

BUYER-SUPPLIER RELATIONSHIPS: A TWO-ASPECT STUDY

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ABSTRACT

Buyer-supplier relationships are an essential element in supply chain management, a research area that provides firms with knowledge to manage challenge of designing and managing a network of interdependent relationships among various entities. Given that buyer-supplier relationships are embedded in a broader network, this study examines buyer-supplier relationships in a broader context from two aspects. The first aspect examines whether or not and how culture impacts buyer-supplier relationship performance. The second aspect explores whether or not and how other third-party entities (e.g., government agency) impact buyers-supplier relationships. Findings of the study shed light on managing buyer-supplier relationships in a global business environment.

Keywords: buyer-supplier relationship, empirical study