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## 경로구성원 쌍방의 독자적 신뢰에 대한 개념적 연구

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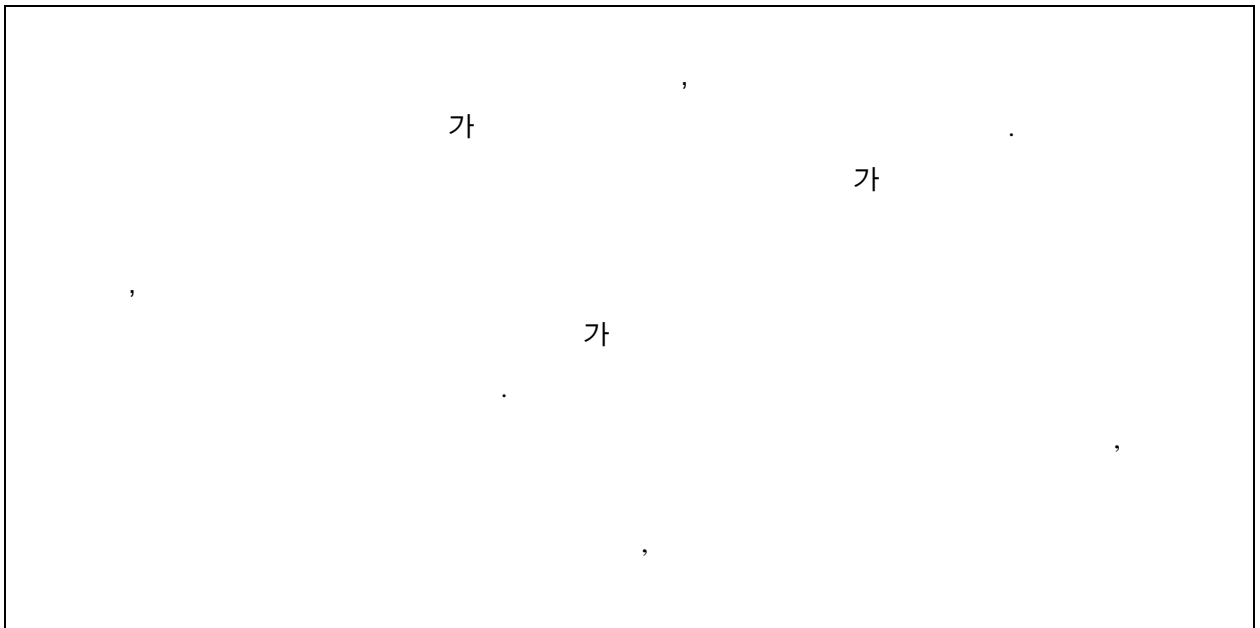
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## A New Conceptual Framework for Dual Trust among Channel Members

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\* :99.12 :00.5  
1999 21

1.

(merchant agents)  
(cyber intermediaries)  
(business to customer)  
, 가

(expertise brokering agents)  
(business to business)  
(Lei and Robey 1999)

가  
(Noordewier, John, and

Nevin 1990).

‘ (Schurr and Ozanne 1985) ,  
, (Dwyer,  
Schurr, and Oh 1987) . Moorman, Deshpande,  
Zaltman(1993) 가 가

’(Ganesan 1994)

가 ,  
(Anderson and Weitz 1992)

(Siguaw,  
Simpson, and Baker 1998; Ganesan 1994; Moorman, Deshpande, and Zaltman 1993 ; Anderson and  
Narus 1990)

가

가  
( . 1999).  
가

가

가

, 3

가  
가

(Anderson and Narus 1990).

가

가

가

가

가

가

## 2.

(Kramer and Tyler 1995; pp.5) , 가 (Kramer and Tyler 1995; pp.16)

(Doney and Cannon 1997; Dwyer, Schurr, and Oh 1987) (Ganesan 1994; Morgan and Hunt 1994; Moorman, Deshpande, and Zaltman 1993; Anderson and Narus 1990), (Siguaw, Simpson, and Baker 1998; Smith and Barclay 1997; Moorman, Zaltman, and Deshpande 1992) 가

### 2.1.

2.1.1. (political economy paradigm)

(Stern and Reve 1980),

가 가 .

