

## **The Impact of Shared Culture, Trust and Information Exchange on Satisfaction and Financial Performance: Moderating Effects of Supply Chain Dependence**

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**Abstract :** This paper examines the role supply chain dependence as contingency factors which affect the effectiveness of different critical factors (in terms trust, information exchange and shared culture) in delivering supply chain satisfaction and financial performance. Using the data of 468 manufacturing firms in the Global Manufacturing Research Group, this study shows that supply chain dependence strengthens the positive relationship between shared culture & vision and supply chain satisfaction while dampens the relationship between trust and satisfaction. The study also demonstrates the direct positive effect of satisfaction on financial performance. Supply chain managers were advised to emphasize on the alignments of common understanding, codes, languages, common shared vision and similar cultures.

**Keywords :** information exchange, shared culture, satisfaction, supply chain dependence

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