

題目	關係涉入、關係生命週期及關係績效之研究
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摘要	本研究以關係涉入來衡量組織間合作關係的緊密程度，並探討合作雙方關係階段的演進，及其對關係涉入與關係績效間關聯的調節效果。本研究針對天下雜誌 2002 年一千大製造廠商進行問卷調查，共寄出 993 份，回收 121 份，有效回收率為 11.28 %。經由實證分析，結果發現，當組織間關係處於建立期與成熟期，高關係涉入會為組織帶來較探索期為高的關係績效；而在探索期中，低關係涉入會為組織帶來較成熟期與建立期為高的關係績效。
關鍵字	關係涉入、關係績效、關係生命週期
Title	A Study of Relationship Involvement, Relationship Life Cycle and Relationship Performance
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Abstract	We use concept of relationship involvement to explore the interorganizational relationship (IOR) and propose a framework to examine the moderating effect of the interorganizational relationship involvement on relationship life cycle (RLC) on the IOR involvement and performance. The preceding 1000 large manufacturing companies are the research subjects of this study. We mail 993 copies of questionnaires, and the effective rate of questionnaires is 11.28% .We find that when the organization is placed in building or maturity phase of RLC, the higher degree of IOR involvement the organizations commit, the organization have better relationship performance, the organizations than the exploring phase.
Key Words	Relationship involvement, Relationship performance, Relationship Life Cycle (RLC)