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UCT PhD graduate's research confirms value of business network competence

University of Cape Town doctoral student Gert Human's thesis, *Competencies, Capabilities and Relational Factors in Buyer-Supplier Business-to-Business Networks*, examines the relationship between network competencies, network capabilities and typical measures associated with the performance of modern business-to-business (B2B) relationships.

Human's research demonstrates how important it is for firms to adopt a relationship orientation before they refine a measure of network competence, and how this is impacted by personal and firm factors. His research shows that network competence and capability are associated with better performance. He also demonstrates that the linkage between customer satisfaction and loyalty is fully mediated by trust and commitment, while the sharing of information between buyers and suppliers also plays an important role in the success of the relationship. This research contributes to the understanding of B2B networks and relationships in an emerging market context.

Human will graduate on 7 June. His supervisors are Emeritus Professor John Simpson of the Commerce Faculty at UCT, and Professor Peter Naude of the Manchester Business School in the UK.

Please note: Information in this release is based on the supervisor's citation for the PhD thesis. UCT advises journalists to obtain a copy of the thesis and/or interview the PhD graduate to verify and expand on this information.

ENDS

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