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Evaluation Of The Effect Of The Outsourcing On Resource Dependency And Transaction Cost Approach: A Research In Konya Oiz, Turkey

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Abstract

In the research, it is aimed to measure the impact of outsourcing, which appears as a case of extremely critical within today's rapidly changing environmental conditions and brutal competitive conditions on the transaction costs of organizations and resources dependencies, on the businesses operating in Konya Organized Industrial Zone, in Turkey and to detect the relationship between these concepts. Accordingly, resource dependency approach, transaction cost approach and a conceptual framework for outsourcing are tried to be put forward first, then the findings of the study and the results are given. In the analysis made as a result of obtained data, it comes into the open that the outsourcing has a positive effect on the direction of resource dependency and reducing transaction costs. In addition, a negative and meaningful correlation is found between the transaction cost and the resource dependence.

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1. Introduction

The organizations' effective and efficient utilization of the existing resources and capital has been extremely important today. In this context, organizations utilize their resources focusing on their core competencies that are what they do best, that cannot be easily imitated by other organizations, on the original work and/or work methods. Thus, they have the business or activities other than basic skills done by businesses that are experts in the field, the core competence of the business or activity.

In other words, organizations take to outsourcing for other activities focusing on their core competence due to the desire to use resources effectively in order to achieve the ultimate objectives. In this way, organizations aim to reduce costs, speed recovery, get rid of fixed and additional investments, increase measurability and control of costs, saving time and gain flexibility. In addition, organizations, which focus on their core competencies, prefer

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the outsourcing for some other activities in order to facilitate access to critical and important resources for themselves.

At this point, the question comes to mind before setting off for research; does the outsourcing decrease transaction costs or increase it unlike it is thought? In addition, does it decrease or increase the resource dependency? Basically, in order to resolve this curiosity, it is set out for this research.

In this context, in the research, resource dependency theory, transaction cost theory, the outsourcing that constitute the conceptual framework of the study, finally, the relationship between these three concepts will be explained in theoretical dimension. Then, the research method, findings, results of the research and finally suggestions will take place.

2. Conceptual Framework

2.1. Resource Dependency Approach

This approach began with James Thompson in 1967 and then was developed under the leadership of Pfeffer and Salancik (Saruhan & Yildiz, 2009, p. 178; Kocel, 2011, p. 352; Ataman, 2009, p. 222).

It is based on the view that it is necessary for organizations to investigate their structures and behaviours, their relationships with other organizations and their own relationships and their own behaviours between themselves in order to stay alive (Ataman, 2009, p. 222). In this respect, organizations put to use the input from their circles in order to continue their activities and survive. Input refers to all kinds of materials organizations use to produce goods or services, such as energy, knowledge, ability, skill, labour, money, etc.. Variety, importance and ease to be supplied of the inputs used for each organization may differ. For each organization, there may be inputs which have critical importance and/or uncertainty in provision. For this reason, organizations need to take various measures for the inputs which are critical for themselves and have uncertainty in provision (Kocel, 2011, p. 352). Inter-firm mergers (mergers and joint ventures), consortia, joint management board membership, various legal agreements and strategic partnerships are at the beginning of the measures taken in order to minimize the mentioned uncertainties (Singh et al., 1986, p. 589; Bedük, 2012, p. 124). According to this approach, which is based on an open system mentality and underlines that no organization is enough by itself, it is extremely important to take the measures mentioned above for the future of the organization.

Resource requirements make the organizations dependent on their environment. Even external factors may determine what the organizations will do, how they will act. Therefore, the organizations need to be in case of exchange and interaction with the environment in order to survive. The availability, importance or degree of scarcity of resources needed by an organization determine the nature and extent of dependence on the environment of the organization. Organizations develop co-operation with a variety of ways with the organizations (these may be customers, suppliers, competitors etc.) in their environment in order to guarantee these dependencies which have critical characters (Kocel, 2011, p. 352; Saruhan & Yildiz, 2009, p. 179; Lin et al., 2009, p. 923).

Organizations often want to achieve the following three objectives in relations with their surroundings in line with resource dependencies. On the basis of these objectives, there are "addiction recovery" and "reduction of uncertainty". These are respectively (Artuner & Anil, 2012, p. 33); i-) In order to overcome resource dependency in question of the organization, to prevent others to access these resources by obtaining ownership of critical resources. ii-) To secure the organization against a possible resource dependency that may be experienced in the future (Lin et al., 2009, p. 923). iii-) Providing a long-term gaining power and dominance in the market to continue to provide the organization's existence, to provide stability and not to be affected by competition.

In this context, according to resource dependency approach, it can be said that "there is a direct relation between to have the resources or to provide resource supply and to have the power" (Ataman, 2009: 223). The viewpoint this approach uses to describe the world of organizational is "Power" and there is power struggle on its basis. Both in inter-organizational dimension, as well as in power struggle between departments within the organization, the one, who has critical resources, has the power (Bedük, 2012, p. 124).

While organizations are taking various measures mentioned above to minimize resource dependencies or to have the resources, the question for what resources or resources with what nature these efforts should be exerted

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