

Assessing reseller performance from the perspective of the supplier

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Academic Article Abstract:

The objective of the authors' study was to develop a reliable and valid scale to assess reseller performance from the perspective of the supplier. To specify the domain of reseller performance, four different conceptualizations of organizational effectiveness were explored, leading to the identification of eight facets of reseller performance. Using data collected on the resellers of two different suppliers, the authors investigated the reliability and validity of three different types of scales, a 5-item global scale, and seven 3-item facet scales have acceptable levels of reliability, construct validity, and generalizability.

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