**Argumentative Essay**

**Name**

**Affiliation**

**Date**

During the last two decades, several investigations have examined different variables in order to build a conceptual framework to measure the quality of the relationship between resource provider companies and small business owners. These initiatives seek to define the behaviors that directly affect this good communion, in order to encourage and ensure subsequent efficiency in the relationship. Satisfaction, Opportunism, Specific assets are indispensable requirements in this relationship because they guarantee a more stable and lasting relationship (Emerald, 2003).

The first factor that is Satisfaction is basically the positive effect after the evaluation of all aspects of the working relationship of Connective with the business owners. As long as they experience success in their joint activities, they will also experience satisfaction over time, in part due to their perceived compatibility with one another. The second important factor, Opportunism has two types: the passive and the active. The first refers to forgetfulness or lack of will to correctly report a performance; the second refers to deceive a business partner. In any case, opportunism is a variable that reduces efficiency in a relationship and is negatively related to trust (Darshan J, 2017).

The third factor which is Specific asset is the effort to adapt to the resources of Connective by the small businesses. For example, the personalization of the business or the alignment of marketing activities with those of some supplier. The ignorance of these factors would affect the relationship and will ultimately be wiped out. The key to all these factors is 'Trust'. The development of trust would greatly improve this relationship and benefit both parties. The questions in this regard are: How much are both parties dependent on each other and how they can help each other for mutual benefit? The answers to these questions are the key for them to mark their position in the market (Richards, 2019).

## References

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