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关系强度、知识整合能力与供应链知识效率转移研究

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The impact of relationship strength and knowledge integration capability on supply chain knowledge transfer

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摘要

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摘要 建立紧密的伙伴关系通常被认为是提升供应链知识转移效率的重要手段,但因多数研究者忽视了供应链知识的特性和个体知识整合能力的差异,导致研究结论与实际有很大的不同。本文在理论分析的基础上,采用问卷调查的方式探讨关系强度、知识整合能力与供应链知识转移之间的关系。研究结果显示:关系强度只对供应链协同性知识转移和外部整合能力存在着明显的正向影响,而对创新性知识和内部整合能力则不存在这种影响,透过知识外部整合能力,关系强度对供应链协同性转移的间接影响高于其直接影响,加强知识整合能力建设是企业利用伙伴关系提升供应链协同性知识转移效率的关键。

关键词: 供应链 关系强度 知识整合能力 知识转移

Abstract: Establishing a close partnership is considered as an important way to improve the efficiency of supply chain knowledge transfer. However, due to the neglect of both the structural characteristics of supply chain knowledge and the differences between individual knowledge integration capacities by most researchers, the significant difference is observed between the research results and the practice. Based on the theoretical analysis, the relationship among relationship strength, knowledge integration capability, and supply chain knowledge transfer in the form of questionnaires is explored. The results show that relationship strength only has a significant positive impact on cooperative knowledge transfer of supply chain and external integration capability|nevertheless, it is unable to exert an influence on innovative knowledge and internal integration capability. Furthermore, through the external integration capability of the knowledge, the indirect influence on cooperative knowledge transfer of supply chain caused by relationship strength is much greater than the direct influence on that. Therefore, the strengthening knowledge integration capacity is essential in order to improve the efficiency of supply chain knowledge transfer through partnerships.

Keywords: supply chain relationship strength knowledge integration capability knowledge transfer

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