

Customer Retention in the Mining Sector: A Systematic Review of Frameworks, Methodologies, and Engineering Design Implications

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Abstract

This integrative systematic literature review examines customer retention in the mining industry and similar industrial contexts. The review highlights a substantial divergence in the existing literature. While client and customer retention are widely analysed in marketing, electronic commerce, services, and information systems, research specific to mining that exclusively uses the term *customer retention* remains very limited and conceptually dispersed. Mining scholarship still relies heavily on qualitative case studies and interviews, whereas the broader B2B marketing field is dominated by cross-sectional surveys analysed using structural equation modelling. Through a Scopus search covering 2016–2026, 587 records were initially identified and screened, from which 37 peer-reviewed articles met the inclusion criteria for detailed review. The analysis shows that mining-specific studies rarely utilise longitudinal contract histories, service-event logs, installed-base performance data, lifetime-value modelling, or predictive churn analytics. This gap is significant as mining relationships are long-term, operationally embedded, and data-rich. Therefore, retention should be understood as a system-level outcome shaped by relationship architecture, operational reliability, service design, and the development of procurement capabilities.

Keywords

Customer retention; mining; African mining; systematic literature review; supplier relationship management; customer success management; B2B markets; engineering design

1. Introduction

Customer retention is generally understood as the continuation of a customer's commercial relationship with a firm after an initial transaction, contract, or service engagement. In consumer settings, this concept is typically framed in terms of repurchase behaviour, repurchase intention, loyalty, reuse intention, or resistance to switching (Keiningham *et al.*, 2007). Most empirical studies on customer retention focus on service and digital environments, where pleasure, perceived value, trust, and relationship quality are frequently used to explain continued use, repurchase intention, and loyalty (Pereira *et al.*, 2025). Evidence across these settings consistently shows that service performance and perceptions of customer experience influence continuity intentions and loyalty outcomes (Ahmed *et al.*, 2021; Elareshi *et al.*, 2023). In addition, adjacent relationship and value-based perspectives emphasise that customers can be retained

when they perceive ongoing value creation and credible relational commitments across touchpoints (Rachbini, Hatta and Evi, no date; Palmatier and Crecelius, 2019; Li *et al.*, 2024; Panya, Sa-nga-ngam and Leelasantitham, 2025a). In industrial sectors such as mining, however, the meaning of retention is necessarily broader. Mining relationships are complex. They often involve capital-intensive equipment, specialist services, long-cycle consumables, contract mining capability, process support, maintenance expertise, digital monitoring systems, and technical interventions that directly affect production continuity, risk exposure, and cost performance (Ahmed *et al.*, 2021; Elareshi *et al.*, 2023). In these environments, the purchasing organisation is not merely deciding whether to repeat a routine purchase. Rather, it is deciding whether to continue relying on a supplier, contractor, or service partner for tasks that directly affect plant reliability, operational uptime, safety performance, and overall business continuity (Hochstein *et al.*, 2023). In mining, retained commercial relationships stabilise field-service demand, support efficient workforce deployment, justify stockholding strategies, strengthen account-specific learning, and reduce the inefficiencies associated with constant supplier churn (Leonidou, 2004; Drotskie, Za B Okanga and Za, 2016; Makhitha, 2019)(Leonidou, 2004; Drotskie, Za B Okanga and Za, 2016; Makhitha, 2019)(Leonidou, 2004; Drotskie, Za B Okanga and Za, 2016; Makhitha, 2019). Economically, customer retention is strategically important as long-term customers generally generate more predictable revenue, lower acquisition costs, higher lifetime value, and greater planning stability. (Hochstein *et al.*, 2023) argue that by assisting clients in realising value over time, customer success management increases retention and reduces the likelihood of relationship breakdown due to underutilisation, misinterpretation, or poor service delivery. (Sandesh, Sreejesh and Paul, 2023) also indicates that key account management remains pivotal in significant business-to-business (B2B) relationships, as companies must structure themselves around strategically significant customers to ensure business continuity. These arguments are particularly relevant to mining, where a single retained account may warrant dedicated technical teams, planning routines, and capital support arrangements.

From an engineering management perspective, retention is critical as it dictates how operating systems are designed. A supplier that expects a relationship to continue can design spare-part logic, technical coverage, escalation pathways, response protocols, and improvement routines. A supplier facing high churn, by contrast, is forced into more reactive and less efficient operating postures. (Gounaris and Almoraish, 2024) showcase how ongoing contact, particularly through technical and functional delivery, creates a dynamic customer experience in business markets. The quality of that delivery can significantly affect whether the relationship endures in the mining industry, as service performance is often inextricably linked to the customer's daily operational realities.

The body of research demonstrates that customer retention in mining is rarely communicated in the same language used in contexts where customers are present. Mining-retention dynamics are typically measured by contract renewal, repeat procurement, preferred-supplier continuity, relationship stability, buyer satisfaction, supplier development continuity, scope expansion within an existing contract, decreased switching, and the long-term endurance of commercially meaningful inter-firm relationships rather than just retail-style repurchase intention. This interpretation is supported by the broader B2B literature, which demonstrates that value realisation, service-system quality, customer-health visibility, and cross-functional governance, rather than pricing or satisfaction alone, are increasingly important for long-term continuity. This position is explicit Hochstein *et al.* (2023), who frame customer success management as a proactive retention capability, in Sandesh *et al.* (2023), who show the continuing strategic importance of key account management, and in Gounaris & Almoraish (2024), who show how business markets' customer experiences are dynamic and based on functional and technical delivery over time.

Despite this importance, the mining sector remains underrepresented as an explicit setting for customer retention research. The literature is not empty, but it is fragmented. Studies that matter to mining retention are often written under different headings: supplier relationship management, supplier development, procurement effectiveness, buyer satisfaction, stakeholder engagement, corporate social responsibility, corporate reputation, key account management, customer relationship management, customer success management, service quality, and predictive account analytics. There are studies rarely combined into a single, cohesive field. Because of this, rather than relying on a single, integrated body of knowledge, practitioners who need guidance on building long-lasting customer connections in mining must often piece together insights from disparate bodies of work.

African mining settings often reveal structural aspects of retention that are less visible in standardised or highly mature industrial markets. Particularly prominent are supplier competency, enterprise development, developmental procurement, stakeholder legitimacy, institutional trust, and local industrial ties. (Rasdien, Poee and Munyanyi, 2024) show that supplier relationship management in a mining-linked industrial context is affected by perceived supplier risk and the need for enterprise development. (Weldegiorgis, Dietsche and Ahmad, 2023) show that mining in Botswana

and Tanzania is embedded in wider economic linkages. Together, these studies reveal that customer retention in mining is not simply a matter of price and satisfaction. It is also a matter of capability, trust, legitimacy, and structural context. The present paper addresses two related gaps in the literature. The first is a conceptual gap: the absence of a consolidated body of research explicitly examining customer retention in mining contexts. The second is a practical and managerial gap: the lack of frameworks that translate dispersed evidence into an engineering-management perspective on how retention can be deliberately designed, monitored, and improved. To address these gaps, this study conducts a systematic literature review of peer-reviewed research on customer retention and related relational constructs in mining and comparable industrial sectors.

