

Research Paper No. 2

**Bipolar Antecedents of Supply Chain and Branding:
A Firm Performance Model**

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ABSTRACT

Purpose – The purpose of this paper is to address gaps in the value chain through a model that links supply chain and brand performance to firm performance.

Design/methodology/approach – The research is dyadic - with data from buyers and sellers. Through exploratory factor analysis, 4 constructs are identified to impact both supply chain and brand performance, which is used to develop and test a conceptual model for firm performance.

Findings - Suppliers and consumers are found to value different constructs, revealing a mismatch in the perception.

Research limitations/implications – The study pertains to only one country. The implication for firms is a very strong endorsement for the use of branding and supply chain as a central driver for firm performance

[For full text of the paper, please contact Vaidy Jayaraman <vaidy@miami.edu>]