Arndt(1983)

가

, Achrol et al.(1983)

2.1.2. (resource dependence theory)

Pfeffer and Salancik(1978)

(Aldrich 1979).

가

가

가

가

가

가

(Pfeffer and Salancik 1978)

2.1.3. - (social exchange and power-dependence theory)

(Thibaut and Kelley 1978)

(Anderson and Narus 1990). Emerson(1962)

A

B

A

A

B

B

( 1998)



Anderson and Weitz(1992)

가

가

가

가

(Brown, Lusch, and Nicolson 1995)

가

가

(close relationship)

(joint action)

(Heide and

John 1990)

가

가

(Doney and Cannon 1997)

( 1999)

(Anderson and Narus 1990),

가

가





2.3.

가 , , 가 ,  
 가 .  
 (Doney and Cannon 1997)

Williamson(1991) (calculative process)  
 가

가 , , 가 , 가  
 가 가 , 가  
 , .

2 가 (Saxton 1997)

가 , 가 , , ,  
 .

(Doney and Cannon 1997)

(Moorman, Deshpande, and Zaltman 1993) 가

가 (Ford 1978) , 가

(Dwyer, Schurr, and Oh 1987; Anderson and Weitz 1989)

가 가

(Kaufmann and Stern 1988)

가

가

, 가 (Morgan and Hunt 1994)

가

(Ganesan 1994)

(Dant and Schul 1992)

가 가 ,

(Anderson and Narus 1990).

2.4.

(Dwyer, Schurr, and Oh 1987)

가

' (Morgan and Hunt 1994; Moorman, Zaltman, and Deshpande 1992), '

' (Doney and Cannon 1997; Ganesan 1994; Morgan and Hunt 1994), '

' (Siguaw, Simpson, and Baker 1998; Smith and Barclay 1997) , (Smith

and Barclay 1997) (mutual trusting behaviors)

Moorman, Zaltman, and Deshpande(1992)

가

. Morgan Hunt(1994) , 가

가

가 ,

가 (Doney and Cannon 1997; Ganesan 1994; Morgan and Hunt 1994). Doney and Cannon(1997)

, Ganesan(1994) 가  
가 . , Morgan and Hunt(1994) KMV 가

. Smith and Barclay(1997) 가  
가 , 가 가

(Siguaw, Simpson, and Baker 1998).

Smith and Barclay(1997) (relationship investment), (communication openness), (forbearance opportunism) 가

가, ,

가

### 3. 가

가

3.1.

