

越南公司經銷商關係管理對銷售之影響

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摘要

本研究探討影響越南經銷商的關係管理對公司的銷售。它探討業務聯繫，信息交流與合作的規範和銷售之間的關係，以信任和承諾為中介作用。基於問卷的調查，以回報率79.2%，完成了對198名在越南的製造業工作的經理人。從調查的回應進行統計的可靠性，多元回歸，單因素方差分析和相關的分析。結果表明，業務聯繫，信息交流和合作規範的信任，承諾和越南經銷商的銷售呈正相關。

關鍵詞：業務聯繫、信息交流、合作規範、信任、承諾、銷售

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