

題目	統治機制與關係策略對專屬性資產及關係績效之影響
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摘要	<p>專屬性資產的投資是長期交易關係中的重要決策，過去探討專屬性資產時，大都將焦點置於交易成本最小化，認為採取適當的統治機制，就可降低合作夥伴因專屬性資產建立所產生的投機行為。我國的資訊電子廠商間之規模以全球性觀點而言，仍屬中小型居多，由於規模無法與國際大廠抗衡，因此紛紛採取產業網絡及聯盟方式加以抗衡，藉由適當的統治機制，並投入專屬性資產與合作夥伴發展良好關係，企圖提升績效。但將交易內部化，雖可解決因高度資產專屬性導致交易成本的問題，但此種資產專屬性的投資卻反而造成合作夥伴間的投機主義增加，促使雙方要求相互投資比率升高，將因而影響夥伴間採取不同的關係策略，也使得不同控制方式對其績效有不同的影響。</p> <p>本研究結合交易成本理論及網絡關係理論，建構專屬性投資之前因及投資決策與關係績效之架構，可改善交易成本理論之缺陷。實證結果發現，採用統治機制對於專屬性資產的建立有正面影響，且不管是投入型專屬性資產或是整合型專屬性資產都是採取高控制的關係策略，對合作夥伴之關係績效方面，高控制的關係策略較低控制的關係策略佳，但高控制策略卻也會增加彼此的關係成本。最後，根據研究結果提出討論、建議、研究限制及未來研究方向。</p>
關鍵字	統治機制、專屬性資產、關係策略、關係績效
Title	An Impact of Governance Mechanisms And Relationship Strategies on Asset Specificities And Relationship Performance
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Abstract	<p>To examine the determinants of asset specificity invested in long-term transaction relation, the previous researches focused on transaction cost minimum, utilize adaptable governance mechanisms, to reduce opportunities which were caused by the establishment of asset specificities among the partners. Most domestic IT sectors were medium-size, in which cannot compete with international firms. Many firms apply industrial networks or alliances to compete. Therefore, it develops the governance mechanisms which makes the partners involve asset specificities by long-term cooperation to develop good relationship and improve performance. However, transaction cost internalization can solute high asset specificities caused transaction cost problems, but these invested of asset specificities result from opportunism increase, enforce to increase mutual rate of invest, the use of the relation strategies between the partners, they would have different control type influences on performance.</p> <p>Drawing upon Transaction Cost Exchange, Relational Network theories to develop a theoretical model of antecedents and invest decision effects relation performance, it also can improve TCE faults. This study results that applying governance mechanisms to the establishment of assets specificity does has positive effects. Moreover, high control relationship strategy is positively related to the synergistic specificity and dedicated specificity, and high control relation strategies higher than low control strategies that effects on relation performance, but increase relationship cost in partners simultaneously. Finally, according result explore the discussion, suggestion, limitation and future research orientation for management and academy.</p>
Key Words	governance mechanisms, asset specificity, relationship strategy, relationship performance