

投機主義的管理機制與事後交易成本-以連鎖便利商店為例

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摘要

隨者國內連鎖便利商店不斷擴張，門市處處可見，相對的加盟總部與各門市間管理也越重要，因此本研究主要是探討行銷通路中，加盟總部透過管理機制的運用，對投機主義與事後交易成本的影響。以往在國內研究投機主義的實證很少，希望藉由此能提供連鎖便利商店相關知識，以降低成本與提昇效率。樣本資料是從114家連鎖便利商店所獲得資料，主要研究結果顯示如下：一、若加盟總部擁有較多所有權，相對的可減緩加盟者的投機心態，也就是說，擁有所有權越高時，是可以抑制投機主義。二、若有效減緩加盟者的投機主義，會降低事後交易中之談判成本與適應成本。三、彼此間的關係規範越高，亦會降低談判成本，產生直接的影響效果。

關鍵詞：交易成本理論，資產專屬性，關係規範，投機主義，事後交易成本

目錄

第一章 緒論--P1 第一節 研究背景--P1 第二節 研究動機--P2 第三節 研究目的--P4 第二章 文獻探討--P6 第一節 交易成本分析--P6 第二節 管理機制--P15 第三節 不同型態的所有權--P17 第四節 資產專屬性--P17 第五節 關係交易理論--P24 第六節 投機主義--P28 第七節 連鎖便利商店--P30 第三章 研究方法--P41 第一節 研究架構與操作性義--P41 第二節 研究假設--P42 第三節 問卷設計 --P47 第四節 抽樣方法與樣本結構--P51 第五節 資料分析方法--P53 第六節 信度、效度--P55 第四章 研究結果與分析--P65 第一節 廠商基本資料分析--P65 第二節 各構面之敘述性統計--P66 第三節 本研究理論模式架構--P67 第四節 巢狀分析--P70 第五節 完整模式分析結果--P74 第六節 結果討論--P83 第五章 結論與建議--P88 第一節 管理涵義--P88 第二節 研究限制--P89 第三節 未來研究建議--P89

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