

Supply chain performance improvement through partner relationship  
management in the high tech industry

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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 (CFA) and structural equation modeling (SEM) to validate the proposed structure and hypotheses. Results indicate that information sharing has positive influence on partner relationship management and supply chain performance; e-Process has positive influence on partner relationship management and supply chain performance; finally, partner relationship management has positive influence on supply chain performance. Overall, through information sharing and use of e-process, enterprises can enhance the closeness of their relationship with partners to increase their own competitiveness and maximize supply chain performance. Therefore, high-tech companies can use the above findings as a reference to establish win-win partnerships and enhance their supply chain performance.

Keyword : partner relationship management, supply chain performance, information sharing, e-process