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ABSTRACT

Business relationship focusing on buyer-supplier relationship has been investigated by many researchers. Different types of relationship are formed to adapt to the rapidly changing business environment. Based on existing buyer-supplier literatures, three types of buyer-supplier relationships are identified and analyzed in this study, namely competitive, cooperative and coopetitive relationships. Moreover, the explosive growth of business to business electronic commerce (B2B EC) over the last decade has tremendous changed the way of doing business. This study aims at exploring the impact of buyer-supplier relationships on the adoption of B2B EC. A theoretical research model based on the Technology Acceptance Model (TAM) & Innovation Diffusion Theory (IDT) models is proposed. A new variable of "buyer-supplier relationship" is added to the research model. It is considered as one of the critical factors that will affect the adoption of B2B EC. Nine hypotheses are also proposed to describe how these three types of relationships are having considerable impact on the adoption of B2B EC. For example, all types of cooperative buyer-supplier relationships will have positive impact on the adoption of B2B EC. Although this study is only on theoretical bases, it provides implications, which will have positive impact on the adoption of B2B EC. Finally, the study of the impact of buyer-supplier relationships on the adoption of B2B EC provides managerial implications and discussion on the limitation of this study. It suggests that managers can select and build appropriate and suitable business relationships with their buyers or suppliers. Further empirical research of a comprehensive analysis is required to confirm these hypotheses.