

The Relationship Between Personal and Organizational in Supply Chain Integration: Case study in Malaysia

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Abstract

This study focuses on perusing how inter-personal relationship (IPRs) and inter-organizational relationships (IORs) interacts in the supply chain integration (SCI). Previous studies on supply chain integrations focuses more on inter-organizational relationships and ignoring inter-personal relationships. In this study an exploratory multiple case studies in Malaysia is used. We realize that in the early stage of supply chain integration, inter-personal relationships are identified as a precursor to building Inter-organizational relationships. During the operational stage, the two levels of relationships continuously interact with each other, until the end of the entire life-cycle of the dyad, inter-personal relationships helps in the emergence and growth pf IORs while the latter often uses these ties to negotiate for resource acquisition.

Keywords: Case study, personal-organizational relationship, Supply chain integration



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