

關係利益對我國軍備武器採購專案管理績效研究

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摘要

National procurement risk management of considerations, this study intends to apply relationship marketing management in the relationship between the interests of our armament procurement of project management performance research considerations when trading relationships exist trust the parties to the transaction height of great importance to each other's cooperation in the existence of the relationship, and thus commitment to the relationship in order to sustain a long-term relationship, vendors by purchasing entering into long-term relationships, emphasis on the demand of the purchaser to provide innovative services to enhance the satisfaction of the purchaser as well as the trust of manufacturers, and thus more purchasing a commitment (Morgan and Hunt, 1994). Therefore, this study intends to use the relationship between the interests of research, as the research arms procurement project management performance factors Discovery our sales supplier relationships whether they have the effect of relational benefits. Linear regression analysis, the relationship between the interests of the psychological benefits for purchasing

performance has a significant positive impact.

關鍵字：relationship interests, project management and purchasing performance.