

# The relationship among motivation, execution, and performance of a company exhibition

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## ABSTRACT

At present, participate in trade shows on performance factors almost all confined to a single industry and exhibition of the slightly less than other industries. Therefore, this research for who have exhibitor experience are participating as the empirical study , extended to all industries to discuss the implementation process of exhibitors performance impact on the participants and the different types of vendors participating in the exhibition motives implementation approach whether different in Taiwan. Through a variety of industry vendors returned questionnaires, completed by respondents to provide suggestions to help exhibitors understand the situation and sorting out the exhibitor ' s motivation, the implementation of the relationship between process and performance by finishing the questionnaire data recovery. Results that, the implementation of the process of participation motivation of the variables, a positive relationship shows exhibitors motivation and execution before, during and after the show has a positive significant relationship between the various stages; implementation of the variance of "exhibitors performance "has a very significant positive impact on the manufacturers, the implementation of the "pre-show action "," developing action "and" show actions "to improve performance is improvement. With the international trend, enterprises to participate in trade shows have become the trend of the future; hope that through this study on the trade show to provide exhibitors want as a reference for advance planning to avoid the squandering of resources and the enterprise is pointless waste to provide real useful help in the future.

Keywords : 商展、動機、執行過程、績效

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