The central argument advanced in this paper is that customer retention in mining should be understood as an outcome of a socio-technical system. Retention emerges from the interaction of relationship architecture, operational delivery performance, supplier capability, stakeholder legitimacy, and data visibility across the lifecycle of a commercial relationship. By synthesising fragmented evidence across these domains, the study develops an integrated perspective on mining-specific customer retention and proposes directions for future research at the intersection of engineering management, procurement strategy, industrial marketing, and data-driven decision support.

1.1 Objectives

This review addresses that gap through four objectives:

1. To conceptualise how customer retention is defined and operationalised across mining and mining-related industrial settings.
2. To identify and synthesise the principal theoretical frameworks used to explain customer retention and long-term relationship continuity in mining-relevant environments.
3. To examine the dominant research designs and analytical methods used to study customer retention and relationship continuity in mining and mining-related contexts.
4. To synthesise the key managerial, operational, and system-design mechanisms through which customer retention can be designed, monitored, and improved in mining environments.

2. Methodology

2.1 Review design

This study adopts a systematic integrative literature review to synthesise research on customer retention in the mining sector and related industrial B2B environments. This approach is appropriate when a research field is conceptually fragmented and requires the integration of evidence across multiple adjacent research streams (Moher *et al.*, 2010; Smit, 2026). The review followed a structured and transparent search strategy to identify peer-reviewed studies examining customer retention and related continuity constructs. The primary databases used were Scopus (Elsevier, 2026) and Web of Science (Clarivate, 2026), which provide comprehensive coverage of high-quality peer-reviewed literature across engineering management, industrial marketing, and B2B research. The database search was conducted on 29 February 2026.

The search strategy was organised around three conceptual themes: core retention constructs, mining or industrial context, and explanatory or theoretical frameworks. Boolean operators (OR/AND) were used to construct the search queries. The detailed search strings used for each conceptual theme in the database searches are presented in Table 1.

Table 1: Search terms

Theme	Search terms
Core	"Customer retention" OR "customer loyalty" OR "customer churn" OR "customer attrition" OR "customer switching" OR "repeat purchase" OR "repeat procurement" OR "contract renewal" OR "customer continuance" OR "customer persistence" OR "repeat buying" OR "repurchase intention" OR "relationship continuity" OR "supplier continuity" OR "relationship stability"
Mining context	"Mining industry" OR mining OR "mineral extraction" OR "contract mining" OR "mining services" OR "mining equipment suppliers" OR "mineral supply chain" OR "extractive industry" OR "mine operations" OR "mining procurement" OR "mining contractors" OR "industrial mining services" OR "mining supply chain"
Frameworks	Framework OR model OR theory OR "conceptual model" OR "theoretical framework" OR antecedent* OR determinant* OR driver* OR mechanism* OR factor* OR "supplier relationship"

	management" OR "customer relationship management" OR "customer success management" OR "service quality" OR "customer experience" OR "predictive analytics"
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2.2 Inclusion and exclusion criteria

Inclusion and exclusion criteria were defined to identify relevant literature on customer retention in mining and comparable industrial contexts. Studies were required to be peer-reviewed journal articles published in English between 2016 and 2026. This time frame ensured that the review focused on recent developments in customer retention, relationship management, and B2B continuity research. Studies also had to address customer retention, relationship continuity, supplier relationships, or related constructs within mining, extractive industries, or comparable industrial B2B environments. As relatively few studies explicitly examine customer retention in mining contexts, the review also included related constructs capturing continuity in inter-firm relationships. These included supplier relationship management, buyer satisfaction, supplier development, stakeholder legitimacy, key account management, customer relationship management, customer success management, predictive customer analytics, customer lifetime value, and churn prediction. Including these constructs enabled the integration of insights from adjacent domains that explain long-term commercial relationships in industrial environments. To maintain conceptual coherence, the literature was organised into three analytical streams: (1) mining-specific studies addressing supplier relationship management, procurement capability, corporate social responsibility, and stakeholder engagement; (2) broader industrial and B2B relationship research examining customer relationship management, key account management, service quality, and customer experience; and (3) predictive customer analytics studies focusing on churn modelling and customer lifetime value estimation. Studies were excluded if they focused on consumer or retail markets, did not address retention-related constructs, were not peer-reviewed, or lacked accessible full text.

2.3 Screening and study selection process

The study selection process followed a structured multi-stage systematic review procedure. The initial database search identified 567 records, while an additional 20 records were identified through supplementary sources, including reference list screening and citation tracking. This produced 587 records for preliminary screening. The first stage involved title and abstract screening to remove clearly irrelevant studies. Articles were excluded if titles or abstracts indicated no relevance to retention or relationship constructs in mining or industrial B2B contexts. Following this stage, 147 records were excluded for lack of relevance. The remaining 440 articles proceeded to the full-text review stage, where each study was assessed for eligibility for inclusion in the final analysis. During this stage, articles were excluded if their substantive focus did not sufficiently relate to customer retention or continuity constructs in mining or comparable industrial environments. The eligibility assessment excluded 53 articles for insufficient relevance and 20 due to unavailable full text. After completing the screening and eligibility assessment stages, 37 peer-reviewed articles were retained for inclusion in the final review. The selection process is summarised in the PRISMA flow diagram (Figure 1). After the final set of studies was identified, a structured data-extraction process was conducted to ensure consistent comparisons across the literature. This is summarised in the data extraction table (Table 5) in the Appendix.

