

# The Empirical Study of Overseas Investment Location Choice and Decision - A Taiwan 's Footwear Manufacturing Company

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## ABSTRACT

This study investigates the location choice and decision-making of overseas investment in Taiwan footwear industry. To establish standardized analysis method and choose the best location for investment, by conferring with overseas investment and location choice theory, the development of footwear industry in Taiwan and other countries. There will be an example given to test and verify. Starting with the literature reference, interviewing with staff of case company and expert to define the case company 's overseas investment target base on Unison Framework for Decision Analysis. Thus set up the overseas investment influence relationship hierarchy structure of the case company. To convert and define evaluating attributes according to the hierarchy structure. All attributes are about human resource, material, government policy at tax, financial, and Infrastructure basic requirements, macroeconomic environment, doing business cost and social environment etc.. Base on ranking attributes of expert, get the ROC weight and use the Simple Multi-Attribute Ranking Technique (SMARTER-ROC). This result shows Vietnam is the best Foreign Direct Investment (FDI) country currently. By objective definition, hierarchy structure analysis, decision maker can consider critical questions clearly during project assessment. This research can also be a reference for other footwear industry to evaluate overseas investment location.

Keywords : Footwear Industry、 FDI、 Unison Framework for Decision Analysis、 Simple Multi-Attribute Ranking Technique (SMARTER-ROC)

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