



**Maynooth
University**

National University
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School of Business Research Seminar Series 2017-2018

***'The Influence of Institutional Distance on the Psychological Contract and
Commitment in Exporter-Distributor Relationships'***

Dr Richa Chugh

Date: Wednesday, 22 November 2017

Time: 12.00pm

Venue: Eolas Meeting Room 1, Eolas Building

Paper Abstract

This study explores international marketing activities between firms at the relational level; specifically, how perceived institutional distance influences the relationship between the psychological contract and aspects of commitment in an exporting context. Specifically, it explores the influence of perceived institutional distance on the relationship between the psychological contract and aspects of commitment in an exporting context. Using PLS-SEM, the conceptual model was tested on a sample of 127 New Zealand exporting firms.

The results show the differentiating effect of the psychological contract on two dimensions of commitment (affective and calculative commitment). The findings also demonstrate the moderating influence of institutional distance on a psychological contract's two separate relationships with commitment. The findings add to the growing literature on relational approach to institutional theory by showing the influence of institutional distance on individual exporter-distributor business relationships, while highlighting the role of managerial predispositions in the form of a psychological contract.

About the Speaker

Dr Richa Chugh is a lecturer in International Business at Maynooth University School of Business. Her research focuses on exploring the role of socio-psychological factors on performance in the domains of international business strategy and business-to-business (B2B) marketing. She conducts both qualitative and quantitative research in the area of export performance and B2B marketing with a focus on customer reacquisition. She has published her research in journals such as the European Journal of Marketing and the Journal of Business and Industrial Marketing.

To RSVP, please email business@mu.ie