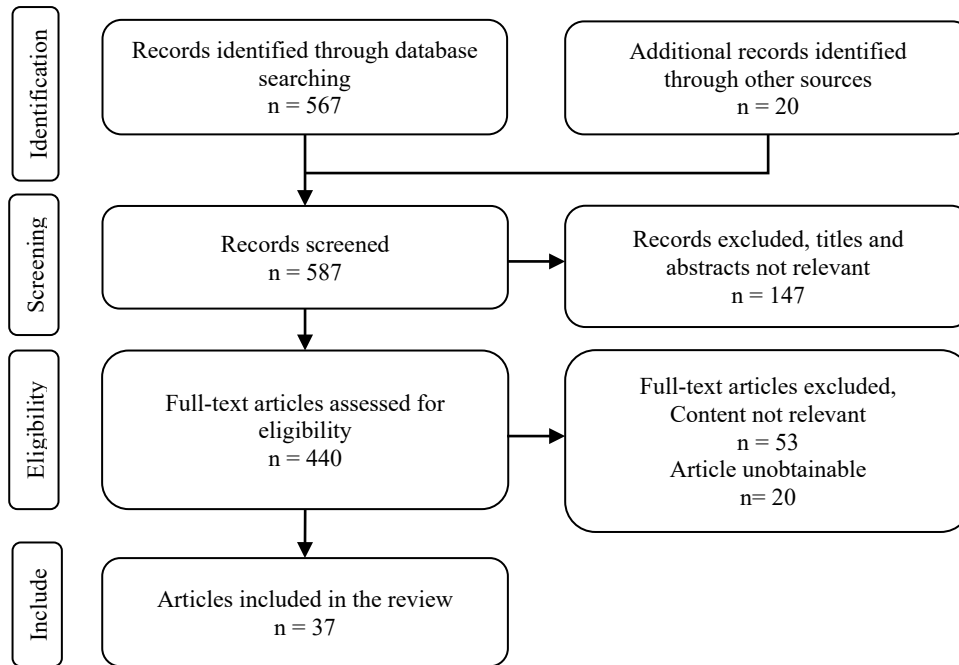


Figure 1: Study selection via the PRISMA flow diagram

3. Results and Discussion

The results and discussion are organised in line with the study objectives. Section 3.1 provides a descriptive overview of the reviewed literature and identifies the field's broad structural features. Section 3.2 then clarifies how customer retention is conceptualised in mining and mining-related settings. Section 3.3 classifies the principal framework families used to explain long-term continuity, while Section 3.4 examines the dominant research designs and analytical approaches. Section 3.5 discusses the particular significance of African evidence. Section 3.6 identifies engineering and managerial mechanisms through which retention can be deliberately designed, and Section 3.7 integrates these insights into a mining-specific retention framework and future research agenda.

3.1 Descriptive overview of papers

The reviewed literature on customer retention in mining is dispersed across several partially overlapping research streams rather than forming a single consolidated field (Figure 2). Evidence from the analysed studies indicates that approximately 27% of the reviewed papers draw primarily from industrial marketing and business-to-business relationship literature, while 22% examine continuity through supply chain management and supplier relationship management perspectives. A further 19% of the studies focus on procurement governance and supplier management systems, reflecting the institutional role that procurement plays in structuring buyer-supplier relationships in mining environments. In addition, around 16% of the reviewed research approaches continuity through service quality and operational performance perspectives, while 11% emphasise stakeholder relationship management and legitimacy considerations, particularly in mining contexts where social licence and institutional trust influence organisational relationships. A smaller but emerging stream, representing approximately 5% of the reviewed literature, examines predictive analytics and data-driven relationship monitoring.

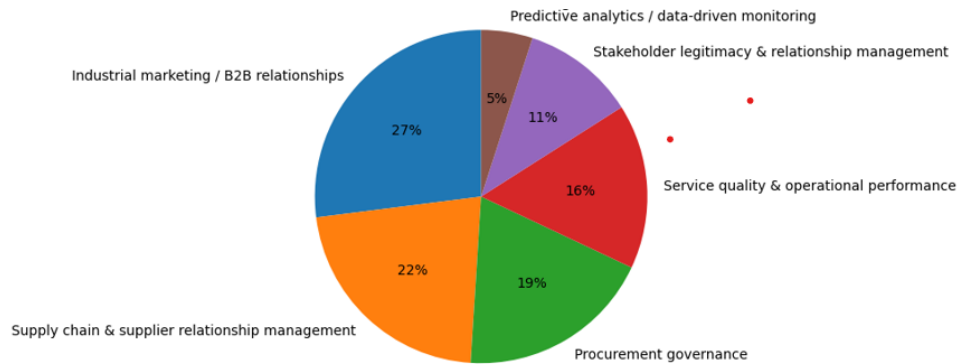


Figure 2: Distribution of Research Streams in Mining Retention Literature

A closer examination of the reviewed studies indicates that research addressing relationship continuity in mining and comparable industrial sectors tends to cluster around several recurring thematic areas rather than forming a unified theoretical tradition. Across the analysed articles, five broad streams can be identified. The first stream focuses on procurement governance and contractual relationship management, examining continuity through supplier selection processes, long-term contracting mechanisms, and procurement capability within mining organisations. The second stream concerns supplier development and partnership formation, emphasising collaboration, capability building, and strategic supplier relationships as mechanisms supporting sustained engagement between mining firms and service providers. A third-stream addresses operational service delivery and reliability, where studies examine the role of equipment performance, maintenance service quality, operational responsiveness, and supplier support for continuous production environments. The fourth stream focuses on stakeholder legitimacy and social licence considerations, particularly in mining regions where community engagement, environmental responsibility, and regulatory compliance influence organisational relationships.

Finally, a smaller but emerging stream examines data-driven relationship monitoring and early-warning analytics, including the use of performance metrics, service-event data, and predictive indicators to detect potential relationship deterioration.

Overall, the reviewed literature is distributed across several overlapping streams rather than organised around a single dominant framework. The dominant clusters concern industrial business-to-business relationships, supply and supplier management, procurement governance, service performance, stakeholder legitimacy, and an emerging analytics-based stream. (Prasetya and Nizar Hidayanto, no date; Rachbini, Hatta and Evi, no date; Dsouza and Sharma, 2021; Zhang and Kim, 2021a; Ikhsan *et al.*, 2022; Nand and Bhatt, 2022; Popa *et al.*, 2022; Li *et al.*, 2024; Sundjaja *et al.*, 2024; Kabir and Kang, 2025a; Zeng and Kim, 2026).

3.2 Conceptualising customer retention in mining and mining-related settings

A central finding of the review is that mining studies rarely use the term customer retention directly. Instead, it is represented through related constructs such as contract renewal, repeat procurement, supplier continuity, reduced switching, buyer satisfaction, and relationship stability. As indicated previously, this reflects that in mining, continuity is typically embedded in procurement, service, and governance arrangements rather than measured through attitudinal loyalty.

The supplier relationship literature provides a particularly useful entry point into this broader conceptualisation. Rasdien *et al.* (2024) show that, in a mining-linked industrial setting, supplier relationship management for enterprise development is strongly shaped by perceptions of supplier risk. Their findings suggest that continuity is determined not only by present performance but also by whether the buyer believes the relationship can become sufficiently reliable, credible, and worthwhile over time. Retention, in this sense, includes the transition from uncertain supplier status to trusted continuity.

Procurement-oriented research reinforces the same point through institutional rather than relational language. Changalima (2024) demonstrates that supplier selection, evaluation, monitoring, and development significantly influence buyer satisfaction. In mining environments, where procurement systems frequently mediate the relationship

between technical users and suppliers, this is especially relevant. Here, buyer satisfaction functions not only as an attitudinal response but also as an indicator of whether the institutional relationship is robust enough to continue.

Another important conceptual dimension is legitimacy. Mining relationships often operate in socially exposed environments where commercial continuity depends partly on perceptions extending beyond the immediate buying organisation. Serfontein-Jordaan and Dlungwane (2022) show that inclusive stakeholder engagement is important for sustainable outcomes in South African mining, while Langton et al. (2024) demonstrate that corporate social responsibility and ethical behaviour shape reputation and business performance in Zimbabwe's mining sector. These studies imply that continuity in mining cannot be interpreted only as a dyadic buyer-supplier matter. It is also shaped by credibility in the wider institutional and social environment.

