

IUCRC Recruiting & Relationship Marketing: A Systems Perspective



Industry/University
Cooperative Research
Centers

Identifying prospects

Selling the Center

Acquiring & Maintaining

Losing & Re-establishing

1

2

3

4

5

Awareness

Exploration

Expansion

Commitment

Dissolution

Recognition of CRC as feasible exchange partner

- Networking
- Advertising
- Positioning

Consideration of obligations, benefits, and burdens

- Communications
- Bargaining
- Trial services
- Forming expectations

Increased risk taking and mutual dependence

- Reciprocation
- Trust-building
- Norm development

Explicit (or implicit) pledge of relational continuity

- Contractual agreements
- Resource inputs
- Continued investments

Withdrawal or disengagement

- Economic factors
- ROI considerations
- Changing strategies
- Loss of trust

CENTER'S TECHNICAL CAPABILITIES & EMERGENT RESEARCH PORTFOLIO

Dwyer, Schurr, & Oh (1987). Developing buyer-seller relationships. *Journal of Marketing*, 51, 11-27.