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## **Impacts of cultures on long term relationship between firms: A comparison between Chinese and western managers**

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### **Key words**

long-term orientation, satisfaction, trust, contractual obligation, cultures

### **Abstract**

*This study has compared two distinct pathways from satisfaction to long-term orientation that are associated with Chinese and Western managers. It contributes to the extant literature by examining the moderating role of national culture on the relationship between satisfaction, trust and legal contract and their respective impact on the exchange partner's long-term orientation. The findings based on a sample of 270 Chinese and Western managers reveal that although satisfaction has an influence on long-term orientation, the mechanism to become long term oriented for Western and Chinese managers is different. That is, whilst an interacting effect between trust and contract determines long-term orientation among Western managers, no such moderating effect was found for the Chinese managers sampled. As a result, several theoretical and managerial implications are extracted and directions for future research provided.*

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