

A study of supply chain partnerships based on the commitment-trust theory

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Abstract

This study uses high-tech companies in Taiwan as research subjects to verify the fit of the commitment-trust theory and explore the supply chain relationships among research variables.

The key mediating variables model (KMV) proposed by Morgan and Hunt (1994) is applied to construct the research structure, hypotheses, and questionnaire. The proposed hypotheses are tested by structural equation modelling and confirmatory factor analysis.

In an exchange relationship, higher levels of trust can lead to better interactions. Trust is an important factor affecting supply chain partnerships. It can help increase the interest of both parties, facilitate constant co-operation and communication, and reduce uncertainties. Higher levels of commitment can also create more value benefits, reduce partners' propensity to leave, and enhance supply chain efficiency.

Empirical results indicate that relationship marketing is a strategy that promote trust and commitment of partners in high-tech industries. While information sharing and communication can increase partners' intention of long-term co-operation, functional conflicts can facilitate positive interactions and reduce uncertainties. Through relationship marketing, high-tech companies can create win-win strategic alliances to develop their competitive advantages in the market.

Keyword : Taiwan, Supply chain management, Partnership, Relationship marketing, High-tech companies, Commitment-trust theory, Supply chain relationships, Key mediating variables model