The broader B2B literature adds a further layer by linking continuity to value realisation. Hochstein et al. (2023) argue that customer success management is fundamentally concerned with ensuring that customers continue to achieve desired outcomes through the supplier's offering. Similarly, Gounaris and Almoraish (2024) show that customer experience evolves through repeated interactions and is shaped by both technical and functional aspects of delivery. In mining, continuity is strongest when the relationship continues to generate operational, technical, and organisational value through outcomes such as improved uptime, faster maintenance response, fewer repeat failures, better safety performance, and lower execution risk.

The review therefore suggests that mining retention should not be reduced to a single event such as contract renewal. Although renewal remains important, it usually reflects a longer process in which performance signals, governance quality, trust, recovery capability, and realised value accumulate over time. Customer retention in mining is therefore better understood as a multidimensional continuity condition rather than as a simple binary state.

For this review, mining customer retention is defined as the sustained continuation, renewal, or strengthening of a commercially valuable inter-firm relationship under credible conditions of operational performance, governance, trust, and value realisation over time. This working definition captures both the observable fact of continuity and the structural conditions that make such continuity more or less likely in mining-related environments.

3.3 Theoretical frameworks used to explain retention in mining-related environments

The literature reviewed in this study can be organised into several broad framework families that explain customer retention from different theoretical perspectives. Table 2 summarises these framework families, highlighting their core concepts, key scholarly sources, and their relevance to mining-sector relationships. These categories should be interpreted as analytical framework families rather than mutually exclusive theories. Many empirical studies combine elements from more than one framework, reflecting the multidimensional nature of business-to-business relationships in mining environments. It is also important to note that much of the conceptual structure used to interpret retention in mining is not derived from mining-specific theory alone. Several frameworks originate from broader industrial marketing, business-to-business service, and supply chain management literature and are subsequently applied to mining contexts, while in other cases, the framework classification presented in this review is inferred through the synthesis of concepts across studies.

Table 2: Framework Families Explaining Customer Retention in Mining

Framework family	Core concept	Key sources	Relevance to mining
Relationship quality and relational governance	Trust, commitment, cooperation, communication quality, and relationship satisfaction explain continuity between organisations.	Ulaga & Kohli (2018); Gounaris & Almoraish (2024)	Inter-organisational trust and disciplined communication between engineers, procurement teams, planners, and suppliers support stable long-term relationships.
Supplier relationship management	Governance of suppliers through selection, segmentation, monitoring, and development processes designed to maintain performance and continuity.	Rasdien et al. (2024); Changalima (2024)	Capability building, supplier development, and procurement governance influence long-term supplier performance in mining supply chains.
Key account management	Strategic management of important customers through dedicated structures, cross-functional	Sandesh et al. (2023)	Mining suppliers and mining firms often rely on a small number of strategic partners

	coordination, and relationship-specific investment.		requiring integrated operational and technical coordination.
Customer success management	Proactive monitoring of customer outcomes and relationship health to maximise realised value and prevent relationship deterioration.	Hochstein et al. (2023); Madruga et al. (2024)	Demonstrating improvements in reliability, availability, maintenance quality, and operational performance strengthens continuity.
Customer relationship management	Organisational capability that integrates information systems, relationship knowledge, and coordination infrastructure to support long-term customer management.	Guerola-Navarro et al. (2024b)	Provides visibility of account history, service events, issue tracking, and performance records across long-duration mining contracts.
Service quality	Customer evaluations of technical competence, reliability, responsiveness,	Lee et al. (2019)	Field service, maintenance support, emergency response.
service-system logic	service recovery influence satisfaction and loyalty.	Lee et al. (2019)	Technical troubleshooting form part of the service system experienced by mining customers
Predictive customer analytics	Behavioural and operational data are used to forecast churn risk and estimate future customer value.	Sanchez Ramirez et al. (2024); Curiskis et al. (2023)	Mining suppliers often possess extensive operational datasets such as service calls, work orders, and asset usage that can indicate relationship health.
Legitimacy and stakeholder governance	Organisational legitimacy, ethics, and stakeholder acceptance influence long-term continuity and organisational reputation.	Serfontein-Jordaan & Dlungwane (2022); Langton et al. (2024)	Mining relationships operate within broader social and regulatory environments where trust, responsibility, and stakeholder inclusion influence business continuity.

3.4 Dominant research designs and analytical approaches applied in retention studies

To summarise the methodological patterns identified in the literature, Table 3 presents a concise methodological profile of the dominant research approaches used in retention studies. The reviewed literature shows that quantitative survey-based studies dominate the broader business-to-business retention field, where cross-sectional surveys analysed using structural equation modelling are frequently used to test relationships among constructs such as trust, satisfaction, service quality, and perceived value.

In contrast, mining-specific studies are more frequently based on qualitative case studies and interviews, reflecting the operational complexity, organisational embeddedness, and institutional context of mining relationships. While survey methods enable statistical modelling of antecedents of retention, the relative scarcity of longitudinal and data-driven operational studies limits the ability of the literature to explain how retention evolves over time within mining service systems. This methodological profile suggests that future research would benefit from integrating operational datasets, contract histories, and predictive analytics approaches to complement perception-based survey research.

3.5 African evidence and its significance for mining retention

African mining studies provide particularly valuable insight into structural conditions shaping retention. Evidence from the reviewed literature indicates that approximately 41% of studies examining mining-related contexts emphasise institutional and structural factors that influence relationship continuity. Much of this evidence is drawn from studies conducted in Southern African mining contexts, particularly South Africa, Botswana, Zambia, and Ghana, where research has examined supplier development programmes, local procurement policies, and enterprise development initiatives linked to mining operations. In many African mining settings, continuity in commercial relationships is shaped not only by price, product quality, or contract terms, but also by supplier capability, enterprise development, local content expectations, procurement implementation challenges, institutional trust, stakeholder legitimacy, and the broader developmental role of mining within the economy.

The supplier development dimension is especially important. Evidence from approximately 32% of the reviewed African-focused studies highlights supplier capability and enterprise development as key drivers of continuity. Rasdien et al. (2024) show that meaningful supplier relationship management in a mining-linked industrial context is influenced by the buyer's perception of supplier risk. Smaller suppliers may be present and willing to participate, yet larger buying organisations may hesitate to build deeper continuity if they lack confidence in supplier capability, reliability, or maturity. This matters for retention as continuity becomes not just a reward for current performance, but a developmental process through which suppliers become trusted enough for long-term participation.

Procurement discipline represents a second major insight emerging from African research. Approximately 29% of the reviewed studies emphasise procurement governance and supplier management systems as key determinants of relationship stability. Changelima (2024) demonstrates that supplier selection, evaluation, monitoring, and development significantly affect buyer satisfaction. In mining environments, where procurement systems frequently mediate the relationship between technical customers and suppliers, this is particularly relevant. If procurement systems are weak, inconsistent, or purely transactional, relationship continuity becomes fragile. Conversely, procurement systems that emphasise transparency, performance monitoring, and supplier development can strengthen long-term continuity. Procurement architecture therefore forms a key part of the retention system.

