociology's Missing Link," in *What is Social Theory? The Philosophical Debates*, Alan Sica, ed. Malden, MA: Blackwell Publishers, 238-252.

Skyrms, Brian (1993), "The Goodman Paradox and the New Riddle of Induction," in *Foundations of Philosophy of Science: Recent Developments*, James H. Fetzer, ed. New York, NY: Paragon House, 59-73.

Sober, Elliott (1988), "Confirmation and Law-Likeness," *The Philosophical Review*, 97 (1), 93-98.

Strauss, Anselm and Juliet Corbin (1990), *Basics of Qualitative Research*. Newbury Park, CA: Sage.

Summers, John O. (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization Through the Review Process," *Journal of the Academy of Marketing Science*, 29 (4), 405-415.

Sutton, Robert I. and Barry M. Staw (1995), "What Theory is Not," *Administrative Science Quarterly*, 40, 371-384.

Teas, R. Kenneth and Kay M. Palan (1997), "The Realms of Scientific Meaning Framework for Constructing Theoretically Meaningful Nominal Definitions of Marketing Concepts," *Journal of Marketing*, 61 (April), 52-67.

Tellis, Gerard J., Rajesh K. Chandy and David S. Ackerman (1999), "In Search of Diversity: The Record of Major Marketing Journals," *Journal of Marketing Research*, 16 (February), 120-131.

Thomas, R. Murray and Dale L. Brubaker (2000), *Theses and Dissertations: A Guide to Planning, Research, and Writing*. Westport, CT: Bergin & Garvey.

Uncles, Mark, Andrew Ehrenberg and Kathy Hammond (1995), "Patterns of Buyer Behavior, Regularities, Models, and Extensions," *Marketing Science*, 14 (3), G71-G78.

Van Fraasen, Bas (2001), "The Pragmatics of Explanation," in *Philosophy of Science – Contemporary Readings*, Yuri Balashov and Alex Rosenberg, eds. London: Routledge, 56-70.

Van Waterschoot, Walter and Christophe Van den Bulte (1992), "The 4P Classification of the Marketing Mix Revisited," *Journal of Marketing*, 56 (October), 83-93.

VanderWerf, Pieter A. and John F. Mahon (1997), "Meta-Analysis of the Impact of Research Methods on Findings of First-Mover Advantage," *Marketing Science*, (43), 11, 1510-1519.

Veloutsou, Cleopatra, Michael Saren and Nikolaos Tzokas (2002), "Relationship Marketing: What If...?" *European Journal of Marketing*, 36 (4), 433-449.

Wallace, William A. (1996), *The Modeling of Nature: Philosophy of Science and Philosophy of Nature in Synthesis*. Washington, D.C.: The Catholic University of America Press.

Walsh, Dorothy (1979), "Causal Efficacy and Causal Explanation," *Philosophy and Phenomenological Research*, 40 (2), 250-257.

Wartofsky, Marx W. (1968), *Conceptual Foundations of Scientific Thought – An Introduction to the Philosophy of Science*. New York, NY: The Macmillan Company.

Watson, Patty Jo, Steven A. LeBlanc and Charles L. Redman (1974), "The Covering Law Model in Archeology: Practical Uses and Formal Interpretations," *World Archeology*, 6 (2), 125-132.

Whetten, David A. (1989), "What Constitutes a Theoretical Contribution?" *Academy of Management Review*, 14(4), 490-495.

Wolf, Fredric M. (1986), *Meta-Analysis: Quantitative Methods for Research Synthesis*. Newbury Park, CA: Sage.

Yan, Aimin and Ming Zeng (1999), "International Joint Venture Instability: A Critique of Previous Research, A Reconceptualization, and Directions for Future Research," *Journal of International Business Studies*, 30 (2), 395-412.

Zaitchik, Alan (1981), "Intentionalism and Physical Reductionism in Computational Psychology," *Philosophy and Phenomenological Research*, 42 (1), 23-41.

Zaltman, Gerald, Christian R. A. Pinson and Reinhard Angelmar (1973), *Metatheory and Consumer Research*. New York, NY: Holt, Rinehart & Winston.

Zinkhan, George M. and Terry Clark (1995), "The Role of Books and Book Reviews in the Knowledge Dissemination Process," *Journal of Marketing*, 59 (January), 106-108.

Zinkhan, George M., Martin S. Roth and Mary Jane Saxton (1992), "Knowledge Development and Scientific Status in Consumer-Behavior Research: A Social Exchange Perspective," *Journal of Consumer Research*, 19 (2), 282-291.

Zinov'ev, A. A. (1983), "The Non-Traditional Theory of Quantifiers," in *Language, Logic and Method*, Robert S. Cohen and Marx W. Wartofsky, eds. Dordrecht, Holland: D. Reidel, 355-408.

APPENDIX A

DEFINITIONS OF TERMS

Definitions of Marketing Terms

Marketing Paradigm. Currently, there are (probably) two rival paradigms in marketing, both of which are fundamentally transaction-oriented. However, relationship marketing is a candidate to replace both. From a pedagogical and a managerial viewpoint, the current paradigm is the Marketing Mix paradigm (Grönroos 1994). The term marketing mix refers to product, price, place, and promotion components that are used to initiate a certain market response (Van Waterschoot and Van den Bulte 1992). From a research viewpoint, the current paradigm is the Social Exchange paradigm (Dodge and Fullerton 1997). Social exchange basically refers to transactions that leave both sides better off after the transaction than before the transaction (Houston and Gassenheimer 1987).

Positive vs. Normative Statements. Positive statement attempt to describe, explain predict, and understand activities, processes, and phenomena that actually exist. This perspective examines *what is*. Normative statements attempt to prescribe what *ought to be done* or what *ought to exist* (Hunt 1991, p. 30).

Relationship Marketing. ***Definition 1***. The ongoing process of engaging in cooperative and collaborative activities and programs with immediate and end-user customers to create or enhance mutual economic value at reduced costs (Parvatiyar and Sheth 2000, p. 9).

Relationship Marketing. ***Definition 2***. An integrated effort to identify, maintain, and build up a network with individual consumers and to continuously strengthen the network for the mutual benefit of both sides, through interactive, individualized and value-added contacts over a long period of time (Shani and Chalasani 1992, p. 44).

Relationship Marketing. ***Definition 3***. The process of identifying and establishing, maintaining, enhancing, and when necessary terminating relationships with customers and other stakeholders, at a profit, so that the objectives of all parties involved are met, where this is done by a mutual giving and fulfillment of promises (Grönroos 2000, p. 98).

Scientific Progress. The advancement of science through four different means: (1) The development of new theories for phenomena not previously explained; (2) the disconfirmation of existing theories and their replacement with new theories; (3) the expansion of the scope of a theory to include new phenomena; and (4) the reduction of specific theories into more general theories (Hunt 1991, p. 293).

APPENDIX B

ARTICLES WITHIN SAMPLING FRAME ADDRESSING RELATIONSHIP MARKETING

Table 4
Articles Within Sampling Frame Addressing Relationship Marketing

Article	Hypotheses Formulated
Aijo, Toivo S. (1996), "The Theoretical and Philosophical Underpinnings of Relationship Marketing: Environmental Factors Behind the Changing Marketing Paradigm," *European Journal of Marketing*, 30 (2), 8-18.	No
Alajoutsijärvi, Kimmo, Kristian Möller and Jaana Tähtinen (2000), "Beautiful Exit: How to Leave Your Business Partner," *European Journal of Marketing*, 34 (11/12), 1270-1290.	No
Alexander, Nicholas and Mark Colgate (2000), "Retail Financial Services: Transaction to Relationship Marketing," *European Journal of Marketing*, 34 (8), 938-953.	No
Ambler, Tim and Chris Styles (1999), "The Effect of Channel Relationships and Guanxi on the Performance of Inter-Province Export Involvement," *International Journal of Research in Marketing*, 16 (1), 75-87.	*Yes*
Ambler, Tim and Chris Styles (2000), "The Future of Relational Research in International Marketing: Constructs and Conduits," *International Marketing Review*, 17 (6), 492-508.	No
Andersson, Per and Bengt Molleryd (1999), "Channel Network Change and Behavioral Consequences of Relationship Connectedness," *Journal of Business Research*, 46 (3), 291-301.	No
Antia, Kersi D. and Gary L. Frazier (2001), "The Severity of Contract Enforcement in Interfirm Channel Relationships," *Journal of Marketing*, 65 (4), 67-81.	*Yes*
Arantola, Heli (2002), "Consumer Bonding: A Conceptual Exploration," *Journal of Relationship Marketing*, 1 (2), forthcoming.	No
Arias, Jose Tomas Gomez (1988), "A Relationship Marketing Approach to Guanxi," *European Journal of Marketing*, 32 (1/2), 145-156.	No
Backhaus, Klaus and Joachim Buschken (1999), "The Paradox of Unsatisfying But Stable Relationships - A Look at German Car Suppliers," *Journal of Business Research*, 46 (3), 245-257.	No
Bagozzi, Richard P. (1995), "Reflections on Relationship Marketing in Consumer Markets," *Journal of the Academy of Marketing Science*, 23 (4), 272-277.	No
Ballantyne, David, Martin Christopher and Adrian Payne (1995), "Improving the Quality of Services Marketing: Service (Re)Design is the Critical Link," *Journal of Marketing Management*, 11 (1-3), 7-24.	No
Bauer, Hans H., Mark Grether and Mark Leach (2002), "Customer Relations Through the Internet," *Journal of Relationship Marketing*, 1 (2), forthcoming.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Beatty, Sharon E. and Jungki Lee (1996), "Customer-Sales Associate Retail Relationships," *Journal of Retailing*, 72 (3), 223-247.	No
Bennett, Roger (1996), "Relationship Formation and Governance in Consumer Markets: Transactional Analysis Versus the Behaviourist Approach," *Journal of Marketing Management*, 12 (5), 417-436.	No
Berry, Leonard L. (1995), "Relationship Marketing of Services - Growing Interest, Emerging Perspectives," *Journal of the Academy of Marketing Science*, 23 (4), 236-245.	No
Berry, Leonard L. (2002), "Relationship Marketing of Services - Perspectives from 1983 and 2000," *Journal of Relationship Marketing*, 1 (1), 59-77.	No
Bitner, Mary Jo (1995), "Building Service Relationships: It's all About Promises," *Journal of the Academy of Marketing Science*, 23 (4), 246-251.	No
Blois, K. J. (1996), "Relationship Marketing in Organizational Markets-Assessing its Costs and Benefits," *Journal of Strategic Marketing*, 4 (3), 181-191.	No
Blois, Keith (1997), "Are Business-to-Business Relationships Inherently Unstable," *Journal of Marketing Management*, 13 (5), 367-382.	No
Blois, Keith J. (1996), "Relationship Marketing in Organizational Markets: When is it Appropriate," *Journal of Marketing Management*, 12 (1-3), 161-173.	No
Bolton, Ruth N. (1998), "A Dynamic Model of the Duration of the Customer's Relationship With a Continuous Service Provider: The Role of Satisfaction," *Marketing Science*, 17 (1), 45-65.	*Yes*
Broderick, Anne J. (1998), "Role Theory, Role Management and Service Performance," *Journal of Services Marketing*, 12 (6), 348-361.	No
Brown, Stephen W. (2002), "Vote, Vote, Vote for Philip Kotler," *European Journal of Marketing*, 36 (4), 313-324.	No
Brown, Stephen W. and Edward U. Bond III (1995), "The Internal Market/External Market Framework and Service Quality: Toward Theory in Services Marketing," *Journal of Marketing Management*, 11 (1-3), 25-39.	No
Cannon, Joseph P. and Jagdish N. Sheth (1994), "Developing a Curriculum to Enhance Teaching of Relationship Marketing," *Journal of Marketing Education*, 16 (2), 3-14.	No
Chadee, Doren D. and Benjamin Y. Zhang (2000), "The Impact of Guanxi on Export Performance: A Study of New Zealand Firms Exporting to China," *Journal of Global Marketing*, 14 (1/2), 129-149.	*Yes*
Chenet, Pierre and Caroline Tynan (1999), "Service Performance Gap: Re-Evaluation and Redevelopment," *Journal of Business Research*, 46 (2), 133-147.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Chien, Charles S. and Luiz Moutinho (2000), "The External Contingency and Internal Characteristic of Relationship Marketing," *Journal of Marketing Management*, 16 (6), 583-595.	*Yes*
Colgate, Mark and Bodo Lang (2001), "Switching Barriers in Consumer Markets: an Investigation of the Financial Services Industry," *Journal of Consumer Marketing*, 18 (4), 332-348.	No
Conway, Tony and Jonathan S. Swift (2000), "International Relationship Marketing - The Importance of Psychic Distance," *European Journal of Marketing*, 34 (11/12), 1391-1414.	No
Coviello, Nicole E. and Roderick J. Brodie (1998), "From Transaction to Relationship Marketing: An Investigation of Managerial Perceptions and Practices," *Journal of Strategic Marketing*, 6 (3), 171-186.	No
Cronin Jr., Joseph J. and Steven J. Skinner (1984), "Marketing Outcomes, Financial Conditions, and Retail Profit Performance," *Journal of Retailing*, 60 (4), 9-22.	No
Crosby, Lawrence A. and Nancy Stephens (1987), "Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry," *Journal of Marketing Research*, 24 (4), 404-411.	*Yes*
Davis, J. Charlene (1995), "Dependency, Self-Interest, and Relationship Marketing: A View of the Nature of Exchange," *Journal of Marketing Theory & Practice*, 3 (4), 17-23.	No
Davis, Scott and Cathy Halligan (2002), "Extending Your Brand by Optimizing Your Customer Relationship," Journal of Consumer Marketing, 19 (1), 7-11.	No
De Wulf, Kristof, Gaby Odekerken-Schröder and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (4), 33-50.	*Yes*
Dean, Dianne and Robin Croft (2001), "Friends and Relations: Long-Term Approaches to Political Campaigning," *European Journal of Marketing*, 35 (11/12), 1197-1216.	No
Dibb, Sally and Lyndon Simkin (2000), "Pre-Empting Implementation Barriers: Foundations, Processes and Actions - The Need for Internal Relationships," *Journal of Marketing Management*, 16 (5), 483-503.	No
Duffy, Dennis L. (1998), "Customer Loyalty Strategies," *Journal of Consumer Marketing*, 15 (5), 435-448.	No
Duncan, Tom and Sandra E. Moriarty (1998), "A Communication-Based Marketing Model for Managing Relationships," *Journal of Marketing*, 62 (2), 1-13.	No
Ellis, Nick and Richard Mayer (2001), "Inter-Organisational Relationships and Strategy Development in an Evolving Industrial Network: Mapping Structure and Process," *Journal of Marketing Management*, 17 (1/2), 183-223.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Erickson, G. Scott and Donald W. Eckrich (2001), "Consumer Affairs Responses to Unsolicited Customer Compliments," *Journal of Marketing Management*, 17 (3/4), 321-340.	No
Fabien, Louis (1997), "Making Promises: The Power of Engagement," *Journal of Services Marketing*, 11 (2/3), 206-214.	No
Fitchett, James A. and Pierre McDonagh (2000), "A Citizen's Critique of Relationship Marketing in Risk Society," *Journal of Strategic Marketing*, 8 (2), 209-222.	No
Frazier, Gary L. (1999), "Organizing and Managing Channels of Distribution," *Journal of the Academy of Marketing Science*, 27 (2), 226-240.	No
Frazier, Gary L. and Kersi D. Antia (1995), "Exchange Relationships and Interfirm Power in Channels of Distribution," *Journal of the Academy of Marketing Science*, 23 (4), 321-326.	No
Fuan Li; Nicholls, J. A. F. (2000), "Transactional or Relationship Marketing: Determinants of Strategic Choices," *Journal of Marketing Management*, 16 (5), 449-464.	No
Garbarino, Ellen and Mark S. Johnson (1999), "The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships," *Journal of Marketing*, 63 (2), 70-87.	*Yes*
George, William R. (1990), "International Marketing and Organizational Behavior: A Partnership in Developing Customer-Conscious Employees at Every Level," *Journal of Business Research*, 20 (1), 63-70.	No
Grayson, Keny and Tim Ambler (1999), "The Dark Side of Long-Term Relationships in Marketing Services," *Journal of Marketing Research*, 36 (1), 132-141.	*Yes*
Griffith, David A. (2001), "Knowledge Transfer as a Means for Relationship Development: A Kazakhstan-Foreign International Joint Venture Illustration," *Journal of International Marketing*, 9 (2), 1-17.	*Yes*
Grönroos, Christian (1990), "Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface," *Journal of Business Research*, 20 (1), 3-11.	No
Grönroos, Christian (1994), "Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm," *Journal of Marketing Management*, 10 (5), 347-360.	No
Grönroos, Christian (1995), "Relationship Marketing: The Strategy Continuum," *Journal of the Academy of Marketing Science*, 23 (4), 252-254.	No
Grönroos, Christian (1997), "Value-Driven Relational Marketing: From Products to Resources and Competencies," *Journal of Marketing Management*, 13 (5), 407-419.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Grönroos, Christian (1999), "Relationship Marketing: Challenges for the Organization," *Journal of Business Research*, 46 (3), 327-335.	No
Gruen, Thomas W., John O. Summers and Frank Acito (2000), "Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations," *Journal of Marketing*, 64 (3), 34-49.	*Yes*
Gummesson, Evert (1996), "Relationship Marketing and Imaginary Organizations: A Synthesis," *European Journal of Marketing*, 30 (2), 31-44.	No
Gummesson, Evert (1997), "In Search of Marketing Equilibrium: Relationship Marketing Versus Hypercompetition," *Journal of Marketing Management*, 13 (5), 421-430.	No
Gummesson, Evert (1998), "Implementation Requires a Relationship Marketing Paradigm," *Journal of the Academy of Marketing Science*, 26 (3), 242-249.	No
Gummesson, Evert (2002), "Practical Value of Adequate Marketing Management Theory," *European Journal of Marketing*, 36 (3), 325-349.	No
Gummesson, Evert (2002), "Relationship Marketing in the New Economy," *Journal of Relationship Marketing*, 1 (1), 37-57.	No
Hamilton, Robert and J. Barry Howcroft (1995), "A Practical Approach to Maximizing Customer Retention in the Credit Card Industry," *Journal of Marketing Management*, 11 (1-3), 151-163.	No
Hart, Susan and Andrew Smith (1999), "Are Loyalty Schemes a Manifestation of Relationship Marketing," *Journal of Marketing Management*, 15 (6), 541-562.	No
Haugland, Sven A. (1999), "Factors Influencing the Duration of International Buyer-Seller Relationships," *Journal of Business Research*, 46 (3), 273-280.	*Yes*
Healy, Marilyn, Kathleen Hastings, Les Brown and Michael Gardiner (2001), "The Old, the New and the Complicated - A Trilogy of Marketing Relationships," *European Journal of Marketing*, 35 (1/2), 182-193.	No
Hennig-Thurau, Thorsten (2000), "Relationship Quality and Customer Retention Through Strategic Communication of Customer Skills," *Journal of Marketing Management*, 16 (1/2/3), 55-79.	No
Hewett, Kelly and William O. Bearden (2001), "Dependence, Trust, and Relational Behavior on the Part of Foreign Subsidiary Marketing Operations: Implications for Managing Global Marketing Operations," *Journal of Marketing*, 65 (4), 51-66.	*Yes*

