

INTERORGANISATIONAL SERVICES RELATIONSHIP : A CONCEPTUAL FRAMEWORK

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The understanding of an interorganisational service relationship passes by the presentation of this type of interaction. It's presents a whole of characteristics whose comprehension is related to the studies treating industrial marketing and services cooperation. The purpose of this paper is to present a conceptual framework suitable for this investigation.

For a long time, The tertiary sector retained attention of the marketing researchers. The service presents a whole of characteristics which make that its production, also called servuction, deserves a very detailed attention. In the first section of this article, we'll try to notice the main features of a service interfirm relationship. That will pass by the presentation of the theoretical models of servuction.

The interorganisational purchase is a field of research which was mainly developed. On the basis of the characteristics of this transaction, we will present in the second section, the reflexions developed by the principal schools interested by this type of interaction. These various contributions will inspire the conceptual framework which we propose in the last part of this paper. By taking the case of the relationship between market researchers and their customers, we will check the relevance of the various concepts which we think important for such a theoretical discussion.