This study aims to analyze the interconnection between relationship quality and global business performance. Through this study, the authors expected to obtain a complete and integrated understanding of the interconnection between relationship and performance in the context of global marketing and global business. This paper is an exploratory study through a literature review. Specifically, there are three major international journal articles reviewed. These three journal articles are written by Ural (2009), Drenkovska and Redek (2015), and Lin, Huang and Peng (2014). Furthermore, based on the study of the three journals and several other journal articles, an integrated conceptual model was designed. It is detected that relationship quality at the global level can directly or indirectly affect global business performance. Regarding the indirect influence, quality of global level relations is capable to at least affect three mediator variables, namely; knowledge at the global level, innovation at the global level, and global orientation. Furthermore, these three variables can affect global business performance. Another important variable besides relationship quality is intangible capital at the global level. This particular variable can determine the quality of relationships at the global level and also global business performance. Like relationship quality, intangible capital is capable to indirectly affect global business performance. For future studies, the conceptual model designed should be empirically tested to ensure accuracy of the model.
INTRODUCTION
The contribution of relationship marketing theory in the marketing literature has been widely known by academics since its existence three decades ago. Many researchers have studied this theory in various industries, both in the context of Business to Business (B2B) and Business to Consumer (B2C). Academics and marketing practitioners have proven its significance through various empirical studies. Relationship quality is one of the many discussed constructs in various studies of relational marketing. Satisfaction, trust, and commitment are the main components of relationship quality (Segarra-Moliner, Moliner-Tena, and Sanchez-Garcia, 2013).

Similarly, a number of studies have examined the link between the qualities of relationships with business performance. The most recent study conducted by Odongo, Dora, Molnar, Ongeng, and Gellynck (2016), for example, succeeded in proving the positive influence of relationship quality on supply chain performance. According to the authors, customers consider trust, dependency and coercive power to be an important quality relationship factor that influences supply chain performance. In addition, the quality of relationships is able to influence and become the main determinant of customer loyalty (Izogo, 2016; Giovanis, Athanasopoulou, and Tsoukatos, 2015; Macintosh, 2007), customer satisfaction (Macintosh, 2007), and positive word of mouth about the company (Macintosh, 2007).

However, not many previous studies have examined the relationship between relationship quality and business performance in the context of inter-partner business in different countries. Generally, previous studies discussed the quality of relationships in the context of inter-partner business in one country. Therefore, this study was conducted with the main objective to analyze the link between the quality of inter-partner relationships in different countries and their business performance. Through this study, it is...
expected to obtain a complete and integrated understanding of the interconnection between aspects of relations (relationships) with performance in the context of global business and global marketing.

This research is an exploratory study through a literature review. Specifically, there are three main international journal articles reviewed which the author believes could clearly convey to the readers about the interconnection between the quality of relationship and business performance in various countries. These three journal articles are written by Ural (2009), Drenkovska and Redek (2015), and Lin, Huang and Peng (2014). Furthermore, based on a review of the three journals and several other journal articles, an integrated conceptual model was designed.

**Literature Review**

**Relationship Quality**

As stated earlier, the relationship quality is formed by three main components, namely satisfaction, trust, and commitment (Segarra-Moliner et al., 2013). Several studies have found the effect of relationship quality on customer loyalty (Izogo, 2016; Giovanis et al., 2015; Yu and Tung, 2013). The quality of interpersonal relationships increases customer satisfaction, but is also directly related to the degree and amount of loyalty the customers bring to the company as well as positive word of mouth about the company (Macintosh, 2007).

The benefits of relationships play an important role in encouraging customer perceptions of the quality of relationships. Trust can improve the quality of relationships; sequentially the quality of relationships can encourage word-of-mouth behavior (Ng, David, and Dagger, 2011). In addition, Yu and Tung’s (2013) study found that service quality and relationship ties affect the quality of relationships. In contrast, the quality of relationships is proven to bring a positive impact on the quality of service (Woo and Ennew, 2004). On the other hand, customer satisfaction is also encountered to play a very important role in encouraging customer trust and commitment (Liang and Wang, 2007). A positive attitude and intention to buy is more likely to occur among customers who feel a higher level of relationship quality (Kim, Ko and James, 2011).