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Hewett, Kelly, Bruce R. Money and Subhash Sharma (2002), "An Exploration of the Moderating Role of Buyer Corporate Culture in Industrial Buyer-Seller Relationships," *Journal of the Academy of Marketing Science*, 30 (3), 229-239.	*Yes*
Homburg, Christian, John P. Workman Jr. and Ove Jensen (2002), "A Configural Perspective on Key Account Management," *Journal of Marketing*, 66 (2), 38-60.	No
Hopkinson, Gillian C., and Sandra Hogarth-Scott (1999), "Franchise Relationship Quality: Micro-Economic Explanations," *European Journal of Marketing*, 33 (9/10), 827-843.	No
Horne, Suzanne and Steve Worthington (1999), "The Affinity Credit Card Relationship: Can it Really be Mutually Beneficial," *Journal of Marketing Management*, 15 (7), 603-613.	No
Hunt, Shelby D. (1997), "Competing Through Relationships: Grounding Relationship Marketing in Resource Advantage Theory," *Journal of Marketing Management*, 13 (5), 431-445.	No
Hunt, Shelby D., C. Jay Lambe and C. Michael Wittmann (2002), "A Theory and Model of Business Alliance Success," *Journal of Relationship Marketing*, 1 (1), 17-35.	No
Jap, Sandy D. and Chris Manolis (1999), "Relationship Quality and Buyer-Seller Interactions in Channels of Distribution," *Journal of Business Research*, 46 (3), 303-313.	No
John F. Tanner Jr. and Stephen B. Castleberry (1995), "Professional Selling and Relationship Marketing: Moving from Transactional Role-Playing to Partnering," *Journal of Marketing Education*, 17 (3), 51-62.	No
Johnston, Wesley J., Jeffrey E. Lewin and Robert E. Spekman (1999), "International Industrial Marketing Interactions: Dyadic and Network Perspectives," *Journal of Business Research*, 46 (3), 259-271.	No
Kim, Keysuk (1999), "On Determinants of Joint Action in Industrial Distributor-Supplier Relationships," *International Journal of Research in Marketing*, 16 (3), 217-236.	*Yes*
Klemz, Bruce R. and Christo Boshoff (2001), "Environmental and Emotional Influences on Willingness-to-Buy in Small and Large Retailers," *European Journal of Marketing*, 35 (1/2), 70-91.	*Yes*
Knight, Louise A. (2000), "Learning to Collaborate: A Study of Individual and Organizational Learning, and Interorganizational Relationships," *Journal of Strategic Marketing*, 8 (2), 121-138.	No
Laing, Angus (1995), "The Marketing of Financial Services to Independent Distributors," *Journal of Services Marketing*, 9 (4), 6-18.	No
Laing, Angus, Barbara Lewis, Gordon Foxall and Gilian Hogg (2002), "Predicting a Diverse Future: Directions and Issues in the Marketing of Services," *European Journal of Marketing*, 36 (4), 479-494.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Lee, Dong-Jin, Jae H. Pae and Y. H. Wong (2001), "A Model of Close Business Relationships in China (Guanxi)," *European Journal of Marketing*, 35 (1/2), 51-69.	*Yes*
Leonidou, Leonidas C. and Anna Kaleka (1998), "Behavioural Aspects of International Buyer-Seller Relationships: Their Association With Export Involvement," *International Marketing Review*, 15 (5), 373-397.	No
Levanthal, Richard C. (1997), "Aging Consumers and Their Effects on the Market Place," *Journal of Consumer Marketing*, 14 (4/5), 276-281.	No
Lewin, Jeffrey E. and Wesley J. Johnston (1997), "Relationship Marketing Theory in Practice: A Case Study," *Journal of Business Research*, 39 (1), 23-31.	No
Liebermann, Yehoshua (1999), "Membership Clubs as a Tool for Enhancing Buyers' Patronage," *Journal of Business Research*, 45 (3), 21-27.	*Yes*
Luk, Sherriff T. K. and Lorna Fullgrabe (1999), "Managing Direct Selling Activities in China: A Cultural Explanation," *Journal of Business Research*, 45 (3), 257-266.	No
Macintosh, Gerrard (1995), "Using Negotiations to Teach Relational Selling and Group Dynamics," *Journal of Marketing Education*, 17 (3), 63-72.	No
Macintosh, Gerrard (2002), "Perceived Risk and Outcome Differences in Multi-Level Service Relationships," *Journal of Services Marketing*, 16 (2), 143-157.	*Yes*
Mack, Tim (1996), "Growing Relationship Marketing's Role Within Renault UK," *Journal of Services Marketing*, 10 (5), 45-50.	No
Malhorta, Naresh K. and James Agawal (2002), "A Stakeholder Perspective on Relationship Marketing: Framework and Propositions," *Journal of Relationship Marketing*, 1 (2), forthcoming.	No
Marcus, Claudio (1998), "A Practical Yet Meaningful Approach to Customer Segmentation," *Journal of Consumer Marketing*, 15 (5), 494-504.	No
Mattson, Lars-Gunnar (1997), "Relationship Marketing and the Markets-as-Networks Approach - A Comparative Analysis of Two Evolving Streams of Research," *Journal of Marketing Management*, 13 (5), 447-461.	No
McEachern, Carla E. (1998), "Convergent Marketing: Executing on the Promise of 1:1," *Journal of Consumer Marketing*, 15 (5), 481-490.	No
McGowan, Pauric and Mark G. Durkin (2002), "Toward an Understanding of Internet Adoption at the Marketing/Entrepreneurship Interface," *Journal of Marketing Management*, 18 (3/4), 361-377.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Moller, Kristian and Aino Halinen (2000), "Relationship Marketing Theory: Its Roots and Direction," *Journal of Marketing Management*, 16 (1-3), 29-54.	No
Morgan, Robert M. and Shelby D. Hunt (1994), "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, 58 (3), 20-38.	*Yes*
Morgan, Robert M. and Shelby Hunt (1999), "Relationship-Based Competitive Advantage: The Role of Relationship Marketing in Marketing Strategy," *Journal of Business Research*, 46 (3), 281-290.	No
Moutinho, Luiz, Fiona Davies and Graeme Hutcheson (2002), "Exploring Key Neo-Marketing Directions Through the Use of an Academic 'Think-Tank': A Methodological Framework," *European Journal of Marketing*, 36 (4), 417-432.	No
Murphy, Brian, Keith Stevens and Robert McLeod (1997), "A Stakeholderism Framework for Measuring Relationship Marketing," *Journal of Marketing Theory & Practice*, 5 (2), 43-57.	No
Naidu, G. M. and Atul Parvatiyar (1999), "Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices," *Journal of Business Research*, 46 (3), 207-218.	*Yes*
Nevin, John R. (1995), "Relationship Marketing and Distribution Channels: Exploring Fundamental Issues," *Journal of the Academy of Marketing Science*, 23 (4), 327-334.	No
O'Malley, Lisa and Caroline Tynan (1999), "The Utility of the Relationship Metaphor in Consumer Markets: A Critical Evaluation," *Journal of Marketing Management*, 15 (7), 587-602.	No
O'Malley, Lisa and Caroline Tynan (2000), "Relationship Marketing in Consumer Markets Rhetoric or Reality?" *European Journal of Marketing*, 34 (7), 797, 815.	No
O'Malley, Lisa and Lloyd C. Harris (1999), "The Dynamics of the Legal Market: An Interaction Perspective," *European Journal of Marketing*, 33 (9/10), 874-895.	No
O'Malley, Lisa, Maurice Patterson and Martin Evans (1997), "Intimacy or Intrusion? The Privacy Dilemma for Relationship Marketing in Consumer Markets," *Journal of Marketing Management*, 13 (6), 541-559.	No
O'Toole, Tom and Bill Donaldson (2000), "Relationship Governance Structures and Performance," *Journal of Marketing Management*, 16 (4), 327-341.	*Yes*
Olsen, Svein Ottar (2002), "Comparative Evaluation and the Relationship Between Quality, Satisfaction, and Repurchase Loyalty," *Journal of the Academy of Marketing Science*, 30 (3), 240-249.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Paden, Nita L. and Ray McAlister (1996), "Retail Credit Usage and Relationship Marketing," *Journal of Consumer Marketing*, 13 (2), 26-33.	No
Page, Christine and Elzbieta Lepkowska-White (2002), "Web Equity: A Framework for Building Consumer Value in Online Companies," Journal of Consumer Marketing, 19 (3), 231-248.	No
Palmer, Adrian (1994) "Relationship Marketing: Time to Enrich the Marketing Curriculum?" *Journal of Marketing Education*, 16 (2), 34-41.	No
Palmer, Adrian (1994), "Relationship Marketing: Back to Basics?" *Journal of Marketing Management*, 10 (7), 571-579.	No
Palmer, Adrian (2000), "Co-Operation and Competition: a Darwinian Synthesis of Relationship Marketing," *European Journal of Marketing*, 34 (5/6), 687-704.	No
Palmer, Adrian (2002), "The Evolution of an Idea: An Environmental Explanation of Relationship Marketing," *Journal of Relationship Marketing*, 1 (1), 79-94.	No
Palmer, Adrian J. and Richard Mayer (1996), "A Conceptual Evaluation of the Multiple Dimensions of Relationship Marketing," *Journal of Strategic Marketing*, 4 (4), 207-220.	No
Parker, Richard and G. Ray Funkhouser (1997), "The Consumer as an Active Member of The Channel: Implications for Relationship Marketing," *Journal of Marketing Theory & Practice*, 5 (2), 72-79.	No
Patterson, Paul G. and Tasman Smith (2001), "Relationship Benefits in Service Industries: A Replication in a Southeast Asian Context," *Journal of Services Marketing*, 15 (6), 425-443.	*Yes*
Paulin, Michele, Ronald J. Ferguson and Marielle Payaud (2000), "Business Effectiveness and Professional Service Personnel," *European Journal of Marketing*, 34 (3/4), 453-471.	No
Payne, Adrian and Pennie Frow (1997), "Relationship Marketing: Key Issues for the Utilities Sector," *Journal of Marketing Management*, 13 (5), 463-477.	No
Payne, Adrian and Pennie Frow (1999), "Developing a Segmented Service Strategy: Improving Measurement in Relationship Marketing," *Journal of Marketing Management*, 15 (8), 797-818.	No
Payne, Adrian, Sue Holt and Pennie Frow (2001), "Relationship Value Management: Exploring the Integration of Employee, Customer and Shareholder Value and Enterprise Performance Models," *Journal of Marketing Management*, 17 (7/8), 785-817.	No
Pels, Jaqueline (1999), "Exchange Relationships in Consumer Markets?" *European Journal of Marketing*, 33 (1/2), 19-37.	No
Peterson, Robert A. (1995), "Relationship Marketing and the Consumer," *Journal of the Academy of Marketing Science*, 23 (4), 278-281.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Piercy, Nigel F. (1998), "Barriers to Implementing Relationship Marketing: Analysing the Internal Market-Place," *Journal of Strategic Marketing*, 6 (3), 209-222.	No
Ping, Robert A., Jr. (1997), "Voice in Business-to-Business Relationships: Cost-of-Exit," *Journal of Retailing*, 73 (2), 261-281.	*Yes*
Ping, Robert A., Jr. (1999), "Unexplored Antecedents of Exiting in a Marketing Channel," *Journal of Retailing*, 75 (2), 218-241.	*Yes*
Pressey, Andrew D. and Brian P. Mathews (2000), "Barriers to Relationship Marketing in Consumer Retailing," *Journal of Services Marketing*, 14 (2/3), 272-286.	No
Ravald, Annika and Christian Grönroos (1996), "The Value Concept and Relationship Marketing," *European Journal of Marketing*, 30 (2), 19-30.	No
Reddy, Srinivas K. and John A. Czepiel (1999), "Measuring and Modeling the Effects of Long-Term Buyer-Seller Relationships in Corporate Financial Services Markets," *Journal of Business Research*, 46 (3), 235-244.	*Yes*
Reinartz, Werner J. and V. Kumar (2000), "On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing," *Journal of Marketing*, 64 (4), 17-35.	No
Richard, Line and Jean Perrien (1999), "Explaining and Evaluating the Implementation of Organizational Relationship Marketing," *Journal of Business Research*, 45 (2), 199-209.	No
Robicheaux, Robert A. and James E. Coleman (1994), "The Structure of Marketing Channel Relationships," *Journal of the Academy of Marketing Science*, 22 (1), 38-51.	No
Ryals, Lynette and Adrian Payne (2001), "Customer Relationship Management in Financial Services: Towards Information-Enabled Relationship Marketing," *Journal of Strategic Marketing*, 9 (1), 3-27.	No
Ryals, Lynette and Adrian Payne (2001), "Customer Retention: A Potentially Potent Marketing Management Strategy," *Journal of Strategic Marketing*, 9 (1), 29-35.	No
Salmi, Asta (2000), "Entry Into Turbulent Business Networks - The Case of a Western Company on the Estonian Market," *European Journal of Marketing*, 34 (11/12), 1374-1390.	No
Saren, Michael and Nikolaos Tzokas (1998), "The Nature of the Product in Market Relationships: A Pluri-Signified Product Concept," *Journal of Marketing Management*, 14 (5), 445-464.	No
Saren, Michael J. and Nikolaos X. Tzokas (1998), "Some Dangerous Axioms of Relationship Marketing," *Journal of Strategic Marketing*, 6 (3), 187-196.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Selnes, Fred (1998), "Antecedents and Consequences of Trust and Satisfaction in Buyer-Seller Relationships," *European Journal of Marketing*, 32 (3/4), 305-322.	*Yes*
Shani, David and Sujana Chalasani (1992), "Exploiting Niches Using Relationship Marketing," *Journal of Consumer Marketing*, 9 (3), 33-42.	*Yes*
Shani, David and Sujana Chalasani (1992), "Exploiting Niches Using Relationship Marketing," *Journal of Services Marketing*, 6 (4), 43-52.	No
Sharp, Byron and Anne Sharp (1997), "Loyalty Programs and Their Impact on Repeat-Purchase Loyalty Patterns," *International Journal of Research in Marketing*, 14 (5), 473-486.	No
Sheth, Jagdish N. and Atul Parvatiyar (2002), "Evolving Relationship Marketing into a Discipline," *Journal of Relationship Marketing*, 1 (1), 3-16.	No
Sheth, Jagdish N. and Atul Parvatiyar (1995), "Relationship Marketing in Consumer Markets: Antecedents and Consequences," *Journal of the Academy of Marketing Science*, 23 (4), 255-271.	No
Smith, Warren and Matthew Higgins (2000), "Reconsidering the Relationship Analogy," *Journal of Marketing Management*, 16 (1-3), 81-94.	No
Sollner, Albrecht (1999), "Asymmetrical Commitment in Business Relationships," *Journal of Business Research*, 46 (3), 219-233.	*Yes*
Steinman, Christine and Rohit Deshpande (2000), "Beyond Market Orientation: When Customers and Suppliers Disagree," *Journal of the Academy of Marketing Science*, 28 (1), 109-119.	*Yes*
Stern, Barbara B. (1997), "Advertising Intimacy: Relationship Marketing and the Services Consumer," *Journal of Advertising*, 26 (4), 7-19.	No
Svensson, Göran (2001), "The Quality of Bi-Directional Service Quality in Dyadic Service Encounters," *Journal of Services Marketing*, 15 (5), 357-378	No
Sweeney, Jilian C. and Dave Webb (2002), "Relationship Benefits: An Exploration of Buyer-Supplier Dyads," *Journal of Relationship Marketing*, 1 (2), forthcoming.	No
Szmigin, Isabelle and Humphrey Bourne (1998), "Consumer Equity in Relationship Marketing," *Journal of Consumer Marketing*, 15 (6), 544-557.	No
Takala, Tuomo and Outi Uusitalo (1996), "An Alternative View of Relationship Marketing: A Framework for Ethical Analysis," *European Journal of Marketing*, 30 (2), 45-60.	No
Tax, Stephen S., Stephen W. Brown and Murali Chandrashekaran (1998), "Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing," *Journal of Marketing*, 62 (2), 60-76.	*Yes*

