

The Effect of the Application of Information Technology and Strategic Partnership on the Firm Performance of Logistics Service Providers

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Abstract

There have been conflicting results regarding the effect of the application of information technology (IT) on firm performance reported in the literature. In this study we explore the relationships between IT application, strategic partnership and firm performance for a logistic service provider (LSP). The research model developed based on the literature results and the special characteristics of the LSP and validated using the structural equation modeling method. The data for model validation are collected by questionnaire survey from LSPs operating in Taiwan. Empirical analysis of the stratified sample results show that the application of IT has a positive influence on both strategic partnerships and firm performance. The mediating effect of strategic partnership on the relationship between IT application and firm performance is positive and partially supported. The reciprocal causal hypothesis, where only strategic partnership exerts a positive influence on firm performance, is partially supported. Finally, theoretical and practical implications are also discussed.

Keyword : information technology application, strategic partnership, firm performance, structural equation modeling method