

IIMK/WPS/04/MKTG/2006/02

**Economic Satisfaction And Relationship
Commitment In Channels: The Moderating
Role Of Environmental Uncertainty, Collaborative Communication And
Coordination Strategy**

Sunil Sahadev

Assistant Professor, Indian Institute of Management Kozhikode
IIMK Campus PO, Kozhikode, Kerala, India
Email : sunil @iimk.ac.in

The paper explores the relationship between economic satisfaction within a relationship and relationship commitment. The moderating effects of three variables are considered: viz. (i) the use of behavior based coordination strategy (ii) the perceived level of environmental uncertainty and (iii) the use of collaborative communication strategy.

The hypotheses are proved through a sample survey among 101 channel partners of mobile service providers in a state in India. The results indicate the moderating variables act as quasi moderators where in they both directly and indirectly impact the dependent variable.

→ *For further details contact Publications & Research Dissemination Office, IIM Kozhikode, IIMK Campus PO – 673 570, Kozhikode, Kerala, India. Phone: (91) 0495 2809126, Email: prd@iimk.ac.in.*