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Too, Leanne H. Y., Anne L. Souchon and Peter C. Thierkell (2001), "Relationship Marketing and Customer Loyalty in a Retail Setting: A Dyadic Exploration," *Journal of Marketing Management*, 17 (3/4), 287-319.	*Yes*
Tuominen, Matti, Arto Rajala and Kristian Moller (2000), "Intraorganizational Relationships and Operational Performance," *Journal of Strategic Marketing*, 8 (2), 139-160.	No
Turnbull, Peter W. and Maria Demades (1995), "Marketing Bank Services to Corporate Clients," *Journal of Marketing Management*, 11 (1-3), 187-205.	No
Tynan, Caroline (1997), "A Review of the Marriage Analogy in Relationship Marketing," *Journal of Marketing Management*, 13 (7), 695-704.	No
Tzokas, Nikolaos and Michael Saren (1997), "Building Relationship Platforms in Consumer Markets: A Value Chain Approach," *Journal of Strategic Marketing*, 5 (2), 105-120.	No
Veloutsu, Cleopatra, Michael Saren and Nikolaos Tzokas (2002), "Relationship Marketing: What If...?" *European Journal of Marketing*, 36 (4), 433-449.	No
Verhoef, Peter C., Philip Hans Franses and Janny C. Hoekstra (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.	*Yes*
Voss, Glenn B. and Zannie Giraud Voss (1997), "Implementing a Relationship Marketing Program: A Case Study and Managerial Implications," *Journal of Services Marketing*, 11 (4/5), 278-298.	No
Wang, Guangping (2002), "Attitudinal Correlates of Brand Commitment: An Empirical Study," *Journal of Relationship Marketing*, 1 (2), forthcoming.	Yes
Weitz, Barton A. and Kevin D. Bradford (1999), "Personal Selling and Sales Management: A Relationship Marketing Perspective," *Journal of the Academy of Marketing Science*, 27 (2), 254-267.	No
Weitz, Barton A. and Sandy D. Jap (1995), "Relationship Marketing and Distribution Channels," *Journal of the Academy of Marketing Science*, 23 (4), 305-320.	No
Wikstrom, Solveig (1996), "The Customer as Co-Producer," *European Journal of Marketing*, 30 (4), 6-19.	No
Witkowski, Terrence H. and Eric J. Thibodeau (1999), "Personal Bonding Processes in International Marketing Relationships," *Journal of Business Research*, 46 (3), 315-325.	No

Table 4 ***(cont.)***
Articles Within Sampling Frame Addressing Relationship Marketing

Wolfe, David B. (1998), "Developmental Relationship Marketing (Connecting Messages With Mind: An Empathetic Marketing System)," *Journal of Consumer Marketing*, 15 (5), 449-467.	No
Wong, Y. H. (1998), "Key to Key Account Management: Relationship (Guanxi) Model," *International Marketing Review*, 15 (2), 215-231.	No
Wray, Barry, Adrian Palmer and David Bejou (1994), "Using Neural Network Analysis to Evaluate Buyer-Seller Relationships," *European Journal of Marketing*, 28 (10), 32-48.	No
Yau, Oliver H. M., Peter R. McFetridge, Raymond P. M. Chow and Jenny S.Y. Lee (2000), "Is Relationship Marketing for Everyone?" *European Journal of Marketing*, 34 (9/10), 1111-1127.	*Yes*
Yip, George S. and Tammy L. Madsen (1996), "Global Account Management: the New Frontier in Relationship Marketing," *International Marketing Review*, 13 (3), 24-42.	No
Yudelson, Julian (1999), "Adapting McCarthy's Four P's for the Twenty-First Century," *Journal of Marketing Education*, 21 (1), 60-67.	No

APPENDIX C

ARTICLES WITHIN SAMPLE CONTAINING HYPOTHESES

Table 5
Articles Within Sample Containing Hypotheses

Article	Hypotheses Formulated
[01] Ambler, Tim and Chris Styles (1999), "The Effect of Channel Relationships and Guanxi on the Performance of Inter-Province Export Involvement," *International Journal of Research in Marketing*, 16 (1), 75-87.	H_1: In the Chinese context, management's commitment to the market has a positive effect on export performance. H_2: The scale of China requires critical mass for export success and therefore firm size (number of employees) has a positive effect on export performance. H_3: Product quality will have a strong positive effect on export performance. H_4: Cooperation has a positive effect on export performance. H_5: Mutual satisfaction has a positive effect on export performance. H_6: In the Chinese context, trust has a positive effect on export performance. H_7: The supplier's commitment to the relationship has a positive effect on sales performance. H_8: Prior guanxi has a positive effect on sales performance. H_9: Prior personal friendships have a positive effect on sales performance.
[02] Antia, Kersi D. and Gary L.Frazier (2001), "The Severity of Contract Enforcement in Interfirm Channel Relationships," *Journal of Marketing*, 65 (4), 67-81.	H_1: The principal's TSIs in the channel system are related positively to contract enforcement. H_2: Environmental volatility within the channel system is related positively to contract enforcement. H_3: The greater the principal's TSIs, the stronger is the positive relationship between environmental volatility and contract enforcement. H_4: Obligation criticality is related positively to contract enforcement.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Antia, Kersi D. and Gary L.Frazier *(cont.)*	H_5: Network density is inversely related to contract enforcement. H_6: The network centrality of an agent is inversely related to contract enforcement. H_7: The greater the level of network density, the weaker is the positive relationship between obligation criticality and contract enforcement. H_8: The greater the level of an agent's network centrality, the stronger is the positive relationship between obligation criticality and contract enforcement. H_9: Interdependence magnitude is related positively to contract enforcement. H_{10}: Interdependence asymmetry favoring the principal is related positively to contract enforcement. H_{11}: Relationalism in the principal-agent dyadic relationship is inversely related to contract enforcement. H_{12}: The greater the principal's TSIs in a channel system, the weaker is the inverse relationship between relationalism and contract enforcement.
[03] Bolton, Ruth N. (1998), "A Dynamic Model of the Duration of the Customer's Relationship With a Continuous Service Provider: The Role of Satisfaction," *Marketing Science*, 17 (1), 45-65.	H_1: The duration of the provider-customer relationship is longer for customers who have high levels of cumulative satisfaction with their service. H_{2a}: The effect of perceived losses on the provider-customer relationship is negative. H_{2b}: The effect of perceived gains on the provider-customer relationship is positive. H_{2c}: The effect of perceived losses is weighed by prior cumulative satisfaction and the effect of perceived gains is weighed by the inverse of prior cumulative satisfaction.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Bolton, Ruth N. *(cont.)*	H_3: The absolute magnitude of the effect of a perceived loss on the duration of the provider-customer relationship is greater than the absolute magnitude of an (equivalent) perceived gain. H_{4a}: The effect of prior cumulative satisfaction on the duration of the provider-customer relationship is larger in absolute magnitude for customers who have more experience with the organization. H_{4b}: The effect of new information on the duration of the provider-customer relationship is larger for customers who have more experience with the organization.
[04] Chadee, Doren D. and Benjamin Y. Zhang (2000), "The Impact of Guanxi on Export Performance: A Study of New Zealand Firms Exporting to China," *Journal of Global Marketing*, 14 (1/2), 129-149.	H_1: Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust. H_2: Intermediary positively influence partner search. H_3: Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution. H_4: Back door is positively influence (a) partner search; and (b) problem solution. H_5: Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling. H_6: (a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.
[05] Chien, Charles S. and Luiz Moutinho (2000), "The External Contingency and Internal Characteristic of Relationship Marketing," *Journal of Marketing Management*, 16 (6), 583-595.	H_1: The better the utilitarian value perceived by customer, the better reciprocal trust that can be established between customer and company. H_2: The better the reciprocal trust to be established, the more perceived value of the projecting can be obtained. H_3: The better the legitimate image perceived by a customer, the greater the chance for the customer to try utilitarian value.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Chien, Charles S. and Luiz Moutinho *(cont.)*	H_4: There is a positive association between projecting and overall satisfaction. H_5: There are positive associations between involvement of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility (d) projectability. H_6: There are positive associations between the culture context of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility, (d) projectability.
[06] Crosby, Lawrence A. and Nancy Stephens (1987), "Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry," *Journal of Marketing Research*, 24 (4), 404-411.	H_1: The rational evaluation model (REM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance. H_2: The relationship generalization model (RGM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance. H_3: Whole life policyholders who receive a higher level of relationship marketing "service" tend to pay more for the same level of technical quality. H_4: With the levels of technical quality and relationship "service" held constant, overall policyholder satisfaction is related negatively to price.
[07] De Wulf, Kristof; Gaby Odekerken-Schröder and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (4), 33-50.	H_1: A higher perceived level of direct mail leads to a higher perceived level of relationship investment. H_2: A higher perceived level of preferential treatment leads to a higher perceived level of relationship investment. H_3: A higher perceived level of interpersonal communication leads to a higher perceived level of relationship investment. H_4: A higher perceived level of tangible rewards leads to a higher perceived level of relationship investment. H_5: A higher perceived level of relationship investment leads to a higher level of relationship quality.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

