ABSTRACT

The objective of the study is to explore the mediating roles of goal congruence and collaborative communications in the relationship between long-term oriented culture and product quality in a supply chain. Data was collected through a Web survey of U.S. manufacturing firms. Structural equation modeling was used to analyze the data. The results and implications are discussed in the paper.

KEYWORDS: Product Quality, Long Term Orientation, Supply Chain, Communication.

INTRODUCTION

The objective of the study is to explore the impact of long term orientation on goal congruence and collaborative communication, and further on product quality in a supply chain. Through a large-scale Web survey with manufacturers across the US, the research also intends to develop reliable and valid instruments and to empirically test the relationships among these constructs using structural equation modeling.

CONCEPTUAL DEVELOPMENT

Hypothesis 1: Long-term orientation has a positive effect on goal congruence.
Hypothesis 2: Long-term orientation has a positive effect on collaborative communication.
Hypothesis 3: Goal congruence has a positive effect on collaborative communication.
Hypothesis 4: Goal congruence has a positive effect on product quality.

INSTRUMENT DEVELOPMENT

The three steps were carried out in developing instruments for these constructs: (1) item generation, (2) structured interview and Q-sort, and (3) large-scale analysis.
RESULTS

Following Hair et al. (2006), iterative modifications were made by examining modification indices, correlated errors, and loadings to improve key model fit indices. After modification, the final model fit indices of CFI, NNFI, RMSEA, and normed $\chi^2$ meet the recommended criteria. To test the hypotheses proposed in the framework, structural equation modeling (LISREL) is used to assess the model fit with the data.

DISCUSSION AND IMPLICATIONS

The study has developed valid and reliable instruments. This research has linked these constructs by proposing a model to help understand the phenomenon at the dyadic, supply chain context.

REFERENCES

References available upon request.