Abstract:
In view of the enormous volume of global sourcing transactions taking place, negotiation in sourcing relationships deserves more attention from researchers. This article examines negotiation issues related to sourcing operations in China. Based on an experimental study with 77 sourcing professionals in China and two follow-up case studies, this article examines the relationships between purchasing portfolio types and negotiation strategies. Our findings suggest that appropriate negotiation strategies require careful consideration of purchasing contexts and sourcing relationships. An examination of their interrelationships provides useful insights about the design and implementation of negotiation strategies that result in effective sourcing outcomes.