De Wulf, Kristof; Gaby Odekerken-Schröder and Dawn Iacobucci *(cont.)*	H_6: A higher level of relationship quality leads to a higher level of behavioral loyalty. H_7: A higher level of product category involvement strengthens the impact of perceived relationship investment on relationship quality. H_8: A higher level of consumer relationship proneness strengthens the impact of perceived relationship investment on relationship quality.
[08] Garbarino, Ellen and Mark S. Johnson (1999), "The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships," *Journal of Marketing*, 63 (2), 70-87.	H_1: For all customer groups, there are positive relationships between the component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and overall satisfaction. H_2: For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and trust in the organization's ability to perform the desired services. H_3: For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and commitment to the organization. H_4: For customers with a high relational orientation, commitment to the organization is related positively to trust in the organization. H_5: For customers with a high relational orientation, trust in the organization mediates the relationships between the component attitudes and future intentions. H_6: For customers with a high relational orientation, commitment to the organization mediates the relationships between the component attitudes and future intentions. H_7: For customers with low relational orientations, overall satisfaction mediates the relationships between the component attitudes and future intentions.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Garbarino, Ellen and Mark S. Johnson *(cont.)*	H_8: For customers with low relational orientations, there is a positive relationship between overall satisfaction and trust in the organization. H_9: For customers with low relational orientations, there is a positive relationship between overall satisfaction and commitment to the organization.
[09] Grayson, Keny and Tim Ambler (1999), "The Dark Side of Long-Term Relationships in Marketing Services," *Journal of Marketing Research*, 36 (1), 132-141.	H_1: The greater trust that a user has in a marketing service provider, (a) the greater the service provider's involvement in the user's marketing activities, (b) the higher the user's perceived quality of user-provider interactions, (c) the more committed the user is to the service provider relationship, and (d) the greater the user's use of the-service provider's marketing services. H_2: The greater the involvement of the service provider in the user's marketing process, the higher the user's perceived quality of interactions with the service provider are. H_3: The (a) higher the user's perceived quality of user-provider interactions or (b) greater the service provider's involvement in the user's marketing process, the greater the user's commitment to the service provider relationship is. H_4: The greater the (a) user's perceived quality of user-provider interactions, (b) provider's involvement in the user's marketing process, or (c) user's commitment to the service provider relationship, the greater the user's use of the service provider's marketing services is. H_5: The relationships proposed in H1-H4 are less significant in longer relationships than in shorter ones. H_6: The relationship between trust and (a) involvement, (b) interaction, (c) commitment, and (d) advertising use is mediated by (i) perceived opportunism, (ii) perceived loss of objectivity, and (iii) rising expectations, such that trust has a positive influence on the mediator, whereas the mediator has a negative influence on the dependent variable. H_7: The relationships proposed in H6 are stronger and more significant in longer relationships than in shorter ones.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

[10] Griffith, David A. (2001), "Knowledge Transfer as a Means for Relationship Development: A Kazakhstan-Foreign International Joint Venture Illustration," *Journal of International Marketing*, 9 (2), 1-17.	H_1: The greater the knowledge transfer between partners in an IJV, the greater is the partners' commitment to the IJV. H_2: The greater the commitment of the partners to the IJV, the greater is the partners' satisfaction with the IJV relationship.
[11] Gruen, Thomas W., John O. Summers and Frank Acito (2000), "Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations," *Journal of Marketing*, 64 (3), 34-49.	H_1: The level of the membership's affective commitment has a positive effect on (a) membership retention, (b) participation, and (c) coproduction. H_2: The level of the membership's continuance commitment has a positive effect on (a) membership retention and (b) participation. H_3: The level of the membership's normative commitment has a positive effect on membership retention. H_4: The level of the association's core services performance has a positive effect on its membership's (a) affective commitment and (b) participation. H_5: An association's level of recognition for contributions has a positive effect on its membership's (a) affective and (b) continuance commitment. H_6: An association's level of recognition for contributions has a positive, direct effect on its membership's coproduction behaviors. H_7: The extent to which an association enhances the level of interdependence among its members has a positive, direct effect on its membership's (a) continuance and (b) normative commitment. H_8: The level of an association's dissemination of organizational knowledge has a positive, direct effect on its membership's (a) normative and (b) affective commitment.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Gruen, Thomas W., John O. Summers and Frank Acito *(cont.)*	H_9: The level of the association's reliance on external membership requirements has a negative effect on the level of the affective commitment of the membership. H_{10}: The level of the association's reliance on external membership requirements has a positive effect on its membership retention rate.
[12] Haugland, Sven A. (1999), "Factors Influencing the Duration of International Buyer-Seller Relationships," *Journal of Business Research*, 46 (3), 273-280.	H_1: Ongoing relationships will be characterized by higher levels of asset specificity than terminated relationships. H_2: Ongoing relationships will rely more extensively on hierarchical governance mechanisms than terminated relationships. H_3: Ongoing relationships will be characterized by higher levels of relational investments than terminated relationships. H_4: Ongoing relationships will be characterized by a broader contract scope than terminated relationships. H_5: Ongoing relationships will rely more extensively on governance by relational norms than terminated relationships.
[13] Hewett, Kelly and William O. Bearden (2001), "Dependence, Trust, and Relational Behavior on the Part of Foreign Subsidiary Marketing Operations: Implications for Managing Global Marketing Operations," *Journal of Marketing*, 65 (4), 51-66.	H_1: The subsidiary's perceived dependence on the MNC headquarters' marketing function is positively related to the subsidiary's acquiescence to the headquarters. H_2: The subsidiary's trust in the headquarters' marketing function is positively related to its acquiescence to the MNC's headquarters. H_3: The subsidiary's trust in the headquarters' marketing function is positively related to the subsidiary's cooperation with the MNC's headquarters. H_4: Trust will have more of an effect on cooperation in highly collectivistic cultures than in highly individualistic cultures.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Hewett, Kelly and William O. Bearden *(cont.)*	H_5: The subsidiary's marketing function cooperation is positively related to brand performance in the market in which that subsidiary operates. H_6: When global marketing program standardization is high, acquiescence will have a greater effect on market brand performance than when standardization is low.
[14] Hewett, Kelly, Bruce R. Money and Subhash Sharma (2002), "An Exploration of the Moderating Role of Buyer Corporate Culture in Industrial Buyer-Seller Relationships," *Journal of the Academy of Marketing Science*, 30 (3), 229-239.	H_1: The buyer's perception of buyer-seller relationship quality will have a positive effect on repurchase intentions. H_2: The positive relationship between buyer perceptions of relationship quality and repurchase intention will be stronger for internally focused corporate cultures (clans or hierarchies) than externally focused corporate cultures (adhocracies or markets).
[15] Kim, Keysuk (1999), "On Determinants of Joint Action in Industrial Distributor-Supplier Relationships," *International Journal of Research in Marketing*, 16 (3), 217-236.	H_1: Distributor dependence has a positive effect on joint action. H_2: Service differentiation in downstream channels has a positive effect on joint action. H_3: Competitive intensity has a positive effect on joint action. H_4: Distributor specialized investment has a positive effect on joint action. H_5: Distributor dependence decreases as the extent of (a) customer volatility increases, whereas distributor dependence increases as the extent of (b) distributor motivational investment increases and (c) distributor specialized investment increases. H_6: Service differentiation increases as (a) distributor specialized investment increases, (b) customer heterogeneity increases, (c) customer munificence decreases and (d) competitive intensity increases.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

[16] Klemz, Bruce R. and Christo Boshoff (2001), "Environmental and Emotional Influences on Willingness-to-Buy in Small and Large Retailers," *European Journal of Marketing*, 35 (1/2), 70-91.	H_{1a}: Small downtown retail customers' perceptions of empathy are positively related to their willingness-to-buy. H_{1b}: Large one-stop retail customers' perceptions of assurance are positively related to their willingness-to-buy. H_{2a}: Small downtown retailers will influence customer perceptions of empathy primarily through the use of responsiveness. H_{2b}: Larger retailers will influence customer perceptions of assurance through a balanced use of responsiveness, reliability and tangibility.
[17] Lee, Dong-Jin, Jae H. Pae and Y. H. Wong (2001), "A Model of Close Business Relationships in China (Guanxi)," *European Journal of Marketing*, 35 (1/2), 51-69.	H_1: A firm's decision-making uncertainty will be positively related to its guanxi with the partner. H_2: A firm's perception of its exchange partner's opportunism will be negatively related to its guanxi with the partner. H_3: A firm's perceived similarity with its exchange partner will be positively related to its guanxi with the partner. H_4: A firm's guanxi will be positively related to its perception of relationship quality. H_5: A firm's guanxi with an exchange partner will be positively related to its interdependence with its exchange partner. H_6: A firm's perception of relationship quality will be positively related to its business performance in the relationship. H_7: Interdependence between exchange partners will be positively related to business performance in the relationship.
[18] Liebermann, Yehoshua (1999), "Membership Clubs as a Tool for Enhancing Buyers' Patronage," *Journal of Business Research*, 45 (3), 21-27.	H_1: Image-oriented loyalty, which means higher preference rates for the club's products/services, is positively associated with variables that reflect mainly the experience of members with their clubs.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Liebermann, Yehoshua *(cont.)*	H_2: Marketing-oriented loyalty that conveys readiness of club members to convince potential candidates to join the same club is positively associated with variables that reflect active involvement with club activities. H_3: Sales-oriented loyalty that takes the form of a larger customer share is positively associated with variables that reflect buyer behavior dimensions.
[19] Macintosh, Gerrard (2002), "Perceived Risk and Outcome Differences in Multi-Level Service Relationships," *Journal of Services Marketing*, 16 (2), 143-157.	H_1: Perceived specific risk is lower for relational customers than for non-relational customers. H_2: Perceived specific risk will be lowest for customers who have strong interpersonal relationships. H_3: Perceived category risk will be higher for relational customers than for non-relational customers. H_4: Perceived category risk will be highest for customers with strong interpersonal relationships. H_5: Interest in alternatives will be lower for relational than for non-relational customers. H_6: Interest in alternatives will be lowest for customers with strong interpersonal relationships. H_7: Dedication will be higher for relational customers than for non-relational customers. H_8: Dedication will be highest for customers with interpersonal relationships.
[20] Morgan, Robert M. and Shelby D. Hunt (1994), "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, 58 (3), 20-38.	H_1: There is a positive relationship between relationship termination costs and relationship commitment. H_2: There is a positive relationship between relationship benefits and relationship commitment. H_3: There is a positive relationship between shared values and relationship commitment.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Morgan, Robert M. and Shelby D. Hunt *(cont.)*	H_4: There is a positive relationship between shared values and trust. H_5: There is a positive relationship between communication and trust. H_6: There is a negative relationship between opportunistic behavior and trust. H_7: There is a positive relationship between relationship commitment and acquiescence. H_8: There is a negative relationship between relationship commitment and propensity to leave. H_9: There is a positive relationship between relationship commitment and cooperation. H_{10}: There is a positive relationship between trust and relationship commitment. H_{11}: There is a positive relationship between trust and cooperation. H_{12}: There is a positive relationship between trust and functional conflict. H_{13}: There is a negative relationship between trust and uncertainty.
[21] Naidu, G. M. and Atul Parvatiyar (1999), "Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices," *Journal of Business Research*, 46 (3), 207-218.	H_1: The greater intensity of competition faced by a hospital, the greater its relationship intensity. H_2: The greater the marketing orientation of a hospital, the greater its relationship intensity. H_3: When there is a formal marketing department in a hospital, there will be a greater relationship intensity in that hospital. H_4: The greater the relationship intensity of a hospital, the higher would be its performance, as measured by its occupancy rate, admissions per bed, gross patient revenue per patient day, and lower uncollectible rate.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

