

集團企業合資子公司之持續投資：國際化與多角化的影響

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摘要

本研究探討集團企業的國際化與多角化在不同程度的狀況下，對於合資子公司持續投資的決策下是否會有不同的影響，並以母集團績效為干擾變數，探討當績效程度不同時，是否會加強集團企業的國際化、多角化對持續投資的影響。本研究是以中華徵信所2009年集團企業156家集團企業為樣本資料，子公司家數為228間；研究期間為2006到2011年共6年。本研究證實集團企業國際化程度以及多角化程度越高，對於合資子公司持續投資的影響越大。並且，母集團績效是會對於集團企業多角化程度有所影響。但是母集團績效對於集團企業國際化程度的影響程度不大。

關鍵詞：集團企業、持續投資、國際化、多角化、績效

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