

題目	數位轉型如何影響買方與供應商間的夥伴關係？
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摘要	在數位化時代，數位轉型與夥伴關係已成為跨組織合作的核心議題。然而，數位轉型對夥伴關係的影響仍存有爭議，部分研究指出數位轉型能促進夥伴間的緊密互動，但亦有研究認為其可能導致夥伴關係疏離。理論主張與實證結果的差異，顯示此議題仍有深入探討的必要。本研究旨在探討數位轉型是否能促進夥伴關係的緊密程度，並進一步釐清其作用機制。考量合作關係的發展仰賴長期互動，本研究以 2005 年中衛體系廠商為研究對象，透過郵寄問卷向 518 位受訪者蒐集資料，最終獲得 115 份有效樣本。實證結果顯示，數位轉型對夥伴關係的緊密程度有正向影響，且此效果可透過數位服務化與供應商 IT 系統的整合加以強化。其中，數位服務化呈現完全中介角色，而供應商 IT 系統整合則展現部分中介的效果。
關鍵字	數位轉型、夥伴關係緊密程度、數位服務化、供應商 IT 系統整合
Title	How Does Digital Transformation Affect the Partnership between Buyer and Supplier?
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Abstract	In today's digital age, both partnerships and digital transformation are essential for effective collaboration among organizations. This leads to an important question: Does the digital transformation of a company impact its partnerships with other firms? While some studies suggest that digital transformation enhances partnerships, others indicate that it may impede them. Consequently, the relationship between digital transformation and partnership remains ambiguous. This study aims to enhance the existing literature by addressing the question: Does digital transformation foster stronger partnerships? If so, in what ways does it influence these relationships? Acknowledging that time is a vital factor in establishing and nurturing partnerships between buyers and suppliers, this investigation gathers data from firms listed in the 2005 Taiwan Center-Satellite Production Systems. Questionnaires were distributed to 518 respondents who were willing to participate in our data collection during the initial outreach. Following a series of follow-up efforts, we received 115 valid questionnaires. The empirical results indicate that digital transformation has a positive impact on the strength of partnerships. Furthermore, digital servitization and the integration of IT systems with suppliers serve as positive mediators in the relationship between digital transformation and partnership.
Keyword	digital transformation, partnerships, digital servitization, IT system integration with suppliers