[22] O'Toole, Tom and Bill Donaldson (2000), "Relationship Governance Structures and Performance," *Journal of Marketing Management*, 16 (4), 327-341.	H_1: Significant performance differences occur across the four structural types of buyer-supplier relationships. H_2: A discernible pattern of performance differences can be described for each structural type of buyer-supplier relationship.
[23] Patterson, Paul G. and Tasman Smith (2001), "Relationship Benefits in Service Industries: A Replication in a Southeast Asian Context," *Journal of Services Marketing*, 15 (6), 425-443.	H_1: The same benefits (motives) dimensions will emerge in Thailand as in the USA. H_2: In Thailand all benefits (motives) will be perceived to be more important in high contact, customised services than low contact, standardised ones. H_3: In comparing the two countries, both special treatment (special favors) and social benefits will be more important in Thailand than the USA. H_4: The fundamentally "relationship rich" nature of Thai society will result in the correlations between benefits and outcomes (satisfaction, service loyalty and commitment) being significantly higher for Thailand than the USA. H_5: (a) Switching costs will be positively correlated with relationship outcomes, while (b) attractiveness of alternatives will be negatively correlated.
[24] Ping, Robert A., Jr. (1997), "Voice in Business-to-Business Relationships: Cost-of-Exit," *Journal of Retailing*, 73 (2), 261-281.	H_{1a}: Cost-of-exit is a second order construct with "indicators" alternative attractiveness, investment and switching cost. H_{1b}: Increasing cost-of-exit fosters an increased likelihood of voice. H_2: As satisfaction increases voice is more likely. H_3: Increasing revenue makes voice more likely. H_{4a}: An increase in the number of competitors promotes lower revenue and return on investment. H_{4b}: An increase in the number of competitors indirectly produces a decreased likelihood of voice.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Ping, Robert A., Jr. *(cont.)*	H_5: With increasing return on investment and revenue per employee voice becomes more likely. H_6: An increase in the number of employees makes voice more likely. H_7: As the number of years the firm has been in business increases voice is less likely. H_8: As the number of years the firm has done business with their exchange partner increases voice becomes more likely.
[25] Ping, Robert A., Jr. (1999), "Unexplored Antecedents of Exiting in a Marketing Channel," *Journal of Retailing*, 75 (2), 218-241.	H_{1a}: Loyal behavior is negatively associated with voice, and voice is negatively associated 'with exiting. H_{2a}: Satisfaction moderates these associations. H_{3a}: Satisfaction is positively associated with loyal behavior and voice, and negatively associated with exiting. H_{1b}: The associations between neglect and both loyal behavior and voice are negative. H_{2b}: Satisfaction moderates these associations. H_{3b}: Satisfaction and neglect are negatively associated. H_4: Cost-of-exit is positively associated with loyal behavior and voice, and negatively associated with neglect and exit-propensity. H_5: Satisfaction attenuates the association between cost-of-exit and loyal behavior.
[26] Reddy, Srinivas K. and John A. Czepiel (1999), "Measuring and Modeling the Effects of Long-Term Buyer-Seller Relationships in Corporate Financial Services Markets," *Journal of Business Research*, 46 (3), 235-244.	H_1: A long-term relationship will have a positive effect on future usage. H_2: Relative perceived performance will have a positive impact on long-term relationship and on future usage. H_3: Knowledge of customer needs positively affects long-term relationship and positively influences perceived relative performance outcomes.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Reddy, Srinivas K. and John A. Czepiel *(cont.)*	H_4: Selling, actively seeking the patronage of a client, will positively affect the long-term relationship relative evaluation of perceived performance and on future usage. H_5: Past usage will have a positive impact on perceived relative performance, long-term relationship and in turn on future usage. H_6: Competitive pricing will have a positive direct effect on future usage.
[27] Selnes, Fred (1998), "Antecedents and Consequences of Trust and Satisfaction in Buyer-Seller Relationships," *European Journal of Marketing*, 32 (3/4), 305-322.	H_1: The higher the satisfaction with the supplier the more motivated the buyer is to continue the relationship with the supplier. H_2: The more the buyer trusts the supplier the higher the motivation to enhance the scope of the relationship. H_3: The higher the satisfaction with the supplier the more the buyer will trust the supplier. H_4: Perceived competence of the supplier increases the buyer's trust in the supplier. H_{5a}: Communication will increase trust in the supplier. H_{5b}: Communication will increase satisfaction with the supplier. H_6: Signaling commitment will increase satisfaction with the supplier. H_7: Constructive conflict handling will increase satisfaction with the supplier.
[28] Shani, David and Sujana Chalasani (1992), "Exploiting Niches Using Relationship Marketing," *Journal of Consumer Marketing*, 9 (3), 33-42.	H_1: Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust. H_2: Intermediary positively influence partner search. H_3: Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Shani, David and Sujana Chalasani *(cont.)*	H_4: Back door is positively influence (a) partner search; and (b) problem solution. H_5: Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling. H_6: (a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.
[29] Sollner, Albrecht (1999), "Asymmetrical Commitment in Business Relationships," *Journal of Business Research*, 46 (3), 219-233.	H_{1a}: Asymmetrical instrumental inputs in a relationship have a negative effect on the relationship justices as perceived by the party that has made higher investments. H_{1b}: Asymmetrical instrumental inputs in a relationship do not have a negative effect on the relationship justice as perceived by the party that has made higher investments. H_2: Attitudinal inputs of firm A in a relationship will have a positive effect on the relationship justice as perceived by firm B. H_3: The age of a relationship will have a positive effect on the existence of attitudinal ties between the exchange partners.
[30] Steinman, Christine and Rohit Deshpande (2000), "Beyond Market Orientation: When Customers and Suppliers Disagree," *Journal of the Academy of Marketing Science*, 28 (1), 109-119.	H_{1a}: The longer the relationship, the smaller the actual market orientation gap. H_{1b}: The longer the relationship, the smaller the normative market orientation gap. H_{2a}: The more important the relationship, the smaller the actual market orientation gap. H_{2b}: The more important the relationship, the smaller the normative market orientation gap. H_{3a}: The actual market orientation gap will be smaller in collectivist cultures (e.g., Japan) than in individualist cultures (e.g., the United States). H_{3b}: The normative market orientation gap will be smaller in collectivist cultures than in individualist cultures.

Table 5 *(cont.)*
Articles Within Sample Containing Hypotheses

[31] Tax, Stephen S., Stephen W. Brown and Murali Chandrashekaran (1998), "Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing," *Journal of Marketing*, 62 (2), 60-76.	H_1: Distributive justice is related positively to satisfaction with complaint handling. H_2: Procedural justice is related positively to satisfaction with complaint handling. H_3: Interactional justice is related positively to satisfaction with complaint handling. H_4: Two-way interactions among the three justice components will affect satisfaction with complaint handling. H_5: Satisfaction with complaint handling is related positively to customer commitment. H_6: Satisfaction with complaint handling is related positively to trust. H_{7a}: The effect of dissatisfaction with complaint handling on trust and commitment will become smaller as the prior experience becomes more positive and approach zero when prior experience is highly positive. H_{7b}: The effect of dissatisfaction with complaint handling on trust and commitment will start from zero and become larger as prior experience becomes more positive.
[32] Too, Leanne H. Y., Anne L. Souchon and Peter C. Thierkell (2001), "Relationship Marketing and Customer Loyalty in a Retail Setting: A Dyadic Exploration," *Journal of Marketing Management*, 17 (3/4), 287-319.	H_{1a}: Relationship marketing implementation is positively related to the perception that customers have about the store's relationship marketing efforts. H_{1b}: The link between relationship marketing implementation and the perception that customers have about the store's relationship marketing efforts is moderated by store size; in smaller stores, the link will be stronger than in larger ones. H_2: Customer perceptions of stores' relationship marketing efforts are positively related to customers' trust in the store. H_3: Customers' trust in the store is positively related to customers' level of relationship commitment.

Table 5 *(cont.)*
Articles Within Sample Containing Hypotheses

Too, Leanne H. Y., Anne L. Souchon and Peter C. Thierkell *(cont.)*	H_4: Customer perceptions of stores' relationship marketing efforts are positively related to customers' level of relationship commitment. H_5: Customers' relationship commitment is positively related to customer loyalty. H_6: Customer perceptions of stores' relationship marketing efforts are positively related to customer loyalty.
[33] Verhoef, Peter C., Philip Hans Franses and Janny C. Hoekstra (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.	H_{1a}: Trust is positively related to customer referrals. H_{1b}: Trust is positively related to the number of services purchased. H_{2a}: Affective commitment is positively related to customer referrals. H_{2b}: Affective commitment is positively related to the number of services purchased. H_{3a}: Calculative commitment is negatively related to customer referrals. H_{3b}: Calculative commitment is positively related to the number of services purchased. H_{4a}: Satisfaction is positively related to customer referrals. H_{4b}: Satisfaction is positively related to the number of services purchased. H_{5a}: Payment equity is positively related to customer referrals. H_{5b}: Payment equity is positively related to the number of services purchased. H_{6a}: Relationship age reduces the positive effect of trust on customer referrals and the number of services purchased. H_{6b}: Relationship age increases the positive effect of affective commitment on customer referrals and the number of services purchased.

Table 5 ***(cont.)***
Articles Within Sample Containing Hypotheses

Verhoef, Peter C., Philip Hans Franses and Janny C. Hoekstra *(cont.)*	H_{6c}: Relationship age increases the negative effect of calculative commitment on customer referrals and the positive effect of calculative commitment on the number of services purchased. H_{6d}: Relationship age increases the positive effect of satisfaction on customer referrals and the number of services purchased. H_{6e}: Relationship age increases the positive effect of payment equity on customer referrals and the number of services purchased.
[34] Wang, Guangping (2002), "Attitudinal Correlates of Brand Commitment: An Empirical Study," *Journal of Relationship Marketing*, 1 (2), forthcoming.	H_1: Brand commitment is positively associated with exclusive purchase intention. H_2: Brand satisfaction is positively associated with brand commitment. H_3: Brand trust is positively associated with brand commitment. H_4: Brand satisfaction is positively associated with brand trust. H_5: Brand-person fit is positively associated with brand commitment.
[35] Yau, Oliver H. M., Peter R. McFetridge, Raymond P. M. Chow and Jenny S.Y. Lee (2000), "Is Relationship Marketing for Everyone?" *European Journal of Marketing*, 34 (9/10), 1111-1127.	H_1: RMO yields a significant impact on the determination of the firms' business performance across all industries. H_2: Relative to other industries, RMO is more dominant than MO in its impact on the determination of the firms' business performance for the manufacturing industry.

APPENDIX C

COMPARISON OF ORIGINAL STATEMENTS AND SUGGESTED GENERALIZATIONS

Table 6
Comparison of Original Statements and Suggested Generalizations

01.1 - *In the Chinese context, management's commitment to the market has a positive effect on export performance.*	The stronger the management commitment to an export market, the more positive is the performance in that market.
01.2 - *The scale of China requires critical mass for export success and therefore firm size (number of employees) has a positive effect on export performance.*	The more employees, the more positive is a firm's export performance.
01.3 - *Product quality will have a strong positive effect on export performance.*	The higher the quality of a firm's product, the more positive is the firm's performance in an export market.
01.4 - *Cooperation has a positive effect on export performance.*	Cooperation between a firm and its supplier has a positive effect on the firm's export performance.
01.5 - *Mutual satisfaction has a positive effect on export performance.*	Mutual satisfaction among a firm and its supplier has a positive effect on the firm's export performance.
01.6 - *In the Chinese context, trust has a positive effect on export performance.*	Trust among a firm and its supplier has a positive effect on the firm's export performance.
01.7 - *The supplier's commitment to the relationship has a positive effect on sales performance.*	A supplier's commitment to its relationship with a firm has a positive effect on the firm's export performance.
01.8 - *Prior guanxi has a positive effect on sales performance.*	n/a
01.9 - *Prior personal friendships have a positive effect on sales performance.*	Personal friendships between representatives of an exporting firm and representatives of the export market have a positive effect on sales performance of the exporting firm.
02.1 - *The principal's TSIs in the channel system are related positively to contract enforcement.*	The higher the principal's transaction-specific investment, the higher the likelihood of contract enforcement.
02.2 - *Environmental volatility within the channel system is related positively to contract enforcement.*	n/a
02.3 - *The greater the principal's TSIs, the stronger is the positive relationship between environmental volatility and contract enforcement.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

02.4 - *Obligation criticality is related positively to contract enforcement.*	The stronger the obligation criticality, the higher the likelihood of contract enforcement.
02.5 - *Network density is inversely related to contract enforcement.*	The weaker the network density, the higher the likelihood of contract enforcement.
02.6 - *The network centrality of an agent is inversely related to contract enforcement.*	The higher the network centrality of an agent, the higher the likelihood of contract enforcement by that agent.
02.7 - *The greater the level of network density, the weaker is the positive relationship between obligation criticality and contract enforcement.*	n/a
02.8 - *The greater the level of an agent's network centrality, the stronger is the positive relationship between obligation criticality and contract enforcement.*	n/a
02.9 - *Interdependence magnitude is related positively to contract enforcement.*	The stronger the interdependence between firms, the higher the likelihood of enforcement of contracts between these firms.
02.10 - *Interdependence asymmetry favoring the principal is related positively to contract enforcement.*	The more interdependence asymmetry is in the favor of a principal, the higher the likelihood of contract performance by the principal.
02.11 - *Relationalism in the principal-agent dyadic relationship is inversely related to contract enforcement.*	The stronger the degree of relationalism by both parties in a dyadic relationship, the lower the likelihood of contract enforcement by either of the parties in that relationship.
02.12 - *The greater the principal's TSIs in a channel system, the weaker is the inverse relationship between relationalism and contract enforcement.*	n/a
03.1 - *The duration of the provider-customer relationship is longer for customers who have high levels of cumulative satisfaction with their service.*	The higher the levels of cumulative satisfaction of customers with their providers, the longer the duration of the provider-customer relationship.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

03.2A - *The effect of perceived losses on the provider-customer relationship is negative.*	A customer's perception of loss in a provider-customer relationship has a negative effect on the customer's satisfaction with the relationship.
03.2B - *The effect of perceived gains on the provider-customer relationship is positive.*	A customer's perception of gain in a provider-customer relationship has a positive effect on the customer's satisfaction with the relationship.
03.2C - *The effect of perceived losses is weighed by prior cumulative satisfaction and the effect of perceived gains is weighed by the inverse of prior cumulative satisfaction.*	n/a
03.3 - *The absolute magnitude of the effect of a perceived loss on the duration of the provider-customer relationship is greater than the absolute magnitude of an (equivalent) perceived gain.*	n/a
03.4A - *The effect of prior cumulative satisfaction on the duration of the provider-customer relationship is larger in absolute magnitude for customers who have more experience with the organization.*	n/a
03.4B - *The effect of new information on the duration of the provider-customer relationship is larger for customers who have more experience with the organization.*	n/a
04.1 - *Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.*	(1) The employment of an intermediary by an exporting firm positively influences that firm's export performance; (2) The utilization of social investment by an exporting firm positively influences that firm's export performance; (3) The existence of a back door for an exporting firm positively influences that firm's export performance; (4) Mutual trust between an exporting firm and that firm's partner in an export market positively influences the exporting firm's performance in the export market.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