According to Cheh-Peng and Ding (2006), the effect of perceived network quality on relationship quality and relationship quality on loyalty is stronger amongst men rather than women. On the contrary, relational sales behavior affects the quality of relationships more amongst women rather than men. Apart from that, service recovery affects the quality of relationships for both male and female groups, but the effect does not differ significantly between the two groups. Finally, expertise has an insignificant influence on the quality of relationships for both groups (Cheh-Peng and Ding, 2006). In addition, the influence of the quality of the relationship on service retention is mediated by the future use that customers expect. Quality relationships are linked to the use and retention in the expected future (Lin and Wu, 2011).

In particular, Dant, Weaven, and Baker (2013) examined the relationship between personality dimensions and relationship quality. The authors detected that three personality dimensions, namely “agreeableness”, “conscientiousness”, and “emotional stability” proved to have a positive impact on the quality of relationships. On the other hand, the dimension of “extraversion” has a negative effect on the quality of the relationship. For this reason, various efforts to ensure the quality of personal interaction with customers are needed to improve the quality of relationships (Vesel and Zabkar, 2010).
Market orientation has a direct and indirect effect on the quality of relationships (Nguyen and Nguyen, 2014). Customer orientation has an impact on the quality of the seller-buyer relationship (Rajaobelina and Bergeron, 2009). There is a significant positive relationship between customer orientation and respondent’s perception of the quality of the relationship. Similarly, there is a significant correlation between the quality of relationships at the interpersonal level and positive outcomes at the organizational level (Macintosh, 2007).

**Research of Tulin Ural (2009)**

In 2009, Tulin Ural published a research article in the European Journal of Marketing. The article is entitled "The effects of relationship quality on export performance. A classification of small and medium-sized Turkish exporting products operating in a single export-market ventures". Tulin Ural is an assistant marketing professor in the Department of Marketing, Faculty of Economics and Business, Mustafa Kemal University, Hatay, Turkey.

In summary, the study by Ural (2009) analyzes the interconnection between relationship quality variables and export performance. More specifically, Ural (2009) seeks to investigate the influence of several dimensions of relationship quality, such as information sharing, communication quality, long-term orientation, and relationship satisfaction, on export performance.

A single export market venture is analyzed in this Ural (2009) study. The five-point Likert scale of "strongly disagree" (score 1) to "strongly agree" (score 5) is utilized. The province of Hatay-Turkey is used as the context of research. The data used is taken from small and medium scale export companies registered in the database of the Union of Mediterranean Exporters in Mersin-Turkey. The study population is 426 exporters. The sample includes 300 small and medium scale companies randomly from the database above.

Personal interviews are used for communication purposes. Respondents filled out the prior prepared survey questionnaire which resulted with a response rate of 100 percent. This survey is aimed at individuals responsible for operations and export activities. The sample company is divided into four groups, namely micro enterprises, very small size companies, small size companies, and medium size companies. Overall, 42 percent of the companies are very small companies (one to nine employees). About 28 percent have annual sales of USD 100,000-500,000.

Overall, 29 percent of the companies are involved in international operations for two to five years and as many as 37 percent of the companies have exported to two to three countries. In general, the companies are not satisfied with their partners’ relationship (mean = 2.85). In addition, information sharing has not yet developed among them (mean = 3.27).

Hypothesis test results show that long-term orientation and satisfaction with relationships have proven to substantially affect export performance, namely financial performance, strategic performance and satisfaction with export ventures. The study also confirms the influence of information sharing on financial export performance and satisfaction with export ventures. Conversely, information sharing does not prove to affect strategic export performance. Similarly, the quality of communication is not identified to directly affect financial performance, strategic performance, and satisfaction with export ventures.
Furthermore, Ural (2009) also conducted an analysis by grouping the sample of companies into three clusters, namely “long-term thinkers” (cluster 1), “dissatisfactioners” (cluster 2), and “information keepers” (cluster 3). It is revealed that the export performance of cluster 1 has the highest value (mean = 3.60), followed by cluster 3 (mean = 3.26), and lastly cluster 2 (mean = 3.10).

Research Article by Marija Drenkovska and Tjasa Redek (2015)

In 2015, Marija Drenkovska and Tjasa Redek published a research article in the journal Economic and Business Review. The article is entitled "Intangible Capital, Innovation, and Export-Led Growth: Empirical Comparative Study of Slovenia and the Western Balkans". Marija Drenkovska and Tjasa Redek are researchers at the Faculty of Economics, University of Ljubljana, Slovenia.