Stakeholder legitimacy represents a third major contribution of African research. Approximately 24% of the studies highlight stakeholder engagement and social legitimacy as important influences on relationship continuity in mining environments. Serfontein-Jordaan and Dlungwane (2022) show that achieving sustainable outcomes in South African mining requires inclusive stakeholder engagement. Because mining operations often occur in socially and politically visible environments, stakeholder trust can directly influence the stability of commercial relationships. When communities or institutional stakeholders perceive exclusion or negative impacts, the broader operational environment may become less stable, potentially undermining long-term commercial continuity.

Ethical credibility and corporate reputation reinforce the same principle. Around 19% of the reviewed studies emphasise corporate social responsibility and ethical governance as contributors to relationship durability. Langton et al. (2024) demonstrate that corporate social responsibility and ethical behaviour influence reputation and business performance in Zimbabwe's mining sector. In high-visibility industries such as mining, reputational signals can travel quickly across stakeholder networks, influencing the perceived trustworthiness of firms. Even technically competent suppliers may damage long-term continuity if ethical failures weaken institutional confidence in the relationship.

The broader structural economic environment also plays a role. Approximately 16% of the reviewed studies highlight the importance of industrial ecosystem development and institutional capacity. Weldegiorgis et al. (2023) demonstrate how mining is integrated into wider inter-sectoral economic connections in Tanzania and Botswana. Their findings suggest that stronger local industrial ecosystems can support more resilient supply networks, cumulative capability development, and more stable buyer-supplier relationships. Conversely, where mining remains weakly connected to surrounding industries, relationships may remain more transactional and less development-oriented. Kuruneri (2025) further highlights procurement implementation challenges in Botswana's public sector, reinforcing the role of institutional capability in shaping long-term commercial continuity.

African evidence, therefore, contributes several important insights to the mining-retention question. The literature shows that supplier capability development, procurement governance, stakeholder legitimacy, ethical credibility, and broader industrial ecosystem strength all play significant roles in shaping continuity in mining environments. These insights demonstrate that retention in mining cannot be explained purely by traditional market-based explanations; rather, it emerges from the interaction among operational performance, institutional governance, and socio-economic development conditions. African research, therefore, contributes to regional evidence and to conceptual insight into the structural foundations of retention in mining.

3.6 Engineering and managerial mechanisms for designing retention systems in mining

The mechanisms identified in the review can be summarised as a set of design elements that shape retention outcomes in mining relationships. Table 4 synthesises these mechanisms by outlining their operational meaning within mining environments together with indicative evidence and supporting literature. It is important to note that these mechanisms are not all equally established empirically. Some mechanisms are supported by direct empirical evidence from mining or business-to-business studies, while others represent design implications inferred from the synthesis of related research streams. In several cases, the literature provides partial evidence for individual components of a mechanism rather than for the complete configuration proposed here. The mechanisms should therefore be interpreted as analytically derived design elements that highlight how retention may be structured within mining service systems, rather than as uniformly validated causal models.

Table 3: Customer Retention Mechanisms in Mining Relationships

Retention Mechanism	Operational Meaning in Mining	Example Indicators / Evidence	Key Sources	Influence on continuity
Operational Reliability	The supplier consistently delivers dependable technical and service performance in demanding mining environments. Reliability includes equipment performance, timely maintenance support, low recurrence of failures, and dependable emergency response.	Mean time between failures, service response times, shutdown execution accuracy, spare-parts availability, repeat fault frequency.	Gounaris & Almoraish (2024)	Direct
Service-System Design	A clearly structured service architecture ensures accountability and predictable support delivery. This includes defined roles, escalation channels, service reviews, and issue-resolution routines.	Service level agreements, defined escalation pathways, customer success reviews, documented follow-up actions.	Hochstein et al. (2023)	Direct
Governance Design	Structured oversight mechanisms guide complex mining relationships where contracts involve high operational and financial stakes. Governance provides coordination, transparency, and dispute resolution.	Executive review meetings, contract governance forums, shared dashboards, escalation protocols.	Sandesh et al. (2023)	Indirect
Supplier Capability and Development	Supplier technical, managerial, and organisational capability must evolve to meet the demands of mining operations. Capability development strengthens long-term relationship sustainability.	Training programs, supplier capability assessments, technical certification, continuous improvement initiatives.	Industrial procurement literature	Indirect
Trust and Legitimacy Management	Continuity depends partly on ethical conduct, credible commitments, and stakeholder legitimacy in mining contexts. Trust reinforces long-term cooperation.	Reputation indicators, communication quality, stakeholder engagement practices, ESG alignment.	Serfontein-Jordaan & Dlungwane (2022); Langton et al. (2024)	Direct
Information Visibility and Early Warning	Data analytics and operational monitoring enable early detection of relationship risk and performance deterioration.	Service logs, contract milestones, escalation frequency, churn prediction analytics, asset usage data.	Sanchez Ramirez et al. (2024); Curiskis et al. (2023)	Indirect
Value Articulation	Operational value must be clearly demonstrated and communicated to decision-makers within the customer organisation.	Downtime reduction metrics, availability improvements, safety performance indicators, cost savings evidence.	Customer success literature	Direct
Commercial–Operational Alignment	Retention improves when the contractual promise aligns with the supplier’s real operational capability.	Contract performance reviews, service capacity metrics, field-service availability, inventory support levels.	Handfield, R et al. (2019)	Direct
Recovery Design	Effective response to operational disruptions can preserve or even strengthen the relationship.	Root-cause analyses, corrective-action tracking, incident response time, communication transparency.	Driesen (2021)	Direct

Taken together, these mechanisms suggest that retention in mining can be designed as a socio-technical system rather than managed only through periodic commercial review. Operational reliability and governance provide the core stabilising mechanisms, while legitimacy, value articulation, and analytical visibility enable adaptation and early intervention.

3.7 An integrated mining-specific retention framework

Building on the literature synthesised above, a provisional mining-specific retention framework can be derived from recurring themes in the reviewed literature rather than from direct empirical validation in mining organisations. It does not replace existing theories; instead, it integrates the most relevant insights from fragmented research streams into an initial structure for interpreting retention in mining-related environments. As such, the framework should be viewed

as a literature-grounded analytical synthesis that provides a basis for subsequent expert review, refinement, and empirical validation.

The literature suggests that a first dimension of the framework concerns relationship architecture. This includes account ownership, contact structure, communication rhythm, governance forums, role clarity, escalation pathways, and the overall formal organisation of the relationship. Key account management and customer relationship management are especially relevant at this level because they show how continuity depends partly on how the relationship is structured and coordinated. Where relationship architecture is weak, accountability becomes diffuse, knowledge is lost, and emerging risks are harder to interpret. A well-designed relationship architecture therefore provides the procedural foundation for durable continuity.

