

從交易成本分析與關係交換理論之觀點探討投機主義之管理機制=the governance mechanisms of opportunism:integrating from transa

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摘要

本研究為了要了解製造商與供應商間的投機主義可以利用何種機制來有效管理，因此分別由交易成本分析與關係交換理論的觀點，整合出三種適合製造商用來管理供應商關係的方式，其分別為：徵選、資產專屬性與關係規範。我們除了想探討徵選、資產專屬性與關係規範這三個機制如何單獨地影響供應商的投機主義外，也想知道這三個機制分別由交易成本分析和關係交換這兩個不同的理論觀點來分析時，有何不同的差異。經實證的研究後我們發現，雖然本研究的結果並無法支持先前所有的假設，證明這些管理機制都能個別地、或聯合地對於供應商的投機主義產生抑制的功效，但本研究還是發現當徵選、資產專屬性與關係規範這三個管理機制單獨使用，或在關係交換理論觀點下的大部分情況時，管理機制都還是能有效地降低供應商的投機主義。此外，我們也發現當交易夥伴間存有高度的關係規範，而且使用很少的徵選與資產專屬性時，管理機制降低供應商投機主義的效果是最明顯的。

關鍵詞：交易成本分析；關係交換理論；管理機制；投機主義；徵選；資產專屬性；關係規範

目錄

第一章緒論 第一節 研究背景與動機 1 第二節 研究目的 3 第二章文獻探討 第一節 交易成本理論 4 壹、交易成本理論的概述 4 貳、交易成本形成之原因與交易特性 5 參、交易成本的來源和型態 10 肆、組織間的統治結構 13 第二節 關係交換理論 15 壹、關係契約理論的概述 16 貳、關係交換與關係規範 18 參、組織間的統治結構 21 第三節 投機主義 23 壹、投機主義的定義 23 貳、投機主義的衡量與分類 24 參、影響投機主義的相關因素 30 第四節 管理機制 34 壹、管理機制的意義 34 貳、管理機制的類型 35 第三章研究方法 第一節 研究假設與研究架構 39 壹、研究架構 39 貳、研究假設 40 第二節 變數之定義與衡量 45 壹、管理機制 45 貳、投機主義 47 第三節 抽樣設計與問卷回收 48 第四節 資料分析方法 48 第五節 探索性因素分析 50 第六節 信度分析 53 第七節 效度分析 55 第八節 研究限制 57 第四章資料分析與結果 第一節 樣本基本資料分析 58 第二節 複迴歸分析 61 壹、複迴歸模式的建立 61 貳、管理機制單獨使用時對投機主義的效果 67 參、管理機制同時存在時對投機主義的影響 70 第三節 研究結果 74 第五章結論與建議 第一節 結論 77 第二節 管理上的應用 78 第三節 未來研究方向 81 參考文獻 84 附錄一：本研究之問卷 98

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