EXAMINING THE DIMENSIONS OF TRUST IN INTERORGANIZATIONAL RELATIONSHIPS: DO BUYER AND SUPPLIER PERSPECTIVES DIFFER?

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ABSTRACT

This research aims to examine how buyers and suppliers perceive trust in interorganizational relationships. Transaction Cost Economics, Social Exchange Theory and Marketing Channels are well developed perspectives that have defined interorganizational trust and its dimensions, and showed the positive relationship between interorganizational trust and performance. However, the literature review and the large management experience from the author revealed that the similarities and differences on buyers and suppliers perceptions of trust in interorganizational relationships is still under explored.

There is a great level of ambiguity in how the dimensions and constructs of trust are defined and measured, as sometimes they refer as different terminologies for the same dimension, or as different dimensions with similar terminologies. Also, empirical studies that analyze a relationship between trust and performance from both perspectives (buyer and supplier) and measure trust as a multi-dimensional construct only suggest that they have different perceptions of the relationship or that the constructs may be of different importance, but do not examine the different perspectives of trust. Finally, there is limited research in the services industry or emerging markets except for China.

This study will conduct a cross sectional survey with two independent samples for buyers and suppliers in the Logistics Service Industry. Model validity will be based on three independent statistical tests: two multivariate regressions will be carried out for buyers suppliers samples to show the relationship between the dimensions of trust and performance, and one Mann-Witney U-test or Kolmogorov-Smirnov tests will measure the different perceptions of the dimensions of trust between buyers and suppliers.

As a result, this study may provide a practical method that firms could strategically use on specific areas of their relationships with partnering organizations to increase
outsourcing performance, and also contribute to a more recent stream of academic study, the asymmetry of trust between buyers and suppliers in dyadic relationships.

Key words: interorganizational, trust, buyer-supplier