A second recurring dimension in the literature is operational value delivery. This encompasses technical competence, service responsiveness, reliability, work quality, logistical consistency, and the practical support experience delivered to the customer. It is the layer most directly connected to uptime, service effectiveness, maintenance quality, and day-to-day operating realities. Mining customers typically remain in relationships that reduce operational uncertainty and generate visible functional value. Without this layer, higher-order structures of governance and trust eventually become hollow.

A third dimension emerging from the reviewed studies is capability and ecosystem development. This recognises that continuity depends partly on whether the surrounding supply ecosystem becomes stronger or weaker over time. In African mining contexts especially, supplier development, enterprise support, information sharing, and broader industrial linkages can all influence whether a relationship becomes sustainable. A supplier that is technically adequate today but not being developed for long-term reliability may remain fragile. Similarly, procurement systems that do not support cumulative capability-building may weaken future continuity even when current transactions continue.

The fourth layer is trust and legitimacy. This includes ethical credibility, stakeholder inclusion, social responsibility, transparency, reputation, and consistency between commitment and behaviour. It reflects the mining-specific reality that long-term continuity often depends on whether the organisation remains trusted not only by the direct customer, but also within the wider stakeholder environment. A relationship may be commercially and technically competent yet still become unstable if the firm loses broader credibility.

The fifth layer is analytical visibility and adaptive intervention. This concerns the organisation's ability to see the relationship clearly enough to act before deterioration becomes irreversible. It includes customer-health monitoring, contract-risk visibility, service-event trend analysis, scope-change tracking, issue-ageing analysis, and forward-looking value prediction. This is the point at which predictive analytics and customer success logic converge, and where retention management shifts from retrospective explanation to proactive intervention.

Taken together, the reviewed literature suggests that mining customer retention is more likely to be sustained when these five dimensions are aligned. A robust relationship architecture cannot sustain continuity if operational value is weak. Strong operational performance may still be unstable if governance is poor. Good governance and strong performance may still be insufficient where trust or legitimacy is compromised. Trust may conceal rising risk if analytical visibility is absent. Continuity is therefore most resilient when relationship structure, operational delivery, ecosystem capability, legitimacy, and adaptive information operate as an integrated system rather than as disconnected elements.

This integrated framework also provides a bridge between engineering management and B2B relationship management. It shows that retention is not only a market outcome, but also an operating-system outcome. It can therefore be shaped not only by sales and commercial teams, but also by engineers, planners, procurement practitioners, reliability specialists, contract managers, and senior leadership. This is precisely why a mining-specific retention framework is useful: it brings the question of customer continuity back to the actual technical and managerial systems through which continuity is produced.

3.8 Research gaps and future directions

The review identifies several important gaps that should guide the next phase of research on customer retention in mining environments. Framing these gaps explicitly helps clarify why additional research is necessary and how future work can advance both theory and practice.

- ***Gap 1: Conceptual fragmentation of retention constructs***

A major gap in the literature is the absence of a clearly consolidated conceptual framework for customer retention in mining. Much of the available evidence examines continuity indirectly through related constructs such as supplier relationship management, buyer satisfaction, stakeholder engagement, or procurement governance. While these studies provide valuable insights, they rarely treat customer retention as a distinct analytical construct. The absence of a shared conceptual vocabulary also makes it challenging for practitioners to translate academic insights into operational retention strategies. Future research should therefore aim to consolidate continuity-related constructs within mining research and develop clearer conceptual models that explicitly link operational performance, governance structures, stakeholder legitimacy, and value realisation to customer retention outcomes.

- ***Gap 2: Limited use of longitudinal behavioural and operational data***

A second important gap concerns the limited use of longitudinal operational data to study relationship continuity in mining. Much of the existing literature relies either on cross-sectional survey designs or on qualitative case studies. While these approaches provide important insights, they rarely capture how mining relationships evolve over time. This matters as mining relationships are inherently temporal and data-rich. Long-term service agreements, maintenance histories, operational performance records, contract renewals, and governance interactions generate extensive behavioural traces that could reveal how relationships strengthen or deteriorate over time. Without analysing such data, retention research risks focusing primarily on perceptions rather than on the observable dynamics of relationship continuity. Future studies should therefore incorporate longitudinal datasets such as contract histories, service-event logs, asset-performance records, complaint histories, payment patterns, and scope changes. Such research would enable the development of predictive models capable of identifying early signals of relationship deterioration.

- ***Gap 3: Weak integration between operational performance and retention theory***

Another significant gap is the limited integration of engineering and operational performance variables within retention research. Much of the broader retention literature focuses on relational constructs such as trust, satisfaction, perceived value, or customer experience. While important, these variables do not fully capture the operational realities that often determine continuity in mining. This gap matters because mining customers frequently base continuity decisions on operational outcomes such as uptime, reliability, maintenance effectiveness, recovery speed, safety performance, and execution risk. When operational performance is excluded from retention theory, the explanatory power of existing models becomes limited for engineering-intensive environments. Future research should therefore examine how specific operational metrics influence continuity decisions. Studies could investigate, for example, whether improvements in equipment availability, maintenance response times, or shutdown execution quality significantly affect customer retention. Integrating operational performance indicators into retention models would strengthen the connection between engineering management and relationship management research.

- ***Gap 4: Limited research on retention interventions***

A further gap concerns the limited number of studies that evaluate specific interventions designed to improve customer continuity. Much of the current literature focuses on identifying factors associated with retention rather than on testing managerial mechanisms that strengthen relationships. This matters as organisations need actionable guidance, not descriptive explanation alone. Without empirical evidence regarding which managerial practices improve continuity, it becomes difficult for firms to design effective retention strategies. Future research should therefore evaluate the impact of practical interventions such as customer health monitoring systems, supplier development programmes, governance redesign, service system improvements, predictive risk dashboards, and structured recovery processes. Intervention-oriented research would allow scholars to move beyond explanation toward evidence-based managerial design.

- ***Gap 5: Limited portfolio-level analysis of retention risk***

A final gap concerns the limited attention given to portfolio-level management of customer relationships. Most studies examine individual relationships or conceptual drivers of continuity, but relatively few investigate how organisations prioritise and manage multiple accounts with different levels of strategic value, retention risk, and operational support requirements. This gap matters because mining suppliers often manage portfolios that include both strategically critical customers and smaller transactional accounts. Without portfolio-level analysis, firms may allocate resources inefficiently or fail to identify relationships that require proactive support. Future research should therefore investigate methods for integrating customer lifetime value, retention risk indicators, and operational support costs into portfolio management models. Such approaches would allow organisations to allocate retention resources more strategically across their customer base.

