

供應商與經銷商策略整合影響因素之研究-以汽車業為例

林千料、賴其勛、邴傑民

E-mail: 9015566@mail.dyu.edu.tw

摘要

現今企業在外在環境、競爭形式、成本方面的考量之下，大多趨向合夥方式來經營，即將許多價值活動交託由企業網路的其他成員來執行，以求經營彈性、市場反應迅速、降低成本。因此，本研究的主要目的，即探討策略整合在汽車產業中的應用，並探討其所帶給經銷商績效的影響。本研究是以台灣地區獨立的汽車經銷商為研究對象，藉由經銷商的角度來衡量供應商與經銷商之策略整合程度及其影響因素的關係。經實證分析發現：1.當汽車經銷商越依賴供應商時，則經銷商的策略整合的程度就會越高。2.當汽車經銷商與供應商間的關係品質越好，則經銷商的策略整合程度也越高。3.當汽車經銷商與供應商間的關係導向越趨向於長期時，經銷商的策略整合程度亦增加的越明顯。4.汽車經銷商對供應商的關係導向與關係品質呈正相關。5.當汽車經銷商所做的策略整合程度越高，則對其績效的影響也越好。

關鍵詞：策略整合、汽車經銷商、績效

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