

The Impact of Opportunistic Behavior on the Effectiveness of Export-Oriented Agricultural Product Chain Linkages: A Case Study in Vietnam

Thi Minh Phuong Nguyen^a, Quang Bach Tran^b, Thi Kim Oanh Thai^c

^a Faculty of Economics, Vinh University, Vietnam,

^{bc} Faculty of Economics, Vinh University, Vinh City, Nghe An, Vietnam

[https://doi.org/10.35609/gcbssproceeding.2023.1\(143\)](https://doi.org/10.35609/gcbssproceeding.2023.1(143))

ABSTRACT

Exporting goods in general, and exporting agricultural products in particular, generate important capital accumulation for importing and developing production, serving the industrialization and modernization efforts of countries. From the economic activities in Vietnam in recent years, it is evident that linking agricultural products for the purpose of exports indeed generates substantial revenue to the national budget. It is an important factor and contributes significantly to the sustainable development of the country's economy. During the process of international integration and globalization, organizations always strive to seek external collaboration opportunities with partners in the product value chain to ensure the efficiency and responsiveness of the value chain, as well as to leverage resources and supply capabilities for their customers (Cao and Zhang, 2011). The linking process ensures product quality, promotes organizational development, and ensures high effectiveness in the collaboration activities among members (Walter, 2003). Cooperative behavior and activities in supply chain management have achieved significant importance (Kocoglu et al., 2011). Lambert et al. (1998) define ensuring product supply chain as the linkage of companies aiming to deliver products and services to the market.

Keywords: Opportunistic behavior; Beliefs and judgments, Commitment, Perception of safety, Risk in the linkage, Effectiveness of the chain linkage.