Summarily, the study of Drenkovska and Redek (2015) attempts to examine the inter-connection between intangible capital, innovation, and export volume. Specifically, this study seeks to analyze the effect of intangible capital on innovation, as well as the influence of innovation on export volume. In the study, intangible capital includes human capital, structural capital, and relationship capital. In addition, Drenkovska et al. (2015) also analyzes more deeply about the relationships between the three types of intangible capital. For example, human capital is tested for its effect on structural capital and relationship capital. Additionally, structural capital is tested for its effect on relationship capital.

Drenkovska et al. (2015) collected data from the Western Balkan region. The survey targeted companies from the manufacturing and service sectors. The selection of companies was not random, but stratified samples were arranged according to size, industry and location. The survey was conducted in the second half of 2010 in Slovenia and early 2011 in Albania and Republika Srpska of Bosnia and Herzegovina. A total response of 198 (100 from Slovenia, 40 from Albania, and 58 from Republika Srpska) was successfully collected, with a response rate of 22.4 percent. Most company respondents were large size (consist more than 250 employees), which accounts for 76 percent. In contrast, most of the respondents in Albania and Republika Srpska were small companies (less than 50 employees), which was around 51 percent.

Drenkovska et al. (2015) proves that there are indeed differences in the findings between respondents of companies in Slovenia with a combination of companies in two other countries (Albania and Republika Srpska). Innovation is demonstrated to affect export volumes in Slovenia, but has no significant effect in the two other countries mentioned previously. However, the study of Drenkovska et al. (2015) pinpointed many similar results between companies in Slovenia and the other two countries. Firstly, human capital is detected to influence structural capital and relational capital. Secondly, structural capital has been shown to influence relational capital. Thirdly, structural capital and relational capital have proven to significantly affect innovation. However, research by Drenkovska et al. (2015) also found no direct influence of human capital on innovation, both in Slovenian companies and two other countries.

Research of Ku-Ho Lin, Kuo-Feng Huang, and Yao-Ping Peng (2014)

In 2014, Ku-Ho Lin, Kuo-Feng Huang, and Yao-Ping Peng published a research article in the Baltic Journal of Management. The article is entitled “Impact of export market orientation on export performance. A relational perspective.” Ku-Ho Lin and Yao-Ping Peng are researchers...
at the Business Administration Department, National Chung Hsing University, Taiwan, China. On the other hand, Kuo-Feng Huang is a researcher at the Business Administration Department, National Chengchi University, Taiwan, China.

To summarize briefly, Lin's study, Huang & Peng (2014) investigates the impact of export market orientation on performance. To accommodate the relational perspective, Lin et al. (2014) also analyze the four variables connected to the relational factors with regard to export market orientation. In detail, the four variables are: commitment, trust, social interaction, and power.

This study uses Taiwan (China) manufacturing sector as an object of empirical study. A total of 100 companies are selected randomly from Taichung Industrial Park and Changhua County. Moreover, business leaders or supervisors related to the export business are surveyed. The researchers sent 1600 questionnaires, and received 244 complete questionnaires (15.25 percent response rate). There were 12 invalid questionnaires, thus leaving 232 respondents (14.5 percent response rate).

Lin et al. (2014) managed to prove that export market orientation affects export performance. Likewise; trust, commitment and social interaction have shown to significantly influence export market orientation. Commitment has the strongest influence, followed by social interaction and trust. However, the study of Lin et al. (2014) found no significant influence related to power on export market orientation.

In brief, the comparison between the three journal articles analyzed is summarized in the table 1.

RESEARCH METHODOLOGY
In this conceptual study, we apply an exploratory research approach and systematic literature review to meet our objectives and to answer our research questions. The publication of relevant journal articles is selected, relevant data is examined and synthesized, findings and contributions are evaluated, and the evidence is stated. Our aim is to examine whether existing literature can reveal the conceptualization of the quality of relationships.

Selected articles are analyzed according to the research objectives. The starting point of our study is three literature related to relational and global marketing, but with an emphasis on the parts relating to the quality of relationships. The three literatures are journal articles by Ural (2009), Drenkovska and Redek (2015), and Lin, Huang and Peng (2014). The research process began with extensive searches through academic databases covering the field of marketing, namely Proquest.

