

Contents

<i>List of Figures</i>	<i>viii</i>
<i>List of Tables</i>	<i>ix</i>
<i>List of Contributors</i>	<i>x</i>
1 Introduction – Relational Business Model: Building Resilience and Sustainability Through Inter-Organisational Collaboration	1
MILENA RATAJCZAK-MROZEK AND BARTOSZ DESZCZYŃSKI	
SECTION 1	
Foundations of Relational Business Models: Pathways to Value Creation and Resilience	11
2 Defining the Business Model: Foundations and Key Elements	13
ADAM DYMITROWSKI AND PATRICK SZILLAT	
3 Defining the Concept of a Relational Business Model Through the Service Profit Chain Framework	29
BARTOSZ DESZCZYŃSKI AND MILENA RATAJCZAK-MROZEK	
4 Achieving Resilience Through the Relational Business Model	48
BARTOSZ DESZCZYŃSKI	
5 The Impact of Organisational Trust on Resilience and Business Performance of R&D-Intensive Companies Operating in Service Industries	67
MARCIN SONIEWICKI	

6 Resilience and Value Creation in B-to-B Asymmetric Relationships – The Perspective of Small Companies	84
ALEKSANDRA HAUKE-LOPES	
SECTION 2	
New Technologies and Digitalisation as a Source of Resilience and Performance	107
7 The Degree of Openness of an Innovative Business Model Based on New Technologies and Competitive Advantage	109
ADAM DYMITROWSKI AND TOBIAS KESTING	
8 Facilitating Value Co-Creation in B-to-C Relationships Through Digital Media and Its Impact on the Company’s Business Performance	128
MARCIN WIECZERZYCKI	
9 Building Trust Through Digital Content Marketing Co-Creation in B-to-B Relationships	142
ANNA GRUSZCZYŃSKA-RADECKA	
SECTION 3	
Fostering Sustainable Development Through Relationships	163
10 Fostering Companies’ Sustainability Through Relationships: Mapping the State of the Art and Setting the Directions of Further Research	165
SALEH MD. ARMAN, MILENA RATAJCZAK-MROZEK, AND MARCIN WIECZERZYCKI	
11 Towards Sustainability: Exploring Structural and Market Characteristics of Triple Bottom Line-Oriented Companies	187
ŁUKASZ MAŁYS	
12 Exploring the Role of Sustainability Communication for Company Performance	202
ŁUKASZ MAŁYS	

13 Inter-Organisational and Social Relationships in Sustainable E-Commerce	216
ARKADIUSZ KAWA	
14 Sustainable Relational Business Models: Efficiency, Effectiveness, and Resilience as Key Performance Dimensions	232
MILENA RATAJCZAK-MROZEK AND TOMÁŠ SADÍLEK	
<i>Index</i>	247