

# THE GOVERNANCE MECHANISMS OF OPPORTUNISM AND EX POST TRANSACTION COSTS IN CHAIN CONVENIENCE STORES

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## ABSTRACT

With widespread of chain convenient stores in the domestic market, retail stores can be seen everywhere. It reflects the importance of management between chain headquarters and the retail stores. The purpose of the study is to discuss the impact of governance mechanisms from headquarters on the stores' opportunism and the effect of opportunism on the headquarters' ex post transaction costs. There are few empirical studies on opportunism in Taiwan. This research hopes to provide related knowledge and information on chain convenient store to further reduce cost and increase efficiency. The sample information is from 114 chain convenient stores, and the results are shown below: 1.If the chain headquarter controls more ownership, it can eliminate the opportunism attitude of the franchisees; 2.If the franchisees' opportunism were effectively reduced, it would also reduce the ex post transaction costs of negotiation and adjustment 3.The higher the relational norms between headquarters and franchisees, the lower the negotiation cost of headquarters. It means the relational norms have direct effect on the ex post transaction cost of negotiation.

Keywords : Transaction cost theory ; Transaction-specific assets ; Relational norms ; Opportunism ; Ex Post Transaction

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