RESULTS AND DISCUSSIONS
In general, there is a close relationship between studies conducted by Ural (2009), Drenkovska et al. (2015), and Lin et al. (2014). All three studies appear to involve relational and performance aspects. Accommodation aspects of the relationship are also evident from the concepts analyzed in the three articles just mentioned. Ural (2009), for example, clearly discusses it in the form of the concept of relationship quality. This concept is further translated into four dimensions, namely information sharing, communication quality, long-term orientation, and relationship satisfaction. On the other hand, the study of Drenkovska et al. (2015) also examines this relational aspect. However, Drenkovska et al. (2015) looks more at this aspect of relations as part of resources or intangible assets owned...
by a company. Therefore, this relational aspect is translated as relational capital, which is a part of intangible capital. Furthermore, research by Lin et al. (2014) also examines the relational aspects by analyzing four variables related to aspects of relations, namely: commitment, trust, social interaction, and power.


On the other hand, Drenkovska & Redek (2015) examines the relationship of intangible capital, innovation, and export volume. Specifically, this study aims to analyze the effect of intangible capital on innovation, as well as the influence of innovation on export volume. In addition, Drenkovska et al. (2015) also scrutinizes more deeply on the relationships between the three types of intangible capital, namely: human capital, structural capital, and relationship capital. Human capital is tested for its influence on structural capital and relationship capital. Furthermore, structural capital is tested for its effect on relationship capital.

Lin, Huang and Peng (2014) investigate the impact of export market orientation on performance. To accommodate the relational perspective, Lin et al. (2014) also analyzes the implications of four variables related to relationship with regard to market orientation. In detail, the four variables are: commitment, trust, social interaction, and power.

As described previously, Ural (2009) analyzes the direct effect of the quality of relations on export performance. On the other hand, Drenkovska et al. (2015) encounters the indirect influence of relational capital on export volume, namely through innovation. Thus, innovation acts as a mediator variable that mediates the relationship between relational capital and export volume. The study findings of Drenkovska et al. (2015) could actually be even more profound if it could test the direct effect of relational capital on export volume. This may be possible because based on Ural studies (2009), relationship aspects can affect business performance directly.

Drenkovska et al. (2015) succeeded in proving the existence of a very strong influence between relationships on innovation. This means that companies that have good relations with their partners will be more capable to innovate; through input, process and output. This finding confirms the significance of maintaining long-term relationships to drive innovation in a sustainable manner.

In contrast to Ural (2009), Lin et al. (2014) attempted to analyze the indirect effects of variables related to relations - commitment, trust, social interaction, and power - on export performance. In contrast to Drenkovska et al. (2015), the study of Lin et al. (2014) describes the important role of export market orientation as a mediator variable that mediates the relationship between relations related variables and export performance. As previously described, the findings of Lin et al. (2014) can also be explored in more depth if the authors could test the direct effect of some of the relational related variables mentioned above on export performance. We believe this is possible because based on Ural studies (2009), aspects of relationships are able to directly affect business performance.

Moreover, Ural’s study (2009) does not fully and comprehensively identify some of the most important variables that form a general relationship quality and are widely studied in various previous studies. For example, Ural (2009) does not include trust and commitment variables as two important dimensions of relationship quality. In contrast, the study of Lin et al. (2014) identifies these variables.

With regard to the theoretical basis used, Ural’s study (2009) and Lin et al. (2009) are based on the relationship marketing theory. Specifically, Lin et al. (2009) based their research on the trust-commitment theory. On the other hand, the study of Drenkovska et al. (2015) uses the sequential theory of internalization and trade theory as the basis for analysis. Furthermore, Drenkovska et al. (2015) attempted to deepen the analysis by...
linking aspects of relations with innovation, and subsequently with performance.

Moreover, Ural’s study (2009) and Lin et al. (2009) only involved company respondents in one country, respectively Turkey and China. On the other hand, the study of Drenkovska et al. (2015) involves three countries, namely Slovenia, Albania, and Republika Srpska of Bosnia and Herzegovina. Therefore, the study of Drenkovska et al. (2015) succeeded in comparing different cultural findings between the three countries. Nonetheless, the three countries are still in one similar region, specifically in the Western Balkans. That is, cultural differences in the three countries can be argued to be less obvious. Therefore, further studies are recommended to be done in order to compare models in two or more different cultures.

With regard to the three articles discussed above, Navarro-Garcia et al. (2016) explains that dependence with foreign distributors, international capabilities, and foreign market environment are able to determine relational norms, such as cooperation, information exchange, and flexibility. In addition, these relational norms can encourage export performance.

