Inter-organizational culture, trust, knowledge sharing, collaboration and performance in supply chain of maritime industries: Examining the linkages

An-Shuen Nir, Ji-Feng Ding and Chien-Chang Chou

Abstract

Faced with market environment of high-level changes, the maritime industry is required to generate high sensitivity to external dynamics while developing own abilities in response to market demand to achieve performance excellence for businesses. The study consolidated relevant literature and suggested that: “the integration of supply chain refers to an efficient and effective operation of industry related activities, relying on the background of similar organizational culture, whereas the shared values and beliefs among partners formed through similar organizational culture are likely to produce mutual trust, information and knowledge sharing, and achieve goal of organizational performance through logistics collaboration.” Hence, the main purpose of the research aims to discuss the linkage between inter-organizational culture, trust, knowledge sharing, collaboration, and performance in supply chain of maritime industries. The questionnaires are mailed to different firms of maritime industries. This article uses exploratory factor analysis, reliability and validity analysis for collecting data. By using structural equation modeling (SEM) analysis, the results show that: 1) organizational culture has positive effect to trust and knowledge sharing; 2) trust has positive effect to knowledge sharing and collaboration; 3) knowledge sharing has positive effect to collaboration; and 4) collaboration has positive effect to performance. The major contribution of this article is linking different maritime industries and research dimensions to provide empirical results in supply chain of maritime integration.

Key words: Organizational culture, trust, knowledge sharing, collaboration, performance.