

行銷通路中買賣關係之研究

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摘要

面對資訊科技的快速演進，企業所面臨外在環境的競爭也日益激烈，企業與企業間的合作不外乎為了提升產品品質和降低成本以增加企業的競爭優勢並滿足顧客的需求。在面對如此競爭的環境，許多企業改變以往和上游廠商敵對的狀態轉為建立良好的長期關係，因為有著相同的經營目標，企業間才能共存共榮，分享彼此的知識和資訊。因此，交易雙方彼此的合作關係顯得格外重要。在交易中，除了外在環境的干擾外，交易雙方以哪些行為來促進彼此的關係與為何會有這些行為產生則為本研究之研究動機。因此，在這篇論文中所真正要探討的在於製造商與供應商之間實際的行為包含資訊的交換、營運的連結、合法的契約、合作規範、買方的適應和賣方的適應等。藉由質性研究深入訪談的方法來探討並瞭解實務界中有哪些關係行為是被用來強化彼此雙方關係等。本研究發現，資訊產業中製造商採購的訪談可探尋出三個關係行為的影響因素，分別為：市場競爭、資訊科技與政府電子化輔導，這三個因素影響關係行為之進行，並提昇供應商績效與製造商滿意度。

關鍵詞：供應商；製造商；關係行為；資訊產業

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