

# A study of the impact of corporate reputation on cooperative intention : 以工作價值觀為干擾變數 / 陳蘊玉 撰 .- 彰化縣

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## ABSTRACT

The cooperative intention of good subcontractors is a key to ensure construction quality. Previous studies have shown that corporate reputation affects initial trust, which in turn determines one's cooperative intention to form partnership. Besides, work values also influence an individual's professional attitude and job performance. Thus, based on findings of previous literature, this study attempted to investigate the relationship among corporate reputation, work values of subcontractors, and subcontractors' intention of cooperation with contractors. The research model consisted of corporate reputation as a dependent variable, cooperative intention as an independent variable, and work values as a moderator. The sample comprised project managers, on-site representatives or supervisors of subcontractors providing materials and labor to contractors of public construction projects and private collective housing projects. To ensure that all the respondents had sufficient understanding of their cooperative relationship with contractors, only subcontractors with more than one year experience of cooperation with contractors were selected. The questionnaires were distributed to respondents according to their share of the total construction expenditure. A total of 288 valid responses were obtained. Results indicated that corporate reputation indeed affected cooperative intention of subcontractors in the construction industry. Among the items in the corporate reputation dimension, attraction was most highly associated with cooperative intention. In addition, subcontractors' cooperative intention was also affected by their individual work values, among which intrinsic reward had the highest effect on and the strongest relation with cooperative intention. The hypothesis that work values moderate the relationship between corporate reputation and cooperative intention was partially supported.

Keywords : corporate reputation、cooperative intention、work values

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