



## Opportunism in supplier-buyer relationships

By Sebastian Schulte

Diplom.De Jan 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Paderborn (Wirtschaftswissenschaften, Studiengang International Business Studies), language: English, abstract: Inhaltsangabe:Abstract: In 1996, managers of U.S. based automaker Ford Corporation realized that they had been fooled: The decision to allocate the company's seat construction to the single supplier Lear Corporation had turned out to be a disaster. Lear had made unrealistic promises concerning their engineering talent in order to get into business with the major carmaker. As Ford was locked-in with a supplier that was unable to keep deadlines and that produced parts that did not work, the production and on time launch of the 1996 version of Ford Taurus were severely put at risk. In this industry example, the supplier behaved opportunistically towards the buyer by misrepresenting the true skills of its employees. According to Transaction Cost Economics (TCE), opportunism is considered as an endogenous factor it forms an inherent part of business relationships. Following Williamson's explanation, opportunism is one of the rudimentary attributes of...



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