

# **RSAEM**

**RESEARCH SEMINAR IN APPLIED ECONOMICS AND  
MANAGEMENT**

**CANAN KOCABASOGLU  
HILLMER**

## **UNDERSTANDING SALES AND OPERATIONAL TENSIONS IN DOWNSTREAM NETWORKS**

Downstream supply chain structural complexity has consequences from both a marketing and operations perspective. The latter has received limited attention. Using data on the customer networks of electronic companies, we investigate the relationship of different aspects of downstream network complexity on operational and sales performance. The results suggest that there are tensions to be managed in the design of these networks.