## 参考文獻

## 中文部分

石滋宜,「石滋宜談競爭力」,臺北市:臺灣商務,民國93年。

- 古永嘉,「國內共同基金績效持續性之研究」,國立中興大學企業管理研究所碩士論 文,民國 84 年。
- 吴思華,「合作競爭大未來推薦序」,麥格羅希爾出版社,民國 86 年。
- 吴明隆,「SPSS 統計應用實務」,松崗電腦圖書,民國 90 年。
- 梁玉青,「從關係行銷的觀點探討供應鏈夥伴關係-以一千大製造業為例」,逢甲大學 企業管理所碩士論文,民國 90 年。
- 郭文彬,「公賣局啤酒資源條件競爭優勢個案分析—資源基礎理論之應用」,國立交通大學經營管理研究所碩士論文,民國 89 年。
- 葉清江,「從交易成本觀點探討買方-賣方關係與競爭優勢之關聯性-台灣工具機產業之 實證」,國立交通大學經營管理研究所博士論文,民國 93 年。
- 賴育珊,「合作型態與夥伴特質對關係品質之影響」,雲林科技大學企業管理系碩士 論文,民國 90 年。 1896
- 劉宜萍,「形成策略聯盟之目標、選擇盟友準則與型態間相關性之研究-以台灣積體電 路產業為例」,國立交通大學管理科學研究所碩士論文,民國 85 年。
- 潘思羽,「企業夥伴關係維持之資訊整合模式研究」,國立台北大學企業管理學系所 碩士論文,民國 93 年。

## 英文部分

- Allen ,N.J.and J.P.Meyer,1990."The Measurement and Antecedents of Affective, Continuance, and Normative Commitment to the Organization, "Journal of Occupational Psychology,63(1),pp1-18.
- Andaleeb, S.S., 1996. "An Experimental Investigation of Satisfaction and Commitment in Marketing Channels: The Role of Trust and Dependence," <u>Journal of Rerailing</u>, 72(1),pp.77-93.
- Anderson ,J.C and J.A. Narus, 1990. "A Model of Distributor Firm and Manufacturer Firm Working Partnership ,"<u>Journal of Marketing</u>,pp54.

- Barnes. D, 2001. "Quality Awareness through Internal Marketing : An Exploratory Study among French and English Medium-sized Enterprises". <u>Total Quality</u> <u>Management</u>, pp.114-120.
- Barney & Hansen, 1994. Barney, J., "Firm Resources and Sustained Competitive Advantage," Journal of Management, 17(1), Mar 1991, 99-120.
- Beamish, P. 1987, "Joint Venture Performance in Developing Countries," Doctoral <u>Dissertation</u>, University of Western Dntario.
- Bleeke, J. and D. Ernst, 1991. "The Way to Win in Cross-border Alliances", <u>Harvard</u> <u>Business Review</u>, Nov-Dec, pp.127-135.
- Bowen, J. T. and S. Shoemaker.1998, "Loyalty: A Strategic Commitment," <u>Cornell</u> <u>Hotel and Restaurant Administration Quarterly</u>, (February), pp.12-25.
- Bucklin,Louis P and Sengupta,Sanjit,1993. "Organization Successful Co-Marketing Alliances", Journal of Marketing,57,pp.32-46.
- Daniel, P.M., 2001 "An Examination of the Nature of Trust in Buyer-Seller Relationships", <u>Journal of Marketing</u>, pp.35-51.
- Dollinger, M., Golden , P., & Saxton, T., 1997."The Effect of Reputation on the Decision to Joint Venture", <u>Strategic Management Journal</u>, 18, In Press.
- Doney, Patricia M. and Joseph P. Cannon., 1997, "An Examination of the Nature of Trust in Buyer-Seller Relationship", <u>Journal of Marketing</u>, 61(April), pp. 35-51.
- Dyer, J.H., 1997. "Effective Inter-Firm Collaboration: How Firms Minimize Transaction Value," <u>Strategic Management Journal</u>, 18, pp. 553-556.
- Dyer,J.H. and Singh, H.,1998."The Relational View : Cooperative Strategy and Sources of Inter-organizational Competitive Advantage," <u>Academy of</u> <u>Management Review</u>,23(4),pp660-679,1998
- Eliashberg ,Jehosha & Donald A .and Michie .,1984. "Mutiple Business Goal Sets as Determinants of Marketing Channel Conflict : An Empirical Study", <u>Journal</u> <u>of Marketing Research</u>,21,PP75-88.
- Frazier, Gary L. and John O. Summers., 1986, "Perceptions Of Interfirm Power And Its Use Within A Franchise Channel Of Distribution", <u>Journal of Marketing</u>, 23, pp. 169-176.
- Ganesan, S., 1994. "Determinants of Long-Term Orientation in Buyer-Seller Relationships," Journal of Marketing, Vol. 58, pp, 1-19.
- Geringer, D., 1998. "Can We Trust Trust", pp.213-237, Oxford Blackwell.

