

## Abstract

In today's business, the technologies are commonly and well developed. In the meantime, manpower, material, and financial position are all critical resources for organizations. As a result, endless striving for growth with limited resources is the key to strengthen the organizations' competitive advantages.

In the past, "cost down" is the mainly competitive strategy. However, in today's business, in order to change or conform to cut-throat competition, "Alliances" has become the basis to compete with poor margin. Moreover, there is not so much competition like "take it all or nothing", but more "win-to-win" come out among alliance.

On the other hand, in order to fulfill customers' requirements, not only organizations should pursue high quality, they also need to make their products more attractive. Therefore, the ways to manage supply chain have great effects on organizations' performance. Studies show, the partnership in supply chain does positively affect the organizations' performance and customers' satisfaction finally.

Let's assume that the supply chain partnership could do enhance organizations' competitiveness and then make organizations' to gain more profit. Accordingly, the supply chain and relationship management would be an interesting and significant issue to research.

In this thesis, what the driving factors need to be managed for successful supply chain partnership and to uncover the effects of supply chain partnership beneath organizations' competitive advantages are the aims I work towards.