

OLS07

ENHANCING EFFECTS OF SUPPLIER ENCROACHMENT: INSIGHTS FROM CIRCULAR SUPPLY CHAIN MANAGEMENT AND FAIRNESS PERCEPTIONS

Jao-Hong Cheng, Li-Hua Huang, Jyun-Hong Chang

Department of Information Management, National Yunlin University of Science and Technology, Douliou, Yunlin, Taiwan

Abstract

This paper aims to examine the impact of implementing circular economy technologies within supply chains, which results in changes in the supply chain due to supplier encroachment. A novel research model is developed that comprises 3 constructs and 3 research hypotheses. The 3 constructs are measured by well-supported measures in the literature. The hypotheses are tested on data collected from 2,500 major manufacturing firms in Taiwan and using structural equation modeling. The results of the empirical study suggest that the role played by circular economy technologies is critical in changes in the supply chain due to supplier encroachment. The findings of the study brought about by studying supplier encroachment behavior from a psychological perspective and provide understanding of the consequences experienced by supply chain members as a result of changes.

Keywords: fairness theory, fairness perceptions, supplier encroachment, circular supply chain management

Conference Track

Operations, Logistics and Supply Chain Management