

Reactions to Perceived Inequity in Dutch versus U.S. Interorganizational Relationships

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Academic Article Abstract:

In an empirical examination, we found similarities and differences in Dutch and U.S. automobile dealers reactions to perceived inequity in their relationships with their automobile suppliers. As predicted by equity theory, both positive and negative inequity have detrimental effects on the reactions of Dutch firms. In contrast, U.S. firms do not react negatively to positive inequity; only negative inequity has deleterious effects.

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