

The Impact of Distributor Relationship Management on Company's Sales in Vietnam

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ABSTRACT

The study explores the impact of distributor relationship management on company's sales in Vietnam. It examined the mediating effects of Trust and Commitment on the relationship among Operational linkages, Information exchange & Cooperative norms and Sales. A paper-based survey, with a return rate of 79.2 %, was completed by 198 Vietnamese managers working in Vietnam's manufacturing industries. Responses from the survey were statistically analyzed with reliability, multiple regression, one-way ANOVA and correlation. The results showed that Operational linkages, Information exchange & Cooperative norms were positively related to the Trust, Commitment and Sales of Vietnamese distributor.

Keywords : Operational linkages、 Information exchange、 Cooperative norms、 Trust、 Commitment、 Sales

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