

Supply chain performance improvement through partner relationship
management

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Abstract

This paper aims to investigate how high-tech companies improve their weaknesses through partner relationship management to maximize their supply chain performance. Through literature review, four constructs of the research are obtained, namely information sharing, e-process, partner relationship management, and supply chain performance. Based on these constructs, we develop the research structure, hypotheses, and a questionnaire. We then administer the questionnaire to executives in Taiwan's high-tech industries and analyze their responses using confirmatory factor analysis and structural equation modeling to validate the proposed structure and hypotheses. Results indicate that constructing a sound e-process can help enterprises increase supply chain performance. Information sharing ability, which is usually positioned according to the type of organization, also influences supply chain performance. Overall, most of the surveyed enterprises are able to use information sharing and e-process to integrate resources of partners and enhance their supply chain performance.

Keyword : Information sharing, e-Process, Partner relationship management, Supply chain performance