The Influence of Subsidiary's Technological ability on Parent Company's Technological

ABSTRACT

This text is crescent in scale in the mainland subsidiary with the Taiwan business, even surmount the parent company, form it under the special situation of subsidiary's scale is excellent than parent, is based on the resource basic view and MNC theories, probing into when subsidiary's scale or technology are superior to the parent company, there is technological feedback current to the parent company, and then influence the technological ability of parent company, improve the technological ability of parent company.

This research theme lies in, first, Taiwan business are on the initial stage of investing in the mainland, which kind of resource is subsidiary of Taiwan business in mainland obtained by parent company of Taiwan and host country? Second, as the subsidiary of Taiwan business in mainland possess the technology superior to the parent company of Taiwan or resources which the possession parent company lacks, whether the subsidiary could make some contribution to parent company. Third, to resources offered of subsidiary, the parent company can combine and utilize, improve one's own ability. Take the case study method in this research, go to eight manufacturers of Taiwan already invested in at the continent in mainland interview, find that has already had subsidiaries to feedback resources to the parent company among Taiwan parent company, subsidiary can even help to improve the ability of parent company to develop, can do some good to development of the parent company, accord with the trend that inference MNC subsidiary role and ability of enterprise's subsidiary of this research institute change. According to the interview result, it is four kinds to feedback and sum up technological resources of the present stage between Taiwan business's subsidiary and parent company, including resource recipient, resource holder, the person who develops resource and integration of the resources person, all kinds represent resource, Taiwan business of parent company and subsidiary company use situation, is it help Taiwan parent company understand make an investment in mainland subsidiary role and transition of ability to expect to be able.

Keywords : Resource Based, Learning by Doing, Best Practices Transfer, MNC

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Appendix A: Interview Outline
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二、英文部分