Interdependent Determinants of Supply Chain Information Sharing: Evidence from the Tobacco Industry

Abstract:
Information sharing plays an important role in determining supply chain performance. However, organizations may refrain from sharing information because of concerns regarding opportunism. Different theoretical camps have either espoused the use of contracts to safeguard against opportunism, or the use of trust to reduce the occurrence of opportunistic behavior. In addition, information management capabilities of the firm not only determine information sharing, but also influence how trust develops within the supply chain relationship. However, there is little research addressing the inter-relations between contracts, trust, bargaining power, and information management capabilities on information sharing, while it has been found to be inter-related. We address this gap by proposing a research model which relates aspects of trust, bargaining power, contracts and information management capabilities. Our research model is tested using a single explanatory case study from the German tobacco industry.

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- page 1 -
industry. The results indicate that bargaining power, trust and contracts interplay with each other in determining information sharing behavior within supply chains. Further, we found an influence of supply chain knowledge on trust. In consequence, we contribute to a better theoretical understanding on supply chain exchange relationships by blending different perspectives towards a complementary picture of influence factors on information sharing.

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