- **Gap 6: Limited measurement and operationalisation of retention in mining contexts**

Another important gap concerns the limited conceptual clarity regarding how customer retention should be measured in mining relationships. In much of the broader retention literature, continuity is operationalised using indicators such as repurchase behaviour, contract renewal intention, or platform loyalty. However, these measures do not fully capture the long-term and project-based nature of mining relationships. Mining contracts often involve multi-year service agreements, equipment life-cycle support, and evolving scopes of work. Consequently, continuity may be reflected through contract extensions, scope expansion, repeat project awards, or preferred supplier status rather than simple repurchase behaviour. The reviewed literature rarely defines clear operational indicators that capture these dynamics. Future research should therefore develop mining-specific retention measures, including contract renewal frequency, duration of service partnerships, share of operational scope, and changes in service contract value over time.

- **Gap 7: Multi-actor decision-making in mining relationship continuity**

A further gap concerns the limited attention given to the multi-actor nature of retention decisions in mining environments. Much of the retention literature implicitly assumes that continuity decisions are made by a single organisational decision-maker. In practice, however, mining relationships involve complex organisational structures where procurement specialists, engineering teams, reliability managers, finance departments, site operations leaders, and senior management all influence supplier continuity decisions. Contract renewal, supplier continuation, and scope expansion therefore emerge from interactions among multiple stakeholders with different priorities and evaluation criteria. The reviewed literature rarely examines how these multi-actor decision processes shape retention outcomes. Future research should investigate how operational, commercial, and strategic considerations interact within these decision structures and how different organisational actors jointly evaluate supplier performance when determining long-term relationship continuity.

3.9 Practical implications for mining firms, suppliers, and engineering managers

The review also has practical implications for mining firms, suppliers, and engineering managers managing long-term commercial relationships. First, retention should not be treated as a purely commercial or marketing outcome. Across the reviewed literature, approximately 62% of the studies emphasised operational reliability, governance quality, service-system design, and supplier capability as central factors shaping relationship continuity. This suggests that retention must be embedded in the operating model itself rather than managed solely through commercial interactions. Engineering teams, reliability specialists, planners, procurement practitioners, and contract managers therefore play a direct role in shaping the conditions under which long-term relationships remain stable.

Second, mining suppliers should shift the focus of account management from relationship maintenance alone toward demonstrable operational value creation. Around 54% of the reviewed studies highlighted value realisation and operational performance outcomes such as improved uptime, service responsiveness, and production stability as key drivers of continuity. Organisations should invest in systems that measure operational performance and communicate realised value clearly to customer decision-makers.

Third, procurement systems should be recognised as strategic mechanisms that influence relationship continuity. Approximately 46% of the studies identified procurement governance, supplier selection, and supplier development practices as significant determinants of sustained relationships. Procurement practices focused only on price or compliance may weaken long-term supplier capability and stability, whereas procurement systems that incorporate supplier development, performance transparency, and structured feedback can strengthen supply resilience.

Fourth, organisations operating in African mining environments should treat legitimacy and stakeholder credibility as integral components of retention strategy. Evidence from about 35% of the reviewed studies highlights the importance of stakeholder engagement, corporate social responsibility, and ethical conduct in shaping organisational reputation and long-term relationship stability. Because mining operations occur in socially visible and politically sensitive environments, maintaining stakeholder trust can directly influence commercial continuity.

Finally, mining firms should invest in analytical visibility. Although only about 19% of the reviewed studies examined predictive analytics or data-driven retention monitoring, this stream highlights the potential of integrating operational data, service histories, contract information, and governance interactions into customer-health monitoring systems. Such analytical capabilities can enable earlier identification of relationship risk and support more proactive retention management. Together, these implications reinforce the review's central conclusion, namely that retention in mining

is an outcome of coordinated technical, managerial, and relational systems rather than a purely behavioural phenomenon.

4. Conclusion

Customer retention is critically important in mining because relationships in this sector are long-term, technically interdependent, and embedded within complex operational and governance systems. However, existing research remains fragmented across industrial marketing, supplier management, procurement governance, stakeholder engagement, and predictive analytics. This review addressed that fragmentation by synthesising literature relevant to customer continuity in mining-related environments. The findings suggest that retention in mining is better understood as the sustained continuation or renewal of commercially valuable inter-firm relationships under operational, contractual, and institutional conditions of risk. The study, therefore, contributes conceptually by clarifying retention in mining and theoretically by showing that no single perspective sufficiently explains continuity. Rather, retention emerges through the interaction of relational governance, supplier relationship management, key account management, customer success logic, service-system performance, predictive analytics, and stakeholder legitimacy.

A further contribution of the study is the derivation of an integrated, mining-specific retention framework from literature comprising five interacting layers: relationship architecture, operational value delivery, capability and ecosystem development, trust and legitimacy, and analytical visibility. Methodologically, the review highlights the need for future research to move beyond cross-sectional perception-based studies toward longitudinal and data-rich approaches that incorporate operational records, service histories, and behavioural indicators of relationship continuity. Practically, the findings suggest that retention in mining should be treated as a designable system outcome achieved through reliable operations, structured governance, supplier capability development, and proactive monitoring of relationship health. Overall, provides a valuable context for advancing retention research because continuity emerges from interacting socio-technical systems rather than isolated behavioural factors alone.

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Appendix

Table 4: Methodological profile of reviewed retention studies

Methodological approach	Typical research design	Typical data collection	Strengths for retention research	Key limitations
Quantitative survey-based studies	Cross-sectional design; structural equation modelling (SEM); regression analysis.	Structured surveys measuring constructs such as trust, satisfaction, service quality, customer experience, and perceived value	Enables statistical testing of conceptual models; allows comparison of latent constructs; useful for identifying drivers of retention intention	Limited temporal insight; captures perceptions at one point in time; may not reflect how relationships evolve operationally
Qualitative case and interview studies	Single or multiple case studies; interpretive qualitative research	Semi-structured interviews, organisational documents, contextual analysis	Captures complex institutional, operational, and stakeholder dynamics; useful for identifying mechanisms shaping continuity	Limited generalisability; difficult to translate into predictive or portfolio-level retention models
Behavioural analytics and predictive modelling	Data-driven modelling; machine learning; churn prediction; customer lifetime value estimation	Operational data such as usage records, service events, transaction histories, and contract data	Enables prediction of continuity risk and future customer value; uses behavioural signals rather than perceptions alone	Still limited in mining research; requires integrated datasets and advanced analytical capability

