

# THE INFLUENCE OF TRUST AND POWER TO COLLABORATION ON VIETNAM FRUITS & VEGETABLES SUPPLY CHAIN

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## ABSTRACT

**Purpose:** This paper's purpose is to examine the impacts of mutual trust and power on Supply Chain Collaboration. Three aspects that are important in the study of supply chain management and understand those impacts in accordance with the realistic situation of Vietnam's Fruits and Vegetables Export Market. Therefore, the authors would propose some recommendations to improve the collaboration especially in Vietnam export fruits and vegetables supply chain.

**Design/Methodology/Approach:** The authors used qualitative and quantitative method in this research. The qualitative approach comes up with metrics which are suitable to properly measure the different aspects of trust, power, collaboration and summarize those metrics in a survey. The quantitative approach uses the questionnaire to collect the data from a network of companies and cooperatives in Vietnam export fruits and vegetables supply chain and perform specific analysis to give out logical explanation about the correlations and impacts between the metrics for trust, power and collaboration.

**Findings:** The research is still ongoing.

**Originality/Value:** This paper will point out whether there is a considerable influence of trust and power on collaboration in the context of Vietnam Export Fruits and Vegetables Supply chain and the scope of those influence: Major or Minor? Positive or Negative? Or some unclear patterns that need further research to come?

**Keywords:** Vietnam export fruits and vegetables supply chain, trust, power, supply chain collaboration.