**Título: "Value creation in asymmetric business relationships"**

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Abtsract:

Current market trends have changed the rules of competition and made it increasingly difficult for a single firm to exploit its own resources in isolation. In order to innovate firms require the support of supply chains and networks. In this collaborative and competitive context, small and medium-sized enterprises (SMEs) face important challenges not only to thrive but also to survive. Through asymmetric relationships with bigger firms SMEs gain access to extended resources but face particular hazards. While literature suggests that symmetry enhances value generation and exploitation in business relationships, asymmetry has traditionally been seen to have the opposite effect.

However, this research demonstrates that value creation is possible, under certain circumstances, when asymmetry is present. This research highlights the issues related to resource complementarity, interactions with customers, relational management, customer specialization, and dual value appropriation. Implications for theory and practice are also discussed.