DOES COVID-19 INFLUENCE THE IMPACT OF CORPORATE PARTNERSHIPS ON ORGANIZATIONAL PERFORMANCE? TAKE THE ELECTRONIC INDUSTRY INVESTIGATION METHOD OF ZHEJIANG PROVINCE AS AN EXAMPLE

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ABSTRACT

Due to the influence of COVID-19, the global electronic industry has encountered problems in cooperation. Including a number of chip supply problems, so want to know whether the electronics industry executives have an impact on the company's performance? This study through the investigation to the region in zhejiang province, 2020 local top one thousand electronic industry enterprise executives as questionnaire survey, the questionnaire (N = 331, excluding the reserved cross validity with data and error data, the number of available data and 195 pen, comply with the minimum sample demand, the main research object is for zhejiang area electronic industry as investigation object, and to establish its enterprise system agree with will affect the overall performance and profit of enterprise. Questionnaire design of this study was made through Likert seven-point scale, and reliability and validity verification analysis was conducted for this topic.

1. INTRODUCTION

Narasimhan and Das (1999) pointed out that enterprises need to design and manage the entire supply chain management in the process of operation, so that the organization can achieve performance feedback. This research will be based on the literature collated by the supply chain professional scholars to do the discussion, for the whole supply chain management network relationship to do a cut into the discussion, for the entire electronic industry in

Zhejiang Province as the object of discussion and analysis.Anderson and Katz(1998) pointed out that the structure of supply chain management can help achieve the target performance and customer satisfaction within the organization through the definition of manufacturing cost analysis. Etzioni (1960) proposed two models of organizational performance (1), the objective model (2), and the system model (2), which mainly discussed the factors of organizational performance dimensions. Vickery et al. (1993) proposed that performance would be reflected in three directions: (1) return on assets before tax, (2) market share and (3) market growth rate.

We explain from the perspective of the supply side, which can be discussed from the strategic procurement of enterprises. Walker (1988) proposed that the buyer's decision is dependent on the transaction cost theory and will look at the overall assets and specialization of the seller to make the decision of whether to cooperate or not. Scheer et al.(2003) proposed that the buyer's interest is based on a long-term relationship with the supplier. The lasting relationship between the buyer and the seller comes from the reputable relationship of the seller (supplier), which ultimately leads to the overall organizational performance.

2. THEORY AND DEVELOPMENT HYPOTHESIS

The pattern in Figure 1 of this study directly affects the trust relationship between the two parties through the cooperative relationship. Anderson and Weitz (1992) mentioned that trust theory can be linked to social transaction theory and establish the relationship between business ". Jap (2001) mentions the relationship between companies in sharing a part of the benefits through the perceived fairness of buyers and sellers. The main purpose of this study is to maintain the relationship between the buyer and the seller, and establish a stable supply chain partnership relationship through the relationship.

Innovation is important to many businesses that want to grow. Farzmand(2004) uses a strategic human resource perspective to look at how to build firms' innovation capacity in globalization.

The theory of organizational justice mainly focuses on the perception of employees in performance evaluation through supervisors' assessment of employees, and whether the assessment of employees can be fair or not. Greeberg(1987) put forward the theory of organizational justice, which divides organizational justice into two aspects: "reaction-anticipation" and "content-procedure".If employees feel that they are being treated unfairly, they will escape or disengage, that is, react. Content procedures can be divided into two categories, distributive and procedural justice. Bies and Moag (1986) proposed to regard the human interaction during the process as important.

Signal's theory was proposed by Spence (1973) to develop the signal theory through the employment relationship between employees and employers. The proposed theory is that employers do not know a candidate's abilities, so they will initially use the candidate's education level as a signal.The credibility of an enterprise can also be established through the establishment of the signal theory, so that internal employees and external staff can better understand the organization's system, and establish the reputation and public praise of an enterprise.

Napoles (1988) proposed that the corporate image symbol can be used to represent its overall corporate image symbol by its assets. Scholars (Henderson et al., 2003) put forward that the corporate image symbol can link relevant stakeholders of the organization and confirm the competitiveness of the enterprise. Hagtvedt (2011) logo fonts can enhance the intangible value of his company.

