

The Buyer-Seller Relationships in Information Industry

蘇勤惇、賴其勛

E-mail: 9125886@mail.dyu.edu.tw

ABSTRACT

The fast improvement of information technology has made the enterprise facing more and more external competitions. The cooperation between the enterprises can help themselves to promote the quality of product and reduce the cost that could increase the advantages of competition and satisfy with customer 's requirement. For this reason, a lot of manufacturers have changed the antagonistic attitude become to build good and long relationship with their suppliers. Because they have the same operating goal, and then they can cooperate and share the information and knowledge each other. Thus, the cooperation becomes more important for them. Above all, besides of interference from outside, it focuses on which behaviors will improve the relationship between business transactions parties and what happened with them. Therefore, we want to specify what is the actual action between manufacturers and suppliers including information exchange, operational linkages, legal bonds, cooperation and relationship-specific adaptations by buyers and sellers. We use the in-depth interview and narrative analysis method to know which relations are useful to each other in our business. Ultimately, it find out three influential factors of relationships, includes marketing competition, information technology and e-business guidance and assistance by Government. These factors affect relational behaviors with buyers and sellers, and then promote the satisfaction and performance in information industry.

Keywords : suppliers ; manufacturers ; relational behavior ; information industry

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