Harrigan.K.R.,1998."Managing for Joint Venture Success".MA:Heath.

- Hayes and Wheelwright, 1984; Miller and Roth, 1988; Sharma, 1987; Leong et al., 1990)
- Heide, J. B. and John, G.,1998. "Measurement Issues in Research on Interfirm Relationships," in Business Marketing: An Interaction and Network Perspective, Kristian, M. and David, W., eds. Boston: Kluwer, 1995, 531-554.
- Hill ,C.W.L & Jones. G.R., 1998. "Manufacturing Strategic Management Theory", 3red., Boston.
- Kim, K. and G. L. Frazier., 1997, "Measurement of Distributor Commitment in Industrial Channels of Distribution," Journal of Business Research, 40, pp.139-154. 106. Kim, K. and G. L. Frazier (1997b), "On Distributor Commitment in Industrial Channels of Distribution: A Multicomponent Approach," Psychology and Marketing, 14 (8), pp.847-877.
- Lee , J. N & Kim,Y,U.,1999."Effective of Partnership Quality on IS outsourcing Success: conceptual Framework and Empirical Validation," Journal of <u>Management Information System</u>, 51,pp29-61.
- Lewis, J.D, 1990. "Partnerships for Profit", N.Y. The Free Press.
- Macneil, I. R.1980, "The New Social Contract, An Inquiry into Modern Contractual Relations", <u>New Haven</u>, CT: Yale University Press.
- Maloni K. Agrawal and Benton H. Pak, 1997 "Getting Smart Supply Chain Management", <u>The McKinsey Quarterly</u>, 2.
- Maloni, M. and W.C., Benton., 2000."Power influences in the supply chain", <u>Journal</u> of Business Logistics, 21(1), pp. 49-73.
- Mathieu, J.E. and D.M. Zajzc.,1990, "A review and meta-analysis of the antecedents, correlates and consequence of organizational commitment", <u>Psychological</u> <u>Bulletin</u>,108(2), pp. 171-194.
- Mohr, J. and Nevin, J. R.1990, "Communication Strategies in Marketing Channels: A Theoretical Perspective," <u>Journal of Marketing</u>, 54(4),pp, 36-51.
- Moorman, C. and Zaltman, G.1992, "Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations," Journal of Marketing Research (JMR), 29(3), pp 314-328.
- Morgan, Robert M. and Shelby D. Hunt 1994, "The Commitment-Trust Theory of Relationship Marketing," <u>Journal of Marketing</u>, Vol58, pp.20-38.

- Morgan, R.M., Hunt, S.D., 1994, "The Commitment Trust Theory of Relationship Marketing", Journal of Marketing, Vol.58, pp.20-38.
- Noel Capon, 2001. "Marketing and Technology : A strategic Coalignment", <u>Journal of</u> <u>Marketing</u>,p5.
- Nunally, J. C.1978, "Psychometric Theory," NY: McGraw-Hill.

Porter, M.1985, "Competitive Strategy," New York: Free Press.

Reve,1982 ; Skchidt and Kochan ,1997 .

- Rigby, D.K. and W.T. Buchanan, 1994 "Putting More Strategy into Strategic Alliances," <u>Directors and Boards</u>, pp.49-61.
- Ruyter, K. de, Luci Moorman and Jos Lemmink(2001), "Antecedents of Commitment and Trust in Customer-Supplier Relationships in High Technology Markets", <u>Industrial Marketing Management</u>, Vol. 30, pp. 271-286.145.
- Sabel, C. F.1993, "Studied Trust: Building New Forms of Cooperation in a Volatile Economy, "<u>Human Relations</u>, 46 (9), pp1133.

Sharma, Neeru and Paul G. Patterson (2000), "Switching cost, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services", International Journal of Service Industry Management, Vol.11, No. 5, pp.470-490.

- Stuart, F. Ian, 1993, "Supplier Partnerships : Influencing Factors and Strategic Benefits", <u>International Journal of Purchasing and Materials Management</u>, Fall, pp. 22-28
- Thomas, Douglas J. and Paul M. Griffin.,1996, "Coordinated Supply Chain Management", <u>European Journal of Operational Research</u>, 94, pp. 1-15.
- Vokurka, R.J., 1998, "Supplier Partnerships : A Case Study", Production and Inventory <u>Management Hournal</u>, pp.30-35, First Quarter.