

# Digital transformation in and of Business-to-Business relationships

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## **Abstract**

The article focusses on the transformation of interpersonal Business-to-Business relationships during the Corona pandemic where companies used digital platforms more extensively as a basis for interaction with customers. Based on a qualitative case study in the Danish food industry we investigate the effects of the digital transformation in the three different settings: where one company adapts customers' existing products, another company develops new products and product lines together with customers and the last company develops on customers' overall product portfolio and approach to (sustainable) business. Our study reveals differences in the patterns of interaction due to the transformation of the communication platform. We provide insights on the possibility to have success in canvassing and developing products in collaboration with customers, but also show that it is more difficult to demonstrate and gain extra innovative commitment through an online format.

**Subject Areas:** *Business-to-Business Marketing, Inter-organizational Collaboration*

**Track:** Business-To-Business Marketing & Supply Chain Management