



香港大學

THE UNIVERSITY OF HONG KONG



The Influence of Product Complexity on Supply Chain Performance Measurement: A Comparative Case Study

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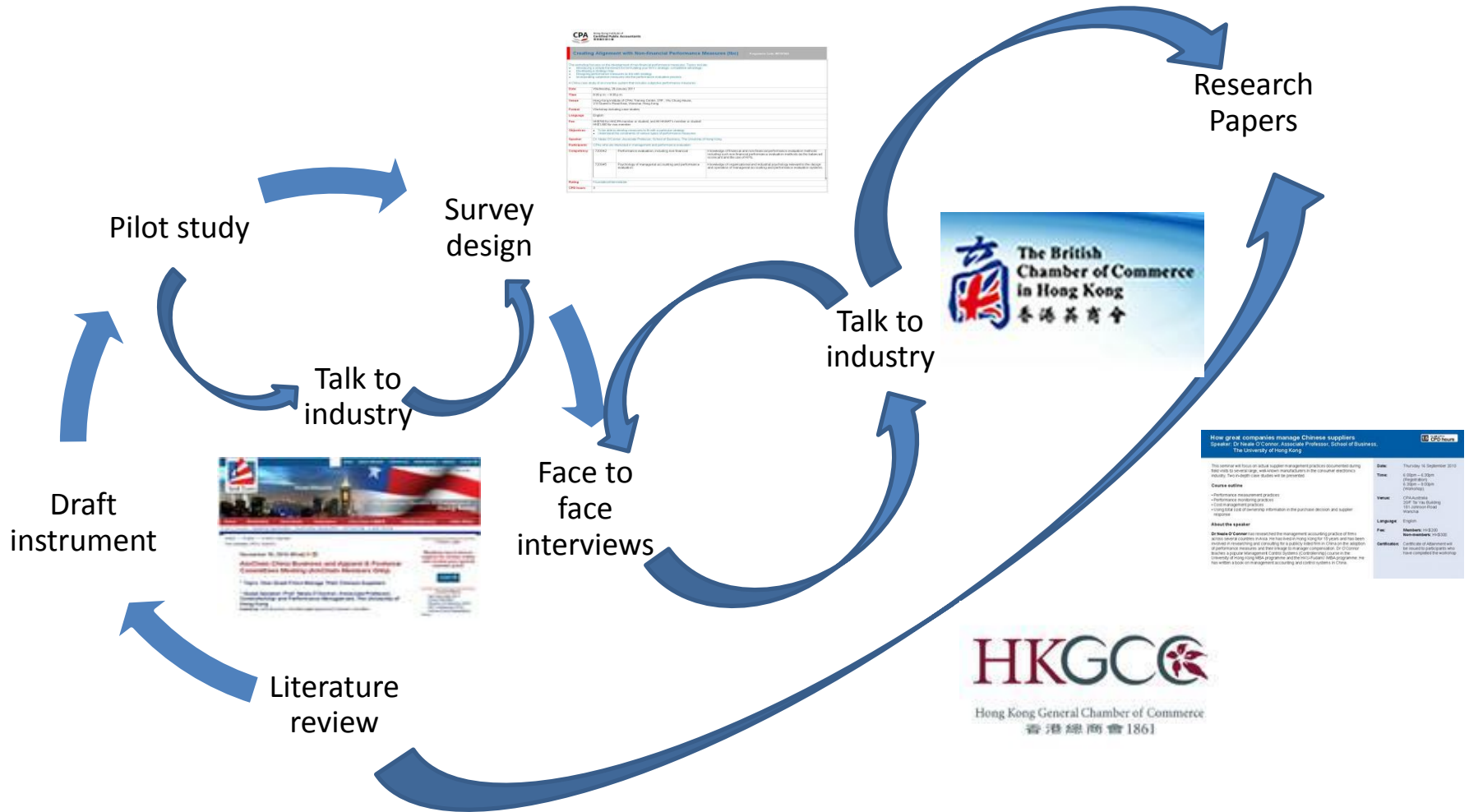
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Presentation Outline

- A. How I got to here?
 1. Basic research question and model
 2. Issues in the study of supply chain management
 3. Method – Pilot study
 4. Results
 5. Future projects
 6. Summary

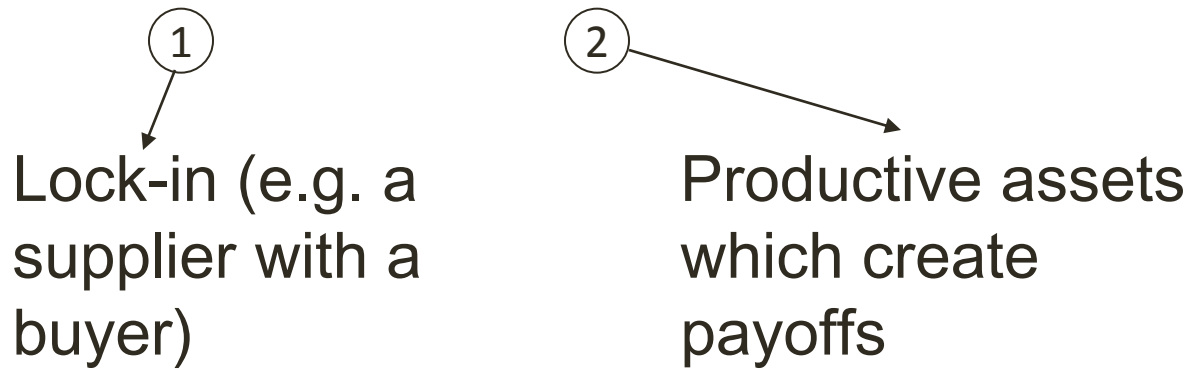
China Supplier 1000 Project



A. How I got to here?

Literature Review - Transactions Costs Economics

- Specialized nature of such assets poses a dilemma:



- TCT Perspective : Specific investments require the deployment of so-called *governance mechanisms*
- Original TCT framework: Governance through complete vertical integration
- Recent extension to hybrids (hostages, “social” mechanisms,...)