

ISO 44004:2021-10 (E)

Collaborative business relationship management - Guidelines for large organizations seeking collaboration with micro, small and medium-sized enterprises (MSMEs)

Contents	Page
Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Context	1
5 Implementation	2
5.1 Relationship management	2
5.2 Visions and values	2
5.3 Business objectives	3
5.4 Collaborative leadership	3
5.5 Governance and processes	4
5.6 Collaborative competence and behaviour	5
5.7 Trust and commitment to mutual benefit	5
5.8 Value creation	5
5.9 Information and knowledge sharing	6
5.10 Risk management	6
5.11 Relationship measurement and optimization	7
5.12 Exit strategy	7
Bibliography	9