Basic Search and Full text Access from Emerald Insight
Go to https://nusearch.nottingham.edu.my and click on ‘Sign in’
Select "University IT account"
Type in your ‘university username & password’ and click on ‘Login’

Note: Please ensure that you are at the authentication page with the Malaysia url link (.edu.my)
Your name appeared on the top right of the homepage indicate that you have successfully login to NUsearch. Click on “Databases”.

Welcome to NUsearch Malaysia

NUsearch has been updated with new features.
NUsearch has been updated! Read about all the new features and enhancements in our August release notes.

Due to scheduled maintenance, NUsearch may be unavailable weekly from 11pm Saturday to 2am Sunday.

Where can I get help?

Need help? is always available from the NUsearch menu, and further help and support can be found on the Library website.

Free e-resources available during the Covid-19 period

The Library has created an alphabetical list of free e-resources (e-books, streaming video, e-journals)
Once the database is found, click on ‘Available online’.
You have successfully logged into the database.

Type in the ‘keyword’ or ‘keyphrase’ and click on the ‘Search’ icon.
Research paper

Supply chain partners’ trust building process through risk evaluation: the perspectives of UAE packaged food industry

Mohammed Laeequddin
Express Flexi Pack, Dubai, United Arab Emirates

G.D. Saradana and B.S. Sahay
Institute of Management Technology, Ghaziabad, India

K. Abdul Waheed
Institute of Management Technology, Dubai, United Arab Emirates, and

Vinita Sahay
Institute of Management Technology, Ghaziabad, India

Abstract

Purpose: This paper seeks to identify the up-stream supply chain member’s (manufacturers, suppliers, supplier’s service providers) characteristics, economics, dynamic capabilities, technology and institutional perspectives of risk in relationship to develop a trust building model through risk evaluation and to address the issue: should a supply chain member strive to build the trust or strive to reduce the risk with its members and from which perspectives?

Design/methodology/approach: A conceptual framework was developed considering five key perspectives (characteristics, economics, dynamic capabilities, technology and institutions) to evaluate the member’s risk in relationship and derived the hypothesis from the framework. A survey was conducted in UAE packaged food industry upstream supply chain covering senior managers of 102 companies. Data were analysed using multiple regression analyses through SPSS. The selected supply chain members of this industry include packaged food products companies as manufacturers, packaging material converters as suppliers of packaging material to manufacturers and packaging raw material suppliers as suppliers of manufacturer's suppliers of manufacturers.

Findings: From the survey results it is found that characteristic and institutional risk perspectives influence significantly to initiate a trustworthy relationship. Economics, dynamic capabilities and technology risk perspectives play a significant role to maintain trust in relationship. No perspective of risk influence to reduce risk.

Limitations, implications, recommendations and future research: The results of the study may be limited to industry context of packaged food products in UAE. The findings can contribute to the academic and practical knowledge of the relationship between supply chain partners in the context of risk and trust building process.