This research model is shown in Figure 1:
H1: Whether enterprise innovation is relevant to organizational performance
H2: Whether corporate reputation is relevant to organizational performance
H3: Is there a correlation between organizational fairness and organizational performance
H4: Whether the cooperative relationship between the buyer and the seller is relevant to the organizational performance
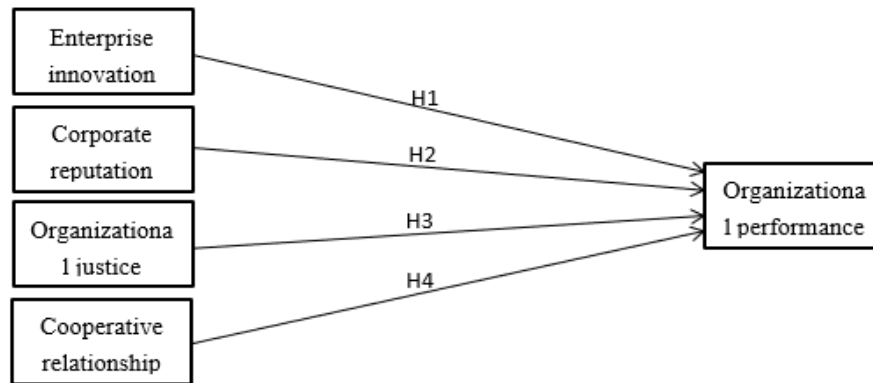
Figure 1: Assumed architecture

3. RESEARCH DESIGN AND DATA ANALYSIS

In this study, a seven-point Likert scale design was used to conduct a cluster analysis questionnaire. In this study, senior executives in the electronics industry in Zhejiang province in mainland China were selected as sample interviewees, and the positive relationship of organizational performance was finally obtained. In this study, the difference analysis was used to prove the data.

1) Sample number test
    Since there are 4 IVs, the minimum number of samples should be 20 times of IV, so it should be 4*20 = 80. The total data volume of this study is 331. After deducting the data used for reserved cross validity and error data, there are still 195 available data numbers, which meet the requirement of minimum sample size.
2) Assumption testing
    Shapiro-Wilk values of the five factors were observed, and P values were all <0.05, indicating no normal distribution. Therefore, the central limit theorem must be used to converge the data.
3) Test of multi-Collinearity
    Since R values are all less than 0.9 and the allowable values of regression analysis for each factor are all greater than 0.1, there is no collinearity problem.
4) Prediction Efficiency
    Since the P value is <0.05, the overall model holds, so the difference equation will be generated.
5) Classification Metric
    The following formula shows that HIT Ratio=0.9025 is greater than CPRO =0.8493, and Table DF's HIT Ratio meets the requirements.
    Hit ratio: (14+162)/195 = 0.9025
    Cpro : (16/195)2+(1-(16/195))2 = 0.8493
6) The most important discriminator
    Discriminant Loading : Explore the relationship between variables and DF. The judgment criteria are as follows:
    Discriminant Loading > 0.3，Explore the variables have distinguishing ability, less than 0.3 has no significant distinguishing ability.
    Discriminant Loading > 0.45，Explore the variables have a "strong" ability to distinguish.
7) Prediction Accuracy
    Since the HIT ratio is 0.8244, which is smaller than the 1.0616 value of Cpro* 1.25, the prediction result shows that the cross validation has not been passed. Therefore, there may be some error and accuracy in this difference analysis.
    Hit ratio: (11+97)/131 = 0.8244
    Cpro : (16/195)2+(1-(16/195))2*1.25 = 1.0616

4. DISCUSSION AND APPLICATION PRACTICE

This study is applied to the electronic industry in Zhejiang Province, and we can understand the views and views of senior executives of the electronic industry in Zhejiang Province on organizational performance. The results show that the causal relationship can be seen through the logical analysis of the framework diagram. In this study, we conducted a cluster analysis to verify that a firm's system can lead to its organizational performance. At present, this research is based on the theory of firm innovation, reputation, cooperative relationship and organizational justice to create cooperative relationship between the two parties.

5. CONCLUSION AND FUTURE RESEARCH

The biggest contribution of this study is to fill in the institutional gap that previous researchers lacked to see the overall organizational performance. This research combines the knowledge of different schools to design the research, and combines different knowledge viewpoints to analyze and explain.

In this study, the land-funded electronics industry in Zhejiang province was investigated, but there were still some limitations that could not be done the best. The following suggestions could be helpful for future research:

5.1. RESTRICTIONS ON THE DISTRIBUTION OF QUESTIONNAIRES

The questionnaire was distributed through friends or electronic industry executives in Zhejiang Province. However, it is not known whether middle or senior executives fill in the questionnaire during the distribution process. The degree of rigor will have a qualitative impact.

In fact, in the process of questionnaire distribution, in an ideal situation, there will be error items in the process of questionnaire recovery. We have sorted out the part of the error items in the questionnaire.

5.2. STUDY THE LIMITS OF VARIABLES

This study is mainly aimed at the electronic industry in Zhejiang Province, taking the local enterprises of Zhejiang Province as the object of the questionnaire. Other foreign enterprises have not been included in the study. In the writing process, I mentioned that the advent of globalization should include the innovative ideas of the West, and there will be differences in the innovation of the East. This is the weakness of this study in the design.

CONFLICT OF INTEREST

The author have declared that no competing interests exist.

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