Marketing Colloquium
Distinguished Speaker Series
Fall 2011

September 2, 2011, 1:00-2:30 PM, Room: 3164 Gerdin
Lisa Scheer
Emma S. Hibbs Distinguished Professor
University of Missouri

TITLE; TRUST, DISTRUST AND CONFIDENCE IN B2B RELATIONSHIPS
Abstract
Trust is one of the most frequently studied aspects of B2B relationships, but significant gaps in our knowledge remain. Negative effects of trust have rarely been examined, and distrust has been neglected. Dysfunctional consequences can arise from misplaced trust in an untrustworthy business partner, exceedingly optimal trust in a trustworthy partner or the failure to deter the complacency of naive reciprocal trust. It is important to consider the costs of building or maintaining trust, costs of the safeguards needed to deter negative effects of naive trust, and the potential losses generated by misplaced trust. Contemplation of the interplay of distrust and trust highlights the priority of eliminating distrust before trying to build trust. On the other hand, a satisfactory relationship can thrive with low trust if there are other grounds for confidence such as alignment of the partner’s and firm’s interests. The partner’s dependence, agency incentives offered by the firm and external factors can align the partner’s interests with the firm’s. In addition, competence is a prerequisite for confidence; without sufficient partner competence within the relevant domain, trust and aligned interests are irrelevant. I seek to disentangle and integrate the concepts of trust, distrust and confidence in B2B relationships.

October 7, 2011, 1:00-2:30 PM, Room: 3164 Gerdin
Robert West
Associate Professor
Iowa State University

November 7, 2011, 1:00-2:30 PM, Room: 3164 Gerdin
Les Carlson
Professor of Marketing
University of Nebraska