

# **IT Use in Relationships: A Value Driver?**

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## **Abstract**

Modern information technology is increasingly used in business relationships. Hereby, different results have been reported ranging from positive, relationship-enabling impacts to negative, relationship-hindering influences of IT. In this paper the impact of IT on value creation in business relationships is discussed and analyzed by introducing IT into a relationship model. Based on a sample of over 100 relationships in the German automotive industry the results show that besides relationship management variables IT has a overall positive impact on value creation. However, this impact is merely indirect as IT directly increases inter-organizational conflict. Managerial implications and further research questions are developed at the end of the paper.

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