Similarly, the study of Park et al. (2015) proves that tacit knowledge can affect the performance of international joint ventures. Exchange interaction can affect tacit knowledge. Relationship capital and joint venture size are also proven to be able to improve joint venture performance. Furthermore, Beleska-Spasoyna et al. (2013) argues that management resources, knowledge-based export resources, export planning capabilities, technological resources, business relations, institutional relations, and physical resources are competent to improve export performance.

Based on the review of several literatures as described previously, the understanding of the interconnection between aspects of relations (relationships) with business performance in the context of global marketing becomes more comprehensive. The quality of relationships at the global level can directly or indirectly affect global business performance. Regarding these indirect effects, the quality of global-level relations can at least affect three mediator variables, namely knowledge at the global level, innovation at the global level, and global orientation. Furthermore, these three variables can affect global business performance.

Figure 2. Integrated Conceptual Model
Another important variable besides relationship quality is intangible capital at the global level. This variable can determine the quality of relationships at the global level and also global business performance. Like relationship quality, intangible capital is capable to indirectly affect global business performance, namely through knowledge and innovation at the global level and global orientation. Based on the argument above, we designed a conceptual model (Figure 1.) to summarize the relationships between the variables analyzed.

There are several components of relationship quality, but in general various studies mention three main dimensions of relationship quality namely; relationship satisfaction, trust, and commitment (Ural, 2009; Lin et al., 2014). As described earlier, intangible capital consists of three forms, namely human capital, structural capital, and relational capital (Drenkovska et al., 2015). Knowledge at the global level can include tacit knowledge and explicit knowledge (Park et al., 2015). Global orientation can include five dimensions, namely entrepreneurial orientation, innovation orientation, interaction orientation, market orientation, and learning orientation (Gnizy et al., 2014). Conclusively, business performance has the ability to cover three categories, namely; financial performance, strategic performance, and competitive performance. In detail, the integrated conceptual model is depicted in the figure below (Figure 2.).

This integrated conceptual model is designed to help corporate leaders, including directors and global marketing managers to understand and design marketing strategies in the context of a more systematic global competition. The existence of this model is very beneficial for companies that conduct business and marketing relationships with partners from other countries all around the globe.

Based on this model, companies need to pay more attention to five main factors to improve business performance at the global level. The five factors are; intangible capital, quality...
of relationships with partners, knowledge, innovation, and global orientation. Intangible capital is a variety of intangible resources owned by global companies. Global companies must have intangible capabilities that will enable them to be able to compete at the global level, not only at the national or local level. Intangible capital may consist of human capital, structural capital and relationship capital. The contribution of these factors to global business performance is very significant. Besides contributing directly to improve performance, this factor is also able to influence the quality of relationships, knowledge, innovation, and global orientation. Companies that emphasize the importance of human capital will provide periodic employee training, including internships, coaching, and job rotation. The company also encourages the transfer of knowledge among employees. In addition, the company provides clear performance measures between high and low performing employees. Therefore, high-performing employees should be rewarded more than the standard or under-performing employees. This logic of thinking is obviously related to the endeavor of designing a fair and transparent payroll system.

Based on the description above, human capital is closely related to human resource (HR) capabilities within the company. Company leaders need to continue to increase this capital through improving the skills, knowledge and experience of their employees. Therefore, an effective employee training program needs to be carried out. In addition, collaboration between employees in a working environment as well as collaboration between the company and its partners in doing business can also encourage knowledge transfer, so as to improve employee skills, knowledge and experience. On the other hand, the employee recruitment process needs to be evaluated periodically to ensure that employees who are accepted have adequate skills, knowledge and experience.

Regarding structural capital, companies need to encourage active participation of employees in the team, in decision making, and in sharing risks. In addition, corporate leaders must make strategic decisions harmoniously. In addition, employees need to be encouraged to work together on different teams and be involved in an open dialogue about important decisions for the company. This means that employees also need to obtain rights to company information, give advice, discuss, and debate or even protest regarding an unfair company policy.

Furthermore, companies should pay attention to relationship capital. In other words, companies must continuously strive to create and manage good long-term relationships with their customers and suppliers. Moreover, information about customer preferences and needs, as well as competitors needs to be updated from time to time.

