

Reviewing the Digital Transformation in B2B Relationships. Is it still about the relationships?

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Abstract

This study investigates the influence of digital transformation on business-to-business (B2B) relationships by examining 36 comprehensive literature reviews published between 2017 and 2024. Our approach synthesizes the varied impacts of digital technologies on B2B engagement strategies, emphasizing the dual role of digital tools in enhancing operational efficiency and complicating traditional relationship dynamics. This paper highlights critical changes that have redefined customer relationship management and competitive positioning. Our methodological focus on systematic literature reviews allows for a meta-synthesis of the field, providing a nuanced understanding of how digital transformation influences B2B relationships and suggesting directions for future research.

Subject Areas: *Business-to-Business Marketing*