04.2 - *Intermediary positively influence partner search.*	The employment of an intermediary by an exporting firm positively influences that firm's search for a partner in the export market.
04.3 - *Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.*	(1) The utilization of social investment by an exporting firm positively influences that firm's success in the search for a partner in the export market; (2) The utilization of social investment by an exporting firm positively influences business negotiations between the exporting firm and its partner in the export market; (3) The utilization of social investment by an exporting firm in the export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market.
04.4 - *Back door is positively influence (a) partner search; and (b) problem solution.*	(1) The existence of a back door opportunity for an exporting firm positively influences that firm's success in the search for a partner in the export market; (2) The existence of a back door opportunity for an exporting firm positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

04.5 - *Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.*	(1) Mutual trust among an exporting firm and its potential partner in an export market positively influences the exporting firm's search for a partner in the export market; (2) Mutual trust among an exporting firm and its partner in an export market positively influences business negotiations between the exporting firm and the partner in the export market; (3) Mutual trust among an exporting firm and its potential partner in an export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market, (4) Mutual trust among an exporting firm and its potential partner in an export market positively influences the resale of the products from the exporting firm's partner in the export market to a third party.
04.6 - *(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.*	(1) The search of an exporting firm for a partner in the export market positively influences that firm's export performance; (2) Business negotiations between an exporting firm and a partner in an export market positively influence the exporting firm's export performance; (3) The solution of problems between an exporting firm and its partner in an export market positively influences the exporting firm's export performance; (4) The resale of products by an exporting firm's partner in an export market positively influences the exporting firm's export performance.
05.1 - *The better the utilitarian value perceived by customer, the better reciprocal trust that can be established between customer and company.*	The higher the utilitarian value perceived by a customer in a relationship with a company, the stronger the reciprocal trust between that customer and that company.
05.2 - *The better the reciprocal trust to be established, the more perceived value of the projecting can be obtained.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

05.3 - *The better the legitimate image perceived by a customer, the greater the chance for the customer to try utilitarian value.*	n/a
05.4 - *There is a positive association between projecting and overall satisfaction.*	The more projectability a customer perceives in its relationship with a firm, the higher the overall satisfaction of the customer with the relationship.
05.5 - *There are positive associations between involvement of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility (d) projectability.*	n/a
05.6 - *There are positive associations between the culture context of buying behaviour and (a) reciprocity, (b) legitimacy, (c) utility, (d) projectability.*	n/a
06.1 - *The rational evaluation model (REM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.*	n/a
06.2 - *The relationship generalization model (RGM) is a tenable description of the stimuli affecting the components of customer satisfaction with whole life insurance.*	n/a
06.3 - *Whole life policyholders who receive a higher level of relationship marketing service tend to pay more for the same level of technical quality.*	n/a
06.4 - *With the levels of technical quality and relationship service held constant, overall policyholder satisfaction is related negatively to price.*	The higher the price of a product, the lower the satisfaction of the buyer with that product.
07.1 - *A higher perceived level of direct mail leads to a higher perceived level of relationship investment.*	The higher a customer's perceived level of direct mail received by a firm, the higher that customer's perceived level of relationship investment by that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

07.2 - *A higher perceived level of preferential treatment leads to a higher perceived level of relationship investment.*	The higher a customer's perceived level of preferential treatment received by a firm, the higher that customer's perceived level of relationship investment by that firm.
07.3 - *A higher perceived level of interpersonal communication leads to a higher perceived level of relationship investment.*	The higher a customer's perceived level of interpersonal communication with a firm, the higher that customer's perceived level of relationship investment by that firm.
07.4 - *A higher perceived level of tangible rewards leads to a higher perceived level of relationship investment.*	The higher a customer's perceived level of tangible rewards received by a firm, the higher that customer's perceived level of relationship investment by that firm.
07.5 - *A higher perceived level of relationship investment leads to a higher level of relationship quality.*	The higher a customer's perceived level of relationship investment by a firm, the higher that customer's perceived level of the quality of the relationship with that firm.
07.6 - *A higher level of relationship quality leads to a higher level of behavioral loyalty.*	The higher the quality of a relationship between a customer and a firm, the higher that customer's behavioral loyalty towards that firm.
07.7 - *A higher level of product category involvement strengthens the impact of perceived relationship investment on relationship quality.*	The higher a customer's level of involvement in a specific product category, the stronger the effect of that customer's perceived level of relationship investment by a firm on that customer's perceived level of the quality of the relationship with that firm.
07.8 - *A higher level of consumer relationship proneness strengthens the impact of perceived relationship investment on relationship quality.*	The higher a customer's level of relationship proneness, the stronger the effect of that customer's perceived level of relationship investment by a firm on that customer's perceived level of the quality of the relationship with that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

08.1 - *For all customer groups, there are positive relationships between the component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and overall satisfaction.*	(1) The stronger a customer's satisfaction with an actor in a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit; (2) The stronger a customer's preference for a familiar actor performing in a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit; (3) The stronger a customer's satisfaction with a theatrical play, the stronger is that customer's overall satisfaction with the theatrical visit; (4) The stronger a customer's satisfaction with a theater facility, the stronger is that customer's overall satisfaction with the theatrical visit in that facility.
08.2 - *For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and trust in the organization's ability to perform the desired services.*	(1) For a customer with a high relational orientation, the stronger their satisfaction with an actor in a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer; (2) For a customer with a high relational orientation, the stronger their preference for a familiar actor performing in a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer; (3) For a customer with a high relational orientation, the stronger their satisfaction with a theatrical play, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer; (4) For a customer with a high relational orientation, the stronger their satisfaction with a theater facility, the stronger is that customer's trust in the organization's ability to perform the services desired by the customer.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

08.3 - *For customers with a high relational orientation, there are positive relationships between component attitudes (actor satisfaction, preference for familiar actors, play satisfaction, and theater facility satisfaction) and commitment to the organization.*	(1) For a customer with a high relational orientation, the stronger their satisfaction with an actor in a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play; (2) For a customer with a high relational orientation, the stronger their preference for a familiar actor performing in a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play; (3) For a customer with a high relational orientation, the stronger their satisfaction with a theatrical play, the stronger is that customer's commitment to the organization performing the theatrical play; (4) For a customer with a high relational orientation, the stronger is that customer's commitment to the organization performing the theatrical play.
08.4 - *For customers with a high relational orientation, commitment to the organization is related positively to trust in the organization.*	For customers with a high relational orientation, trust into an organization positively affects commitment to that organization.
08.5 - *For customers with a high relational orientation, trust in the organization mediates the relationships between the component attitudes and future intentions.*	n/a.
08.6 - *For customers with a high relational orientation, commitment to the organization mediates the relationships between the component attitudes and future intentions.*	n/a
08.7 - *For customers with low relational orientations, overall satisfaction mediates the relationships between the component attitudes and future intentions.*	n/a
08.8 - *For customers with low relational orientations, there is a positive relationship between overall satisfaction and trust in the organization.*	For customers with a low relational orientation, satisfaction with an organization positively affects trust in that organization.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

08.9 - *For customers with low relational orientations, there is a positive relationship between overall satisfaction and commitment to the organization.*	For customers with a low relational orientation, satisfaction with an organization positively affects commitment to that organization.
09.1 - *The greater trust that a user has in a marketing service provider, (a) the greater the service provider's involvement in the user's marketing activities, (b) the higher the user's perceived quality of user-provider interactions, (c) the more committed the user is to the service provider relationship, and (d) the greater the user's use of the service provider's marketing services.*	(1) The greater the trust that a user has in a service provider, the greater are that service provider's involvement in that user's marketing activities; (2) The greater the trust that a user has in a service provider, the higher are that user's perceived quality of their interactions with that service provider; (3) The greater the trust that a user has in a service provider, the more committed that user is to their relationship with that service provider; (4) The greater the trust that a user has in a service provider, the greater is that user's use of that provider's services.
09.2 - *The greater the involvement of the service provider in the user's marketing process, the higher the user's perceived quality of interactions with the service provider are.*	n/a
09.3 - *The (a) higher the user's perceived quality of user-provider interactions or (b) greater the service provider's involvement in the user's marketing process, the greater the user's commitment to the service provider relationship is.*	The higher a user's perceived quality of its interactions with a provider, the greater that user's commitment to its relationship with that provider. but the statement continues to lack generalized conditionality The second part of the statement cannot be improved
09.4 - *The greater the (a) user's perceived quality of user-provider interactions, (b) provider's involvement in the user's marketing process, or (c) user's commitment to the service provider relationship, the greater the user's use of the service provider's marketing services is.*	(1) The higher a user's perceived quality of its interactions with a provider, the greater that user's use of the services from that provider; (2) The stronger a user's commitment to its relationship with a service provider is, the greater that user's use of the services from that provider. The center part of the statement cannot be improved

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

09.5 - *The relationships proposed in H1-H4 are less significant in longer relationships than in shorter ones.*	n/a
09.6 - *The relationship between trust and (a) involvement, (b) interaction, (c) commitment, and (d) advertising use is mediated by (i) perceived opportunism, (ii) perceived loss of objectivity, and (iii) rising expectations, such that trust has a positive influence on the mediator, whereas the mediator has a negative influence on the dependent variable.*	n/a
09.7 - *The relationships proposed in H6 are stronger and more significant in longer relationships than in shorter ones.*	n/a
10.1 - *The greater the knowledge transfer between partners in an IJV, the greater is the partners' commitment to the IJV.*	The greater the knowledge transfer between partners in a relationship, the greater is the partners' commitment to that relationship.
10.2 - *The greater the commitment of the partners to the IJV, the greater is the partners' satisfaction with the IJV relationship.*	The greater the commitment of the partners in a relationship, the greater is the partners' satisfaction with that relationship.
11.1 - *The level of the membership's affective commitment has a positive effect on (a) membership retention, (b) participation, and (c) coproduction.*	(1) The higher the level of a membership's affective commitment, the higher the membership retention; (2) The higher the level of a membership's affective commitment, the higher the level of members' participation; (3) The higher the level of a membership's affective commitment, the higher the levels of coproduction of the members.
11.2 - *The level of the membership's continuance commitment has a positive effect on (a) membership retention and (b) participation.*	(1) The higher the level of a membership's continuance commitment, the higher the membership retention; (2) The higher the level of a membership's continuance commitment, the higher the level of members' participation.
11.3 - *The level of the membership's normative commitment has a positive effect on membership retention.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

11.4 - *The level of the association's core services performance has a positive effect on its membership's (a) affective commitment and (b) participation.*	(1) The higher the level of a membership association's core services performance, the higher the membership's affective commitment; (2) The higher the level of a membership association's core services performance, the higher the level of members' participation.
11.5 - *An association's level of recognition for contributions has a positive effect on its membership's (a) affective and (b) continuance commitment.*	(1) The higher an association's level of recognition for contribution by its members, the higher the members' affective commitment; (2) The higher an association's level of recognition for contribution by its members, the higher the members' continuance commitment.
11.6 - *An association's level of recognition for contributions has a positive, direct effect on its membership's coproduction behaviors.*	An association's level of recognition for contributions by its members has a positive effect on those members' coproduction behaviors.
11.7 - *The extent to which an association enhances the level of interdependence among its members has a positive, direct effect on its membership's (a) continuance and (b) normative commitment.*	(1) The more comprehensive an association's extent of enhancing the level of interdependence among its members, the higher the members' continuance commitment; (2) The more comprehensive an association's extent of enhancing the level of interdependence among its members, the higher the members' normative commitment.
11.8 - *The level of an association's dissemination of organizational knowledge has a positive, direct effect on its membership's (a) normative and (b) affective commitment.*	(1) The higher the level of an association's dissemination of organizational knowledge among its members, the higher the members' normative commitment; (2) The higher the level of an association's dissemination of organizational knowledge among its members, the higher the members' normative commitment.
11.9 - *The level of the association's reliance on external membership requirements has a negative effect on the level of the affective commitment of the membership.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

11.10 - *The level of the association's reliance on external membership requirements has a positive effect on its membership retention rate.*	n/a
12.1 - *Ongoing relationships will be characterized by higher levels of asset specificity than terminated relationships.*	n/a
12.2 - *Ongoing relationships will rely more extensively on hierarchical governance mechanisms than terminated relationships.*	n/a
12.3 - *Ongoing relationships will be characterized by higher levels of relational investments than terminated relationships.*	n/a
12.4 - *Ongoing relationships will be characterized by a broader contract scope than terminated relationships.*	n/a
12.5 - *Ongoing relationships will rely more extensively on governance by relational norms than terminated relationships.*	n/a
13.1 - *The subsidiary's perceived dependence on the MNC headquarters' marketing function is positively related to the subsidiary's acquiescence to the headquarters.*	A subsidiary's perceived level of dependence on the headquarters' marketing function positively influences that subsidiary's acquiescence to its headquarter.
13.2 - *The subsidiary's trust in the headquarters' marketing function is positively related to its acquiescence to the MNC's headquarters.*	A subsidiary's level of trust in the headquarters' marketing function positively influences that subsidiary's acquiescence to its headquarter.
13.3 - *The subsidiary's trust in the headquarters' marketing function is positively related to the subsidiary's cooperation with the MNC's headquarters.*	A subsidiary's level of trust in the headquarters' marketing function positively influences that subsidiary's cooperation with its headquarter.
13.4 - *Trust will have more of an effect on cooperation in highly collectivistic cultures than in highly individualistic cultures.*	The more collectivist the culture in the nation where a subsidiary is located, the stronger the effect of the subsidiary's trust towards its headquarters on the cooperation between that subsidiary and that headquarters.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