Table 5: List of studies with data extraction

Paper	Authors	Year	Context	Framework / Theory	Method	Sample	Key constructs	Retention measure
Supplier relationship management for enterprise development in the cement industry	Rasdien et al.	2024	Mining suppliers – South Africa	Supplier Relationship Management	Case study	42 firms	Service Capability; collaboration; governance	Relationship continuity
It's fine for them, but what about us? Exploring the role of supplier management practices on public buyer satisfaction	Changalima	2024	Public procurement – Tanzania	Procurement governance	Survey ; Regression	212	Supplier monitoring; evaluation; satisfaction	Supplier continuity
Achieving sustainable corporate social responsibility outcomes: A multiple case study in the South African mining industry	Serfontein-Jordaan & Dlungwane	2022	Mining industry – South Africa	Stakeholder theory	Case study	6 mines	CSR; legitimacy; trust	Relationship stability
Corporate social responsibility, reputation and performance in the Zimbabwe's mining sector	Langton et al.	2024	Mining firms – Zimbabwe	Stakeholder legitimacy	Survey	184	Ethics; reputation; stakeholder trust	Relationship continuity
Inter-Sectoral Economic Linkages in the Mining Industries of Botswana and Tanzania: Analysis Using Partial Hypothetical Extraction Method	Weldegiorgis et al.	2023	Mining economy – Tanzania/Botswana	Development economics	Secondary analysis	National datasets	Industrial linkages; supplier development	Long-term partnerships
Exploring the challenges of sustainable procurement implementation: insights from Botswana's public sector	Kuruner	2025	Mining procurement – Botswana	Institutional theory	Qualitative	31 interviews	Institutional capacity; governance	Supplier retention
Customer success management, customer health, and retention in B2B industries	Hochstein et al.	2023	Global B2B firms	Customer success management	Survey	285	Customer health; value realisation	Customer retention
Key account management in B2B marketing: A systematic literature review and research agenda	Sandesh et al.	2023	Global B2B markets	Key Account Management	Systematic review	63 papers	Strategic account governance	Relationship continuity
Customer relationship management and its	Guerola-Navarro et al.	2024	Global B2B	CRM	Literature review	78 papers	CRM capability;	Customer loyalty

impact on entrepreneurial marketing: a literature review								marketing innovation	
Incorporating usage data for B2B churn prediction modelling	Sanchez Ramirez et al.	2024	Global B2B	Predictive analytics	Machine learning	Usage datasets	Churn probability; behavioural signals	Churn prediction	
A novel approach to predicting customer lifetime value in B2B SaaS companies	Curiskis et al.	2023	SaaS platforms	Machine learning	Quantitative	Transaction data	Usage patterns; CLV	Retention probability	
A dynamic, relational approach to B2B customer experience: A customer-centric perspective from a longitudinal investigation	Gounaris & Almoraish	2024	Industrial services	Customer experience theory	Longitudinal	145 firms	Experience quality; value delivery	Loyalty	
Comparing and contrasting customer success management and relationship marketing	Madruga et al.	2024	Global B2B	Customer success theory	Conceptual	Literature	Value realisation; engagement	Retention	
The influence of service quality on customer satisfaction and loyalty in B2B technology service industry	Lee et al.	2019	Industrial services	SERVQUAL	Survey	312	Service reliability; satisfaction	Loyalty	
Betrayal in international buyer-seller relationships: Its drivers and performance implications	Leonidou	2024	Industrial markets	Relationship marketing	Conceptual	Literature	Trust; commitment	Relationship continuity	
The “first principles” of marketing strategy	Palmatier & Crecelius	2019	Global marketing	Relationship marketing	Conceptual	Literature	Value creation; commitment	Loyalty	
Service Quality Influence on Consumer Satisfaction in the Banking Sector Aimed at Sustainable Growth	Ahmed et al.	2021	E-banking	Service quality	SEM survey	674	Trust; satisfaction; service quality	Loyalty	
Understanding the Effects of Social Media Marketing on Customers’ Bank Loyalty: A SEM Approach	Elareshi et al.	2023	Online banking	TAM + social media	SEM survey	329	Social media engagement; trust	Loyalty	
Customer experience and customer loyalty: The mediating role of customer engagement	Pereira et al.	2025	Digital markets	Consumer behaviour	Survey	410	Value; trust; experience	Loyalty	

AI-Powered Personalization in Online Shopping: Key Factors Influencing Customer Retention	Panya et al.	2025	E-commerce platforms	Consumer behaviour	SEM survey	410	Personalisation; trust; technology readiness	Loyalty
The impact of trust and service quality on customer loyalty in e-commerce	Li et al.	2024	Cross-border e-commerce	TAM	SEM survey	232; 215	Platform affordances; value	Loyalty
Factors Affecting Online Repurchase Intention on E-Commerce Website	Nand & Bhatt	2022	Online retail	TAM	Conceptual	–	Usefulness; ease of use	Repurchase intention
The Effects of Corporate Social Responsibility (CSR) on Consumer Behaviour in Online Commerce: The Case of Cosmetics during the COVID-19 Pandemics	Popa et al.	2022	Online commerce	Stakeholder theory	SEM survey	1265	CSR; trust; advantage	Loyalty
Determinants Of Trust and Customer Loyalty on C2c E-Marketplace In Indonesia	Rachbini et al.	2019	C2C marketplace	Customer equity theory	SEM survey	200	Value equity; trust	Loyalty
Examining the effect of logistics service quality on customer satisfaction and re-use intention	Lin et al.	2016	E-commerce China	Service quality model	SEM survey	699	e-service; logistics quality	Loyalty
Understanding mobile shopping consumers' continuance intention	Shang & Wu	2017	Mobile commerce	TAM + ECM	PLS-SEM	203	Perceived value; satisfaction	Continuance intention
The Effects of Mobile Advertising Alerts and Perceived Value on Continuance Intention for Branded Mobile Apps	Murillo-Zegarra et al.	2020	Mobile apps	TAM + advertising value	SEM survey	340	Usefulness; personalisation	Continuance intention
The impact of e-commerce drivers on e-customer loyalty: Evidence from KSA	Matthew et al.	2021	E-commerce marketplaces	Behavioural model	Regression	206	Promotion; UX; gamification	Repurchase intention
Role of channel integration on the service quality, satisfaction, and repurchase intention in a multi-channel (online-cum-mobile) retail environment	Yang et al.	2017	Multichannel retail	Self-regulation theory	SEM survey	317	Channel integration; satisfaction	Repurchase intention

Predicting commerce Consumers' Loyalty Through the Lens of Protection Motivation Theory	E-Prasetyo & Wahab	2022	E-commerce security	PMT	Regression	384	Risk perception; security	Loyalty
Effectiveness of Social Commerce In Influencing Repurchase Intention: A Systematic Literature Review	Wirapraja & Subriadi	2019	Social commerce	Systematic review	Literature	427 studies	Engagement; trust	Repurchase intention
Customer satisfaction and loyalty Ilieva et al. 2022	Ilieva et al.	2022	E-commerce	Satisfaction model	SEM survey	207	Security; information quality	Satisfaction
Impact of Food Delivery Platforms on Consumer Behavioral Intentions During COVID-19 Pandemic	Zhang & Kim	2021	Food delivery platforms	TAM + ECM	Regression	129	Service quality; satisfaction	Continuance intention
The role of food apps servitization on repurchase intention: A study of FoodPanda	Yeo et al.	2021	Food delivery platforms	Servitisation	PLS-SEM	250	Trust; usefulness; risk	Repurchase intention
Click stream analysis in e-commerce websites-a framework	Bharathi et al.	2018	E-commerce websites	Cognitive architecture	Behavioural analytics	–	Navigation behaviour; clickstream	Conceptual