

全球化對鋼鐵業承包商組織購買行為影響之研究

王君君、鄭華清

E-mail: 9800769@mail.dyu.edu.tw

摘要

本研究旨在探討全球化六項變數地理中心策略、行銷策略、全球化組織結構、人員遠景領導、全球文化、管理程序對鋼鐵業承包商組織購買行為之影響，及各變數間有何關聯性。並依據研究結果對實務界提出建議。以鋼鐵業承包商為研究對象。研究結果顯示：全球化組織結構對承包商組織購買行為之影響；全球文化對承包商組織購買行為之影響；管理程序對承包商組織購買行為之影響；但行銷策略、人員遠景領導對承包商組織購買行為關係不明顯。

關鍵詞：全球化、組織購買行為、鋼鐵業承包商

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