13.5 - *The subsidiary's marketing function cooperation is positively related to brand performance in the market in which that subsidiary operates.*	The more a subsidiary cooperates its marketing function with its headquarters, the better the performance of the subsidiary's and headquarters common brand in the market of the subsidiary's location.
13.6 - *When global marketing program standardization is high, acquiescence will have a greater effect on market brand performance than when standardization is low.*	The more standardized the global marketing program for a common brand of a subsidiary and its headquarters, the stronger the effect of the subsidiary's and headquarters' acquiescence on the performance of that brand in the market of the subsidiary.
14.1 - *The buyer's perception of buyer-seller relationship quality will have a positive effect on repurchase intentions.*	A buyer's perception of the quality of its relationship with a seller positively influences that buyers' intention to repurchase from that seller.
14.2 - *The positive relationship between buyer perceptions of relationship quality and repurchase intention will be stronger for internally focused corporate cultures (clans or hierarchies) than externally focused corporate cultures (adhocracies or markets).*	The more internally focused the corporate culture of a buying firm is, the stronger that buyer's perception of the quality of a relationship with a seller affects the intention of that buyer to repurchase from that seller.
15.1 - *Distributor dependence has a positive effect on joint action.*	The higher a supplier's dependence on its distributor, the stronger the intensity of joint action between that supplier and that distributor.
15.2 - *Service differentiation in downstream channels has a positive effect on joint action.*	The stronger the service differentiation in a channel that a supplier and its distributor are participating in, the stronger the intensity of joint action between that supplier and that distributor.
15.3 - *Competitive intensity has a positive effect on joint action.*	The higher the competitive intensity in a market that a supplier and its distributor are participating in, the stronger the intensity of joint action between that supplier and that distributor.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

15.4 - *Distributor specialized investment has a positive effect on joint action.*	The higher a distributor's investment into the relationship with a supplier, the stronger the intensity of joint action between that supplier and that distributor.
15.5 - *Distributor dependence decreases as the extent of (a) customer volatility increases, whereas distributor dependence increases as the extent of (b) distributor motivational investment increases and (c) distributor specialized investment increases.*	(1) The higher the volatility of a supplier's customer base, the lower the dependence of that supplier's dependence on its distributor; (2) The higher a distributor's investment into the relationship with a supplier, the higher the dependence of that supplier's dependence on that distributor.
15.6 - *Service differentiation increases as (a) distributor specialized investment increases, (b) customer heterogeneity increases, (c) customer munificence decreases and (d) competitive intensity increases.*	(1) The higher a distributor's investment into the relationship with a supplier, the higher the differentiation in service provided to that supplier by that distributor; (2) The higher the heterogeneity of a supplier's customer base, the higher the differentiation in service provided to that supplier by its distributor; (3) The lower the munificence of a supplier's customer base, the higher the differentiation in service provided to that supplier by its distributor; and (4) The higher the competitive intensity in a market that a supplier and its distributor are participating in, the higher the differentiation in service provided to that supplier by that distributor.
16.1A - *Small downtown retail customers' perceptions of empathy are positively related to their willingness-to-buy.*	The higher a customer's perception of empathy of a retailer for that customer, the higher that customer's willingness to buy from that retailer.
16.1B - *Large one-stop retail customers' perceptions of assurance are positively related to their willingness-to-buy.*	The higher a customer's perception of assurance by a retailer for that customer, the higher that customer's willingness to buy from that retailer.
16.2A - *Small downtown retailers will influence customer perceptions of empathy primarily through the use of responsiveness.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

16.2B - *Larger retailers will influence customer perceptions of assurance through a balanced use of responsiveness, reliability and tangibility.*	n/a
17.1 - *A firm's decision-making uncertainty will be positively related to its guanxi with the partner.*	The higher a firm's decision-making uncertainty in a relationship, the higher the intensity of that firm's guanxi with its relationship partners.
17.2 - *A firm's perception of its exchange partner's opportunism will be negatively related to its guanxi with the partner.*	The stronger a firm's perception of opportunism by that firm's partner in a relationship, the lower the intensity of that firm's guanxi with that relationship partner.
17.3 - *A firm's perceived similarity with its exchange partner will be positively related to its guanxi with the partner.*	The stronger a firm's perception of similarity with its partner in a relationship, the higher the intensity of that firm's guanxi with that relationship.
17.4 - *A firm's guanxi will be positively related to its perception of relationship quality.*	The higher the intensity of a firm's guanxi with its partner in a relationship, the higher that firm's perception of the quality of that relationship.
17.5 - *A firm's guanxi with an exchange partner will be positively related to its interdependence with its exchange partner.*	The higher the intensity of a firm's guanxi with its partner in a relationship, the stronger that firm's interdependence with that partner.
17.6 - *A firm's perception of relationship quality will be positively related to its business performance in the relationship.*	The higher a firm's perception of the quality of a relationship with partner, the better the performance of that firm.
17.7 - *Interdependence between exchange partners will be positively related to business performance in the relationship.*	The higher the interdependence between partners in a relationship, the better the performance of those partners.
18.1 - *Image-oriented loyalty, which means higher preference rates for the club's products/services, is positively associated with variables that reflect mainly the experience of members with their clubs.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

18.2 - *Marketing-oriented loyalty that conveys readiness of club members to convince potential candidates to join the same club is positively associated with variables that reflect active involvement with club activities.*	n/a
18.3 - *Sales-oriented loyalty that takes the form of a larger customer share is positively associated with variables that reflect buyer behavior dimensions.*	n/a
19.1 - *Perceived specific risk is lower for relational customers than for non-relational customers.*	The stronger the relational orientation of a customer, the lower that customer's level of perceived risk in a relationship with a firm.
19.2 - *Perceived specific risk will be lowest for customers who have strong interpersonal relationships.*	The stronger the interpersonal relationship a customer has with a firm, the lower that customer's level of perceived risk in the relationship with that firm.
19.3 - *Perceived category risk will be higher for relational customers than for non-relational customers.*	The stronger the relational orientation of a customer, the higher that customer's level of perceived risk in a relationship with a firm.
19.4 - *Perceived category risk will be highest for customers with strong interpersonal relationships.*	The stronger the interpersonal relationship a customer has with a firm, the higher that customer's level of perceived risk in the relationship with that firm.
19.5 - *Interest in alternatives will be lower for relational than for non-relational customers.*	The stronger the relational orientation a customer has towards a specific firm, the lower that customer's interest in alternatives to that firm.
19.6 - *Interest in alternatives will be lowest for customers with strong interpersonal relationships.*	The stronger the interpersonal relationship a customer has with a firm, the lower that customer's interest in alternatives to that firm.
19.7 - *Dedication will be higher for relational customers than for non-relational customers.*	The stronger the relational orientation a customer has towards a specific firm, the higher that customer's dedication to the relationship with that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

19.8 - *Dedication will be highest for customers with interpersonal relationships.*	The stronger the interpersonal relationship a customer has with a firm, the higher that customer's dedication to the relationship with that firm.
20.1 - *There is a positive relationship between relationship termination costs and relationship commitment.*	The higher the relationship termination costs for firms in a mutual relationship, the stronger the relationship commitment of each firm.
20.2 - *There is a positive relationship between relationship benefits and relationship commitment.*	The higher the relationship benefits for firms in a mutual relationship, the stronger the relationship commitment of each firm.
20.3 - *There is a positive relationship between shared values and relationship commitment.*	The higher the number of shared values between firms involved in a mutual relationship, the stronger the relationship commitment of each firm.
20.4 - *There is a positive relationship between shared values and trust.*	The higher the number of shared values between firms involved in a mutual relationship, the stronger the mutual trust among those firms.
20.5 - *There is a positive relationship between communication and trust.*	The higher the degree of communication between firms involved in a mutual relationship, the stronger the mutual trust among those firms.
20.6 - *There is a negative relationship between opportunistic behavior and trust.*	The stronger the opportunistic behavior of firms involved in a mutual relationship, the weaker the mutual trust among those firms.
20.7 - *There is a positive relationship between relationship commitment and acquiescence.*	The stronger the relationship commitment of firms involved in a mutual relationship, the stronger the acquiescence between those firms.
20.8 - *There is a negative relationship between relationship commitment and propensity to leave.*	The stronger the relationship commitment of firms involved in a mutual relationship, the smaller the propensity to leave of each of those firms.
20.9 - *There is a positive relationship between relationship commitment and cooperation.*	The stronger the relationship commitment of firms involved in a mutual relationship, the higher the degree of cooperation between those firms.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

20.10 - *There is a positive relationship between trust and relationship commitment.*	The stronger the mutual trust among firms involved in a mutual relationship, the stronger the relationship commitment of each of those firms.
20.11 - *There is a positive relationship between trust and cooperation.*	The stronger the mutual trust among firms involved in a mutual relationship, the higher the degree of cooperation between those firms.
20.12 - *There is a positive relationship between trust and functional conflict.*	The stronger the mutual trust among firms involved in a mutual relationship, the higher the likelihood for functional conflict between those firms.
20.13 - *There is a negative relationship between trust and uncertainty.*	The stronger the mutual trust among firms involved in a mutual relationship, the lower the degree of uncertainty of each of those firms.
21.1 - *The greater intensity of competition faced by a hospital, the greater its relationship intensity.*	The greater the intensity of competition in a market, the greater the relationship intensity of the market's participants.
21.2 - *The greater the marketing orientation of a hospital, the greater its relationship intensity.*	The greater the marketing orientation of participants in a market, the greater the relationship intensity of those participants.
21.3 - *When there is a formal marketing department in a hospital, there will be a greater relationship intensity in that hospital.*	Relationship intensity in a firm with a marketing department is greater than in firms without a marketing department.
21.4 - *The greater the relationship intensity of a hospital, the higher would be its performance, as measured by its occupancy rate, admissions per bed, gross patient revenue per patient day, and lower uncollectible rate.*	(1) The greater the relationship intensity of a hospital, the higher its occupancy rate; (2) The greater the relationship intensity of a hospital, the more admissions per bed it has; (3) The greater the relationship intensity of a hospital, the higher the gross patient revenue per patient day; (4) The greater the relationship intensity of a hospital, the lower the uncollectible rate.
22.1 - *Significant performance differences occur across the four structural types of buyer-supplier relationships.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

22.2 - *A discernible pattern of performance differences can be described for each structural type of buyer-supplier relationship.*	n/a
23.1 - *The same benefits (motives) dimensions will emerge in Thailand as in the USA.*	n/a
23.2 - *In Thailand all benefits (motives) will be perceived to be more important in high contact, customised services than low contact, standardised ones.*	(1) A relationship participant's perceived importance of relationship benefits is higher for high-contact customized services than for low-contact standardized services; (2) A relationship participant's perceived importance of relationship motives is higher for high-contact customized services than for low-contact standardized services.
23.3 - *In comparing the two countries, both special treatment (special favors) and social benefits will be more important in Thailand than the USA.*	n/a
23.4 - *The fundamentally relationship rich nature of Thai society will result in the correlations between benefits and outcomes (satisfaction, service loyalty and commitment) being significantly higher for Thailand than the USA.*	n/a
23.5 *(a) Switching costs will be positively correlated with relationship outcomes, while (b) attractiveness of alternatives will be negatively correlated.*	(1) The higher the switching costs for a customer, the higher the outcomes that customer perceives to receive from a relationship with a firm; (2) The higher the attractiveness of alternatives that a customer can choose from, the lower the outcomes that customer perceives to receive from a relationship with a firm.
24.1A - *Cost-of-exit is a second order construct with indicators alternative attractiveness, investment and switching cost.*	n/a
24.1B - *Increasing cost-of-exit fosters an increased likelihood of voice.*	The higher the cost-of-exit for partners in a relationship, the higher the likelihood that either of the partners will use voice.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

24.2 - *As satisfaction increases voice is more likely.*	The higher the mutual satisfaction among partners in a relationship, the higher the likelihood that either of the partners will use voice.
24.3 - *Increasing revenue makes voice more likely.*	The higher the revenue of the partners in a relationship, the higher the likelihood that either of the partners will use voice.
24.4A - *An increase in the number of competitors promotes lower revenue and return on investment.*	(1) The higher the number of competitors, the lower the revenues a firms achieves; (2) The higher the number of competitors, the lower the return on investment a firms achieves.
24.4B - *An increase in the number of competitors indirectly produces a decreased likelihood of voice.*	The higher the number of competitors the partners in a relationship face, the higher the likelihood that either of the partners will use voice.
24.5 - *With increasing return on investment and revenue per employee voice becomes more likely.*	(1) The higher the return on investment for the partners in a relationship, the higher the likelihood that either of the partners will use voice; (2) The higher the revenue per employee for the partners in a relationship, the higher the likelihood that either of the partners will use voice.
24.6 - *An increase in the number of employees makes voice more likely.*	The higher the number of employees the partners in a relationship have, the higher the likelihood that either of the partners will use voice.
24.7 - *As the number of years the firm has been in business increases voice is less likely.*	The higher the number of years the partners in a relationship have been in business, the smaller the likelihood that either of the partners will use voice.
24.8 - *As the number of years the firm has done business with their exchange partner increases voice becomes more likely.*	The higher the number of years the partners in a relationship have been in business with one another, the higher the likelihood that either of the partners will use voice.

