

**INTERNET USAGE WITHIN B2B EXCHANGE PARTNERSHIPS:  
A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS**

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**ABSTRACT**

The Internet has been described as a major disruptive technology that has changed the face of B2B exchanges. This paper considers the Internet relative to its ability to support value creation within business-to-business exchange partnerships. The paper outlines four key characteristics that describe the Internet's attributes relative to value creation and proposes that the Internet's effect depends upon properly aligning these attributes with the economic and relational factors driving value creation. In particular, the paper proposes a contextual relationship between Internet usage, joint action and the resources shared between exchange partners. The paper concludes with implications regarding the importance of aligning Internet usage for both managing B2B exchange relationships and designing Internet-based B2B exchanges.