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信息技术外包关系的治理：创新意图的影响研究
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Governance of information technology outsourcing relationships: the impact of clients' innovation intent

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摘要 为了研究不同创新意图的IT外包企业如何运用合约治理和关系机制来管理与服务商的关系,基于交易成本经济观和关系交换理论,构建了创新意图对两种治理机制与服务质量之间的影响,以及创新意图对资产专用性与治理机制之间关系的影响的研究模型。220家企业的实证研究结果表明服务方资产专用性会促使企业加强合约治理和关系机制,外包方资产专用性会促使企业加强关系机制。随着服务方资产专用性的增加,创新导向的企业和非创新导向的企业都会增强关系机制,但创新导向企业在增强关系机制的同时,会比非创新导向企业更加侧重于加强合约治理。创新导向的企业与非创新导向的企业相比,关系机制对提高服务质量发挥着相对更为重要的作用,而合约治理在两类企业中发挥着同样重要的作用。

关键词: IT外包 创新意图 资产专用性 合约治理 关系机制

Abstract: In order to explore how the IT-outsourcing enterprises with different innovation intents apply the contractual governance and the relational mechanism to manage their relations with the service providers, this paper will, based on an view of the transaction cost economics and the relational exchange theory, construct a research model which attempts to analyze the impact of the innovation intent on the relationships between two governance mechanisms and service quality and on the relationships between the assets specificity and the governance mechanisms. The model is empirically tested using data collected from 220 enterprises. The results suggest that the supplier's assets specificity will enable the enterprises to strengthen both the contractual governance and the relational mechanism whereas the

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outsourcer's assets specificity will enable the enterprises to strengthen the relational mechanism. When supplier's assets specificity increases, the innovation-oriented enterprises and the non-innovation-oriented enterprises will both strengthen the relational mechanism, but the former is more inclined to strengthen the contractual governance than the latter is. Relational mechanism plays a more important role on promoting the service quality in innovation-oriented enterprises than in non-innovation-oriented ones. However, the contractual governance plays the same important role in both type of enterprises.

Keywords: [IT outsourcing](#) [innovation intent](#) [assets specificity](#)
[contractual governance](#) [relational mechanism](#)

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