Table 6 *(cont.)*
Comparison of Original Statements and Suggested Generalizations

25.1A - *Loyal behavior is negatively associated with voice, and voice is negatively associated with exiting.*	(1) The stronger the loyalty in the behavior of the partners in a relationship, the lower the likelihood that either of the partners will use voice; (2) The higher the likelihood that either of the partners in a relationship will use voice, the lower the likelihood that either of the partners will exit the relationship.
25.2A - *Satisfaction moderates these associations.*	n/a
25.3A - *Satisfaction is positively associated with loyal behavior and voice, and negatively associated with exiting.*	(1) The higher the mutual satisfaction of partners in a relationship, the stronger the loyal behavior that both of the partners will exhibit; (2) The higher the mutual satisfaction of partners in a relationship, the higher the likelihood that either of the partners will use voice; (3) The higher the mutual satisfaction of partners in a relationship, the lower the likelihood that either of the partners will exit the relationship.
25.1B - *The associations between neglect and both loyal behavior and voice are negative.*	(1) The higher a company's perception of neglect by its partner in a relationship, the weaker that company's loyal behavior towards the partner; (2) The higher a company's perception of neglect by its partner in a relationship, the lower the likelihood that company will use voice.
25.2B - *Satisfaction moderates these associations.*	n/a
25.3B - *Satisfaction and neglect are negatively associated.*	The higher a company's perception of neglect by its partner in a relationship, the lower is that company's satisfaction with the relationship.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

25.4 - *Cost-of-exit is positively associated with loyal behavior and voice, and negatively associated with neglect and exit-propensity.*	(1) The higher the cost-of-exit for partners in a relationship, the stronger the loyal behavior that both of the partners will exhibit; (2) The higher the cost-of-exit for partners in a relationship, the higher the likelihood that either of the partners will use voice; (3) The higher the cost-of-exit for partners in a relationship, the lower the likelihood that either of the partners will neglect the other partner; (4) The higher the cost-of-exit for partners in a relationship, the lower the likelihood that either of the partners will exit the relationship.
25.5 - *Satisfaction attenuates the association between cost-of-exit and loyal behavior.*	n/a
26.1 - *A long-term relationship will have a positive effect on future usage.*	The longer a firm and its customer have engaged in a mutual relationship, the higher the likelihood that the customer will consider using that firm's product in the future.
26.2 - *Relative perceived performance will have a positive impact on long-term relationship and on future usage.*	(1) The better a customer perceives the performance of a firm, the longer the relationship between that customer and that firm will continue; (2) The better a customer perceives the performance of a firm, the higher the likelihood that the customer will consider using that firm's product in the future.
26.3 - *Knowledge of customer needs positively affects long-term relationship and positively influences perceived relative performance outcomes.*	(1) The better a firm's knowledge of its customer's needs, the longer the relationship between that firm and that customer will continue; (2) The better a firm's knowledge of its customer's needs, the better that customer perceives the performance of that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

26.4 - *Selling, actively seeking the patronage of a client, will positively affect the long-term relationship relative evaluation of perceived performance and on future usage.*	(1) The stronger a firm's selling efforts towards a customer, the longer the relationship between that firm and that customer will continue; (2) The stronger a firm's selling efforts towards a customer, the better that customer perceives the performance of that firm; (3) The stronger a firm's selling efforts towards a customer, the higher the likelihood that the customer will consider using that firm's product in the future.
26.5 - *Past usage will have a positive impact on perceived relative performance, long-term relationship and in turn on future usage.*	(1) The more a customer has used a firm's products in the past, the longer the relationship between that firm and that customer will continue; (2) The more a customer has used a firm's products in the past, the better that customer perceives the performance of that firm; (3) The more a customer has used a firm's products in the past, the higher the likelihood that the customer will consider using that firm's product in the future.
26.6 - *Competitive pricing will have a positive direct effect on future usage.*	The more competitive the prices that a firm offers its customer, the higher the likelihood that the customer will consider using that firm's product in the future.
27.1 - *The higher the satisfaction with the supplier the more motivated the buyer is to continue the relationship with the supplier.*	The higher a buyer's satisfaction with its supplier, the higher that buyer's motivation to continue the relationship with that supplier.
27.2 - *The more the buyer trusts the supplier the higher the motivation to enhance the scope of the relationship.*	The stronger a buyer's trust into its supplier, the higher that buyer's motivation to enhance the scope of the relationship with that supplier.
27.3 - *The higher the satisfaction with the supplier the more the buyer will trust the supplier.*	The higher a buyer's satisfaction with its supplier, the higher that buyer's trust into that supplier.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

27.4 - *Perceived competence of the supplier increases the buyer's trust in the supplier.*	The stronger a buyer's perception of the competence of its supplier, the higher that buyer's trust into that supplier.
27.5A - *Communication will increase trust in the supplier.*	The more communication between a supplier and a buyer, the higher that buyer's trust into that supplier.
27.5B - *Communication will increase satisfaction with the supplier.*	The more communication between a supplier and a buyer, the higher that buyer's satisfaction with that supplier.
27.6 - *Signaling commitment will increase satisfaction with the supplier.*	The more commitment a supplier signals to a buyer, the higher that buyer's satisfaction with that supplier.
27.7 - *Constructive conflict handling will increase satisfaction with the supplier.*	The more constructive a supplier's conflict handling is perceived by a buyer, the higher that buyer's satisfaction with that supplier.
28.1 - *Export performance is positively influenced by (a) intermediary; (b) social investment; (c) back door; (d) and mutual trust.*	(1) The employment of an intermediary by an exporting firm positively influences that firm's export performance; (2) The utilization of social investment by an exporting firm positively influences that firm's export performance; (3) The existence of a back door for an exporting firm positively influences that firm's export performance; and (4) Mutual trust between an exporting firm and that firm's partner in an export market positively influences the exporting firm's performance in the export market.
28.2 - *Intermediary positively influence partner search.*	The employment of an intermediary by an exporting firm positively influences that firm's search for a partner in the export market.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

28.3 - *Social investment positively influence (a) partner search; (b) business negotiations; and (c) problem solution.*	(1) The utilization of social investment by an exporting firm positively influences that firm's success in the search for a partner in the export market; (2) The utilization of social investment by an exporting firm positively influences business negotiations between the exporting firm and its partner in the export market; (3) The utilization of social investment by an exporting firm in the export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market.
28.4 - *Back door is positively influence (a) partner search; and (b) problem solution.*	(1) The existence of a back door opportunity for an exporting firm positively influences that firm's success in the search for a partner in the export market; (2) The existence of a back door opportunity for an exporting firm positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market.
28.5 - *Mutual trust positively influence (a) partner search; (b) business negotiation; (c) problem solution; and (d) further selling.*	(1) Mutual trust among an exporting firm and its potential partner in an export market positively influences the exporting firm's search for a partner in the export market; (2) Mutual trust among an exporting firm and its partner in an export market positively influences business negotiations between the exporting firm and the partner in the export market; (3) Mutual trust among an exporting firm and its potential partner in an export market positively influences the achievement of solutions to problems between the exporting firm and its partner in the export market, (4) Mutual trust among an exporting firm and its potential partner in an export market positively influences the resale of the products from the exporting firm's partner in the export market to a third party.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

28.6 - *(a) Partner search; (b) business negotiation; (c) problem solution; and (d) further selling positively influence export performance.*	(1) The search of an exporting firm for a partner in the export market positively influences that firm's export performance; (2) Business negotiations between an exporting firm and a partner in an export market positively influence the exporting firm's export performance; (3) The solution of problems between an exporting firm and its partner in an export market positively influences the exporting firm's export performance; (4) The resale of products by an exporting firm's partner in an export market positively influences the exporting firm's export performance.
29.1A - *Asymmetrical instrumental inputs in a relationship have a negative effect on the relationship justices as perceived by the party that has made higher investments.*	The more asymmetric the inputs by the participants in a relationship, the more negative the relationship justice perception by the party that has made the higher investment.
29.1B - *Asymmetrical instrumental inputs in a relationship do not have a negative effect on the relationship justice as perceived by the party that has made higher investments.*	n/a
29.2 - *Attitudinal inputs of firm A in a relationship will have a positive effect on the relationship justice as perceived by firm B.*	The higher the number of positive attitudinal inputs by a firm in a relationship with another firm, the more positive is the relationship justice perception by that other firm.
29.3 - *The age of a relationship will have a positive effect on the existence of attitudinal ties between the exchange partners.*	The higher the age of a relationship between a firm with another firm, the higher is the number of attitudinal ties between those firms.
30.1A - *The longer the relationship, the smaller the actual market orientation gap.*	The higher the age of a relationship between a producer and its supplier, the smaller the actual gap between the market orientations of that producer and that supplier.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

30.1B - *The longer the relationship, the smaller the normative market orientation gap.*	The higher the age of a relationship between a producer and its supplier, the smaller the normative gap between the market orientations of that producer and that supplier.
30.2A - *The more important the relationship, the smaller the actual market orientation gap.*	The higher the mutually perceived importance of a relationship between a producer and its supplier, the smaller the actual gap between the market orientations of that producer and that supplier.
30.2B - *The more important the relationship, the smaller the normative market orientation gap.*	The higher the mutually perceived mutual importance of a relationship between a producer and its supplier, the smaller the normative gap between the market orientations of that producer and that supplier.
30.3A - *The actual market orientation gap will be smaller in collectivist cultures (e.g., Japan) than in individualist cultures (e.g., the United States).*	The more collectivist the national culture of a producer and its supplier participating in a mutual relationship, the smaller the actual gap between the market orientations of that producer and that supplier.
30.3B - *The normative market orientation gap will be smaller in collectivist cultures than in individualist cultures.*	The more collectivist the national culture of a producer and its supplier participating in a mutual relationship, the smaller the normative gap between the market orientations of that producer and that supplier.
31.1 - *Distributive justice is related positively to satisfaction with complaint handling.*	The higher a customer perceives a firm's distributive justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm.
31.2 - *Procedural justice is related positively to satisfaction with complaint handling.*	The higher a customer perceives a firm's procedural justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

31.3 - *Interactional justice is related positively to satisfaction with complaint handling.*	The higher a customer perceives a firm's interactional justice in handling a complaint by that customer, the higher the satisfaction of that customer with the complaint handling of that firm.
31.4 - *Two-way interactions among the three justice components will affect satisfaction with complaint handling.*	n/a
31.5 - *Satisfaction with complaint handling is related positively to customer commitment.*	The higher a customer's satisfaction with a firm's handling of a complaint by that customer, the higher that customer's commitment towards that firm.
31.6 - *Satisfaction with complaint handling is related positively to trust.*	The higher a customer's satisfaction with a firm's handling of a complaint by that customer, the higher that customer's trust into that firm.
31.7A - *The effect of dissatisfaction with complaint handling on trust and commitment will become smaller as the prior experience becomes more positive and approach zero when prior experience is highly positive.*	n/a
31.7B - *The effect of dissatisfaction with complaint handling on trust and commitment will start from zero and become larger as prior experience becomes more positive.*	n/a
32.1A - *Relationship marketing implementation is positively related to the perception that customers have about the store's relationship marketing efforts.*	n/a
32.1B - *The link between relationship marketing implementation and the perception that customers have about the store's relationship marketing efforts is moderated by store size; in smaller stores, the link will be stronger than in larger ones.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

32.2 - *Customer perceptions of stores' relationship marketing efforts are positively related to customers' trust in the store.*	The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's trust into that store.
32.3 - *Customers' trust in the store is positively related to customers' level of relationship commitment.*	The stronger a customer's trust into a firm, the stronger that customer's commitment to the relationship with that firm.
32.4 - *Customer perceptions of stores' relationship marketing efforts are positively related to customers' level of relationship commitment.*	The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's relationship commitment to that store.
32.5 - *Customers' relationship commitment is positively related to customer loyalty.*	The stronger a customer's commitment to the relationship with a firm, the stronger that customer's loyalty to that firm.
32.6 - *Customer perceptions of stores' relationship marketing efforts are positively related to customer loyalty.*	The more favorable a customer's perception of a store's relationship efforts, the stronger that customer's loyalty towards that store.
33.1A - *Trust is positively related to customer referrals.*	The stronger a customer's trust in the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm.
33.1B - *Trust is positively related to the number of services purchased.*	The stronger a customer's trust in the relationship with a firm, the more services that customer purchases from that firm.
33.2A - *Affective commitment is positively related to customer referrals.*	The stronger a customer's affective commitment towards the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm.
33.2B - *Affective commitment is positively related to the number of services purchased.*	The stronger a customer's affective commitment towards the relationship with a firm, the more services that customer purchases from that firm.
33.3A - *Calculative commitment is negatively related to customer referrals.*	The stronger a customer's calculative commitment towards the relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm.

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

33.3B - *Calculative commitment is positively related to the number of services purchased.*	The stronger a customer's calculative commitment towards the relationship with a firm, the more services that customer purchases from that firm.
33.4A - *Satisfaction is positively related to customer referrals.*	The higher a customer's satisfaction with its relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm.
33.4B - *Satisfaction is positively related to the number of services purchased.*	The higher a customer's satisfaction with its relationship with a firm, the more services that customer purchases from that firm.
33.5A - *Payment equity is positively related to customer referrals.*	The higher a customer's perceived payment equity in its relationship with a firm, the higher is the likelihood that customer will refer other customers to that firm.
33.5B - *Payment equity is positively related to the number of services purchased.*	The higher a customer's perceived payment equity in its relationship with a firm, the more services that customer purchases from that firm.
33.6A - *Relationship age reduces the positive effect of trust on customer referrals and the number of services purchased.*	n/a
33.6B - *Relationship age increases the positive effect of affective commitment on customer referrals and the number of services purchased.*	n/a
33.6C - *Relationship age increases the negative effect of calculative commitment on customer referrals and the positive effect of calculative commitment on the number of services purchased.*	n/a
33.6D - *Relationship age increases the positive effect of satisfaction on customer referrals and the number of services purchased.*	n/a
33.6E - *Relationship age increases the positive effect of payment equity on customer referrals and the number of services purchased.*	n/a

Table 6 ***(cont.)***
Comparison of Original Statements and Suggested Generalizations

34.1 - *Brand commitment is positively associated with exclusive purchase intention.*	The stronger a customer's commitment towards a brand, the stronger that customer's exclusive purchase intention of that brand.
34.2 -*Brand satisfaction is positively associated with brand commitment.*	The stronger a customer's satisfaction with a brand, the stronger that customer's commitment to that brand.
34.3 - *Brand trust is positively associated with brand commitment.*	The stronger a customer's trust of a brand, the stronger that customer's commitment towards that brand.
34.4 - *Brand satisfaction is positively associated with brand trust.*	The stronger a customer's satisfaction with a brand, the stronger that customer's trust of that brand.
34.5 - *Brand-person fit is positively associated with brand commitment.*	The more favorable the fit between a customer and a brand, the stronger that customer's commitment towards that brand.
35.1 - *RMO yields a significant impact on the determination of the firms' business performance across all industries.*	n/a
35.2 - *Relative to other industries, RMO is more dominant than MO in its impact on the determination of the firms' business performance for the manufacturing industry.*	n/a

VITA

Wolfgang Hinck
Assistant Professor of Marketing
Department of Management and Marketing
College of Business Administration
Louisiana State University in Shreveport
One University Place
Shreveport, LA 71115
United States

University of Texas-Pan American, Edinburg, United States
- Doctor of Philosophy, Business Administration, 2003

University of Texas-Pan American, Edinburg, United States
- Master of Business Administration, 1997

Fachhochschule Nordostniedersachsen, Lüneburg, Germany
- Bachelor of Business Administration (Marketing), 1996

Universidad de Valladolid, Valladolid, Spain
- Business Studies (Exchange Program), 1994

Carlow Institute of Technology, Carlow, Ireland
- National Diploma in Business Studies (Marketing), 1993