

ASSESSING PIONEERING ORIENTATION THROUGH EMBEDDEDNESS IN QUICK RESPONSE SUPPLY CHAINS

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ABSTRACT

This paper aims to examine how embeddedness interacts with factors affecting pioneering orientation in quick response supply chains. A novel research model is developed which comprises 7 constructs and 7 research hypotheses, with embeddedness as a mediating construct. The 7 constructs are measured by well supported measures in the literature. The hypotheses are tested on data collected from 266 major manufacturing firms in Taiwan, using structural equation modeling. The results of the empirical study suggest that the role played by embeddedness is critical in ensuring the pioneering orientation in quick response supply chains. The findings of the study provide useful insights into how supply chain members should reinforce localization, sensing capability, supply chain flatness, top management support and local-based demand so as to improve their embeddedness and in turn enhance pioneering orientation for the quick response supply chain as a whole.

Keywords : Localization, Sensing capability, Supply chain flatness, Embeddedness, Pioneering orientation