In addition to intangible capital, the quality factor of the relationship between the company and its partners in other countries is also able to improve global business performance. The higher the level of quality of the relationship, the higher the level of knowledge and innovation produced at the global level and the global orientation. Companies are able to obtain good quality relationships by creating relationship satisfaction while interacting with global partners. In addition, companies must be able to maintain the trust of partners, for example by keeping promises in accordance with agreements that have been established with partners. This means that companies need to show readiness and willingness to be beneficial for partners, including being willing to provide assistance and support for the problems faced by partners. The
strength of this relationship will become even stronger when it develops into a friendship-based relationship. The company must demonstrate a strong commitment to continuing relationships with partners. This commitment highlights a strong social bond between the company and partners. For that to happen, all parties must depict patience and forgiveness when there is one party who made a mistake.

Based on the conceptual model; knowledge, innovation, and global orientation factors play a significant role as mediator variables. These three variables can transform into intermediaries for intangible capital variables and relationship quality to influence global business performance. Knowledge can include explicit knowledge and tacit knowledge. In the practical world, explicit knowledge can be in the form of written knowledge about technology, procedural or technical guidelines, and written knowledge of management techniques. Explicit knowledge can be articulated, codified and stored. It can be learned from written material and transmitted to others. Conversely, tacit knowledge is relatively difficult to transfer to others both in writing and verbally. This category of knowledge can be obtained primarily through observation and interaction for example; managerial techniques, new marketing skills, and knowledge of other countries’ cultures.

If we connect this discussion further precisely through the context of business development (merger and acquisition strategy) as well as Human Resources (HR), companies regardless of their size may choose various strategies to “go-global” and perform soundly in the global business environment. Small companies in particular that have not yet sufficient resources to perform globally may pick the following strategies: Firstly, companies may opt to acquire new talents (new employees) from an established and reputable companies that already perform globally. In other words, small companies that lack knowledge to perform business globally may chose to hire or even high-jack (ex)employees of established global performing companies. The new-talents hired from the already established and globally performing companies are then expected to transfer all the required knowledge to obtain a sound global business performance. This terminology is also referred to as an organic organizational value chain.

Secondly, apart from acquiring new-talents or new employees from established and global performing companies, companies may also sell a certain amount of their company shares to companies that already have good global track-records. By selling their shares to a global and reputable company, the small or relatively inexperienced companies may learn a great deal from the global performing company. It is also hoped that the already global performing company would conduct knowledge transfers intensively to the relatively small or inexperienced company. This particular terminology is also referred to as an inorganic organizational value chain. The transfer of knowledge when conducted through inorganic strategy (company acquisition) should normally be faster than the organic strategy. One of the reasons is due to the greater degree of ownership and thus greater mutual-interest of the two companies.

To conclude this discussion, the authors of this conceptual-based research have highlighted several important arguments; Companies that endeavor sustainability, should have a global orientation to be able to improve their global business performance. Global orientation includes five dimensions, namely entrepreneurial orientation, innovation orientation, interaction orientation, market orientation, and learning orientation. Companies that have a global orientation and knowledge at the glo-
Global level can improve innovation capabilities at the global level. Innovation can be implemented in various forms, such as expanding existing product lines, producing new product lines, or producing new products that show newness and novelty in the global market. Finally, the factors of knowledge, innovation, and global orientation can encourage the improvement of the performance of global organizations.

CONCLUSION

This study aims to analyze the interconnection between relationship quality and global business performance. Through this study, it is expected to obtain a complete and integrated understanding of the associations between aspects of relations (relationships) and performance in the context of global marketing and global business. This research is an exploratory study through a literature review. Specifically, there are three main international journal articles reviewed. These three journal articles are written by Ural (2009), Drenkovska and Redek (2015), and Lin, Huang and Peng (2014). Furthermore, based on the study of the three journals and several other journal articles, an integrated conceptual model is designed. This model explains that the quality of global-level relations can at least affect three mediator variables, namely knowledge at the global level, innovation at the global level, and global orientation. Furthermore, these three variables can affect global business performance.

Another important variable besides relationship quality is intangible capital at the global level. This variable can determine the quality of relationships at the global level and also global business performance. Like relationship quality, intangible capital can also indirectly affect global business performance, namely through knowledge and innovation at the global level, and global orientation. The conceptual model designed should be empirically tested to ensure accuracy of the model.

Limitation

This paper is an exploratory study through literature studies on several international journals. Therefore, the conceptual model designed has not been tested its validity empirically. For that reason, further studies may be able to empirically test this model using samples. Subsequent research might be able to analyze differences in models for Micro and Small Medium Enterprises (MSME) as well as large scale enterprises. In addition, further studies should also examine differences in models between manufacturing and service companies.

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