



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TITLE OF PROJECT:

**THE PERCEIVED IMPACT OF INDUSTRIAL SUPPLIER-MANUFACTURER
RELATIONSHIP ON STRATEGIC OUTSOURCING SUCCESS**

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ABSTRACT

The purpose of the current study was to examine the antecedent to supplier-manufacturer relationship and relationship between relational-oriented exchange and outsourcing success of supplier-manufacturer relationship within Malaysia. There are three dimensions of antecedents of a relational-oriented exchange which are dependence, trust, and communication behavior that has been measured the impact on strategic relationship between relational-oriented exchange and outsourcing success of supplier-manufacturer relationship within Malaysia. This study used the partial least squares (PLS) and structural equation modeling (SEM) tool to test the hypotheses. The data was gathered from a postal survey of 865 electrical & electronics sub-sector, of which 216 respondents participated in this study. The result indicated that the antecedent was positively related to relational-oriented exchange and relational-oriented exchange was positively related to the outsourcing success. Implications of the findings are further elaborated.

Keywords: Antecedents variables, trust, dependence, communication behavior, relational-oriented exchange, outsourcing success, Partial Least Square

TABLE OF CONTENTS

	PAGE
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	
LIST OF FIGURES	vii
LIST OF TABLES	viii
CHAPTER ONE: INTRODUCTION	
1.1 BACKGROUND OF INDUSTRIAL TRAINING	1
1.2 OBJECTIVE OF INDUSTRIAL TRAINING	1
1.3 INDUSTRIAL TRAINING ATTACHMENT	2
1.3.1 Background of the Organization	2
1.3.2 Philosophy of Organization	5
1.3.3 Organization Logo	7
1.3.4 Organization Objectives	7
1.3.5 Vision of Organization	7
1.3.6 Mission of Organization	7
1.3.7 Clients Charter of Organization	8
1.3.8 Organization Structure	9
CHAPTER TWO: RESEARCH OVERVIEW	
2.1 INTRODUCTION	10
2.2 BACKGROUND OF THE RESEARCH	10
2.3 PROBLEM STATEMENT	11
2.4 RESEARCH OBJECTIVES	14
2.5 RESEARCH QUESTIONS	14
2.6 RESEARCH HYPHOTHESES	15

2.7	SCOPE AND LIMITATIONS OF THE STUDY	16
2.8	DEFINITION OF VARIABLES	17
2.8.1	Relational-Oriented Exchange (ROE)	17
2.8.2	Antecedent of Relational-Oriented Exchange	18
2.8.3	Communication Behavior	19
2.8.4	Outsourcing Success	21
CHAPTER THREE: LITERATURE REVIEW		
3.1	INTRODUCTION	22
3.2	OUTSOURCING MANAGEMENT PERSPECTIVE AND IMPORTANCE	22
3.3	OUTSOURCING DEFINITIONS	26
3.4	SUPPLIER-MANUFACTURER RELATIONSHIP	27
3.5.1	Definition of Relational-Oriented Exchange (ROE)	27
3.5.2	Antecedents of Relational-Oriented Exchange	29
3.5.3	Communication Behavior	30
3.5	OUTSOURCING SUCCESS	33
3.5.1	Financial Performance	33
3.6	RESEARCH FRAMEWORK	34
3.6.1	Theoretical Framework	34
3.6.1.1	Research Hypothesis 1 (Dependence and Relational Oriented Exchange)	39