ABSTRACT

Our study aims to explore whether the level of internationalization and diversity of a business group will affect its decision making in sustained investment in its subsidiary company. We added the moderator variable of the performance of the parent company into calculation in order to find out if the moderator would fortify the effect of internationalization and diversity of a business group over its sustained investment. The data of the 156 business group with 228 subsidiary companies in this study were taken from the corporation list of China Credit Information Service, Ltd. in 2009, and were used as sample data. The duration of this study was six years, from 2006 to 2011. We concluded that when a business group is highly internationalized and diversified, the effect of sustained investment of a business group in its subsidiary company would be more noticeable. The performance of the parent company would affect how diversified the group business is, but the performance of the parent company has little effect on how internationalized the group business is.

Keywords: Business group, Sustained investment, Internationalization, Diversification, Profit

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