

ON DETERMINANTS OF STRATEGIC INTEGRATION IN DISTRIBUTOR - SUPPLIER RELATIONSHIPS IN MOTOR INDUSTRY

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ABSTRACT

NOWADAYS, ENTERPRISES, UNDER THE INFLUENCE OF EXTERNAL ENVIRONMENT, TYPES OF COMPETITION, AND PRINCIPAL COST, ARE MOSTLY TOWARD THE DIRECTION OF JOINT VENTURE. AS A RESULT, MORE VALUABLE ACTIVITIES ARE PUT IN THE HANDS OF ENTERPRISE NETWORK, FOR PURSUING MANAGEMENT ELASTICITY, FAST MARKETING REACTION, AND LOWERING COST. THEREFORE, THE MAIN PURPOSE OF THE PRESENT STUDY IS TO INVESTIGATE THE APPLICATION OF POLICY INTEGRATION IN AUTOMOBILE INDUSTRY IN ATTEMPT TO INVESTIGATING THE INFLUENCE ON DISTRIBUTION PERFORMANCE. THE STUDY IS LIMITED TO AUTOMOBILE DISTRIBUTORS IN TAIWAN, THROUGH DISTRIBUTOR'S VIEWPOINT TO INVESTIGATE THE RELATIONSHIP OF INFLUENCE FACTORS IN STRATEGIC INTEGRATION BETWEEN SUPPLIERS AND DISTRIBUTORS. THROUGH FACTUAL ANALYSIS, IT IS FOUND THAT : 1.AS AUTOMOBILE DISTRIBUTORS RELY MORE ON SUPPLIERS, THE DEGREE OF STRATEGIC INTEGRATION FOR DISTRIBUTORS GETS HIGHER. 2.AS THE RELATION QUALITY GETS BETTER BETWEEN AUTOMOBILE DISTRIBUTORS AND SUPPLIERS, THE DEGREE OF STRATEGIC INTEGRATION IS HIGHER FOR DISTRIBUTORS . 3.AS THE DIRECTED RELATION IS TOWARD LONG-TERM BETWEEN AUTOMOBILE DISTRIBUTORS AND SUPPLIERS, THE DEGREE OF STRATEGIC INTEGRATION FOR DISTRIBUTORS ALSO APPEARS OBVIOUS. 4.THE DIRECTED RELATION AND QUALITY RELATION BETWEEN AUTOMOBILE DISTRIBUTORS AND SUPPLIERS APPEARS TO BE POSITIVELY CORRELATED. 5.AS THE DEGREE OF STRATEGIC INTEGRATION GETS HIGHER BETWEEN AUTOMOBILE DISTRIBUTORS AND SUPPLIERS, IT HAS HIGHER INFLUENCE ON PERFORMANCE.

Keywords : STRATEGIC INTEGRATION , AUTOMOBILE DISTRIBUTORS , PERFORMANCE

Table of Contents

第一章 緒論--p1 第一節 研究背景與動機--p1 第二節 研究問題與目的--p2 第三節 研究範圍--p3 第四節 研究流程及論文架構--p4 第二章 文獻探討--P6 第一節 策略整合--P6 第二節 策略整合的影響因素--P8 第三節 影響因素的相互影響--P.16 第四節 績效相關理論--P17 第三章 研究方法--P23 第一節 研究架構--P23 第二節 研究假說--P26 第三節 研究變數及操作型定義--P26 第四節 研究設計--P29 第五節 資料分析方法--P31 第六節 信度與效度之檢定--P32 第四章 資料分析與研究結果--P37 第一節 廠商基本資料分析--P37 第二節 描述性統計--P39 第三節 路徑分析--P.45 第四節 實驗結果彙總--P56 第五章 結論與建議--P56 第一節 研究結論--P56 第二節 管理意涵及建議--P61 第三節 研究限制--P63 第四節 對後續研究者的建議--P.64

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