

Technological networks in context: The case of a Brazilian distribution channel

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Resumo

Distribution channel networks in emerging markets are more complex and interdependent than those in well-established markets, and thus new technologies are accelerating network reconfigurations. Such trends in emerging markets may offer relevant insights into the analysis of traditional market practices and concepts. Drawing on this perspective, this study aims to analyse the network change process within distribution channels, focusing on the advent of new technologies in the particular context of an emerging market. Empirical data consisting of in-depth interviews with Brazilian executives and longitudinal data exchanged on an instant-messaging platform were collected and analysed. The results reveal that business intelligence software, B2B e-commerce and social media applied to sales can change information flow and manufacturer power as well as reorganize the channel network. Our findings suggest that factors such as the B2B network, channel actors' opportunism and dissatisfaction, and sellers' interpersonal relationships underlie the channel distribution network in Brazil that is influenced by new technologies.

Keywords: Distribution channel network, B2B e-commerce, social media, seller relationship.

