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Information Technology Use and Firm's Perceived Performance in Supply Chain Management

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Abstract

Purpose: This article proposes a theoretical model to investigate (a) a positive direct relationship between the specific use of ITs (applied to management) and the firm's performance as perceived by retailers and (b) a positive indirect relationship through information quality and information sharing.

Design/Methodology/Approach: The theoretical model proposed in this paper is contrasted using structural equation modelling of the retail distribution channel for home appliances.

Findings: The research shows that there is no positive direct relationship between the specific use of ITs and the retailer's perceived performance in the relationship with the provider. The results do, however, provide evidence for a positive indirect relationship

through both information sharing and satisfaction obtained from the relationship with the provider.

Research Limitations: The analysis has been developed from the retail perspective. We suggest that future research focus on the retailer's and the provider's perspectives.

Practical Implications: In the context of SCM, the competitive advantages achieved through IT use derive from a better network of relationships between the firms involved as a result of greater information quality and information sharing. Specific use of ITs stimulates greater information sharing between retailer and provider and thus greater satisfaction and better perceived performance of the retailer in the relationship with the provider. However, the effect of IT use on information sharing occurs only through the quality of the information shared.

Originality/Value: The study shows that information quality is an antecedent of information sharing and that both information quality and information sharing act as necessary conditions for improving the retailer's perceived performance in the relationship with the provider. This article develops a measurement scale to evaluate the intensity of IT use. Finally, the research confirms that firm performance can be modeled as a second-level latent variable composed of three different dimensions (economic benefits, marketing benefits, and adaptation benefits).

Keywords:

information technology | supply chain management | performance | relationship | information quality | information sharing

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Notes

1. This result is obtained by calculating the percentage of use of the ITs included in Question 1. This question is presented in the appendix.

2. This result is obtained by calculating the percentage of IT use for each of the management activities in the customer–provider relationship included in Question 2, also described in the appendix.

3. The correlation matrix for the variables used in the model is included in Table 1 of the appendix.

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