가 가 가 ,

가 가

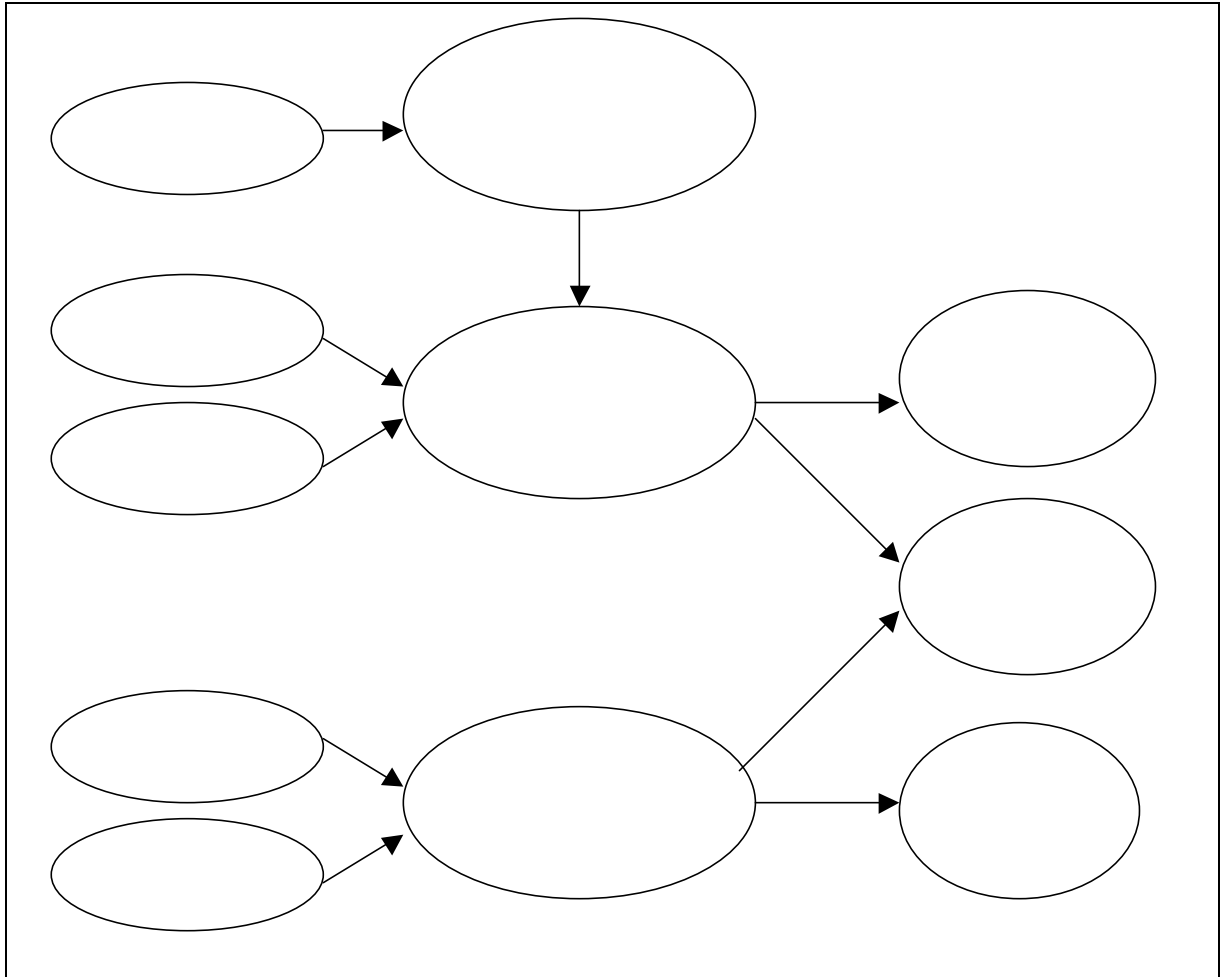
가 , 가 가 가 ,

3.2. 가

3.2.1.

(Doney and Cannon 1997).

< 1 >



,  
(Anderson and Narus 1990).

가 가  
가

가

가

(Ganesan 1994).

【가 1-1】 , ,

【가 1-2】 가

3.2.2.

3.2.2.1.

가

가 (Ford 1978) ,

가 가

3 가 , ,

【가 2-1】 , ,

【가 2-2】 , ,

3.2.2.2.





가 , (Brown and Day 1981).

가 , 가

(Anderson and Narus 1984)

(Ganesan 1994).

【가 2-3】 가 ,

【가 2-3-1】

【가 2-3-2】

【가 2-3-3】

【가 2-3-4】

【가 2-3-5】 가 가

【가 2-3-6】

【가 2-3-7】

【가 2-4】 가 ,

【가 2-4-1】

【가 2-4-2】

【가 2-4-3】

【가 2-4-4】

【가 2-4-5】 가 가

【가 2-4-6】

【가 2-4-7】

3.2.3.

(Morgan and Hunt 1994)

, (Ganesan 1994)

, ,  
가

가

가

가

(Smith and Barclay 1997)

가

, 가  
가 가  
가

가

가

【가 3-1】

가

【가 3-2】

가

【가 3-3】

가

【가 3-4】

가

3.3.

가

< 1>

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	(reputation)	
	(size)	
	(expertise)	, ,
	(opportunistic behavior)	가
	(communication)	,
	(relational norms)	
	(length of relationship)	
	가 (shared values)	, ,
	(history of conflict)	, ,
	(satisfaction with previous	
	(trust toward supplier)	, ,

	(trust toward agent)	,
	(trust toward buyer)	,
	(relationship behavior)	,
	(independent behavior)	가

3.3.1.

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3.3.2.

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3.4.

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가

가  
가

4.

4.1.

가

가



가 ,  
가 가  
가  
가 가

4.3.

가 가  
가  
가 ,  
가  
가

(Lei and Robey 1999; Chun, et al. 1999)

가? 가  
가  
가 가 가  
가 가



가 가  
가 가

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(1 ), 93-122.

, (1994), "  
," , 9 ( 1 ), 85-74.

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