

OLS10

The role of legal contracts in enforcing fairness in buyer-supplier relationships

Daniel Prajogo

Monash University, Caulfield East, Victoria, Australia

Abstract

This study examines the legal aspects of the relationship between suppliers and customers in a supply chain context. Specifically, it explores the indirect effect of suppliers' asset dedication toward their customers and the benefits derived from their business relationships with the customers mediated by legal contracts. This mediated relationship is moderated by two conditioning (moderating) variables. The relationship between asset dedication and legal contracts is moderated by the proportion of the suppliers' sales derived from the customers while the relationship between legal contracts and benefits is moderated by the length of the supplier's relationship with the customers.

Conference Track

Operations, Logistics and Supply Chain Management