

The Impact of Corporate Diversification on Corporate Performance

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ABSTRACT

This study aimed to discuss whether internationalization and diversification would affect its firm performance according to the data of listed companies in Taiwan from 1986 to 2001. The regression results shows diversification will affect financial performance. The diversification had a quadratic curve relation with firm performance. Firm performance increased in the beginning of diversification: but firm performance falls while the products diversification is too high. There is no significant relationship between internationalization and firm performance. Firm performance would fall down while internationalization goes too far.

Keywords : diversification、 products diversification、 internationalization

Table of Contents

目錄 封面內頁 簽名頁 中文摘要-----	I 英文摘	
要-----	II 誌謝-----	III 目
錄-----	IV 圖目	
錄-----	V 表目錄-----	V
第一章 緒論 1 第一節 研究背景與動機 1 第二節 研究目的 4 第三節 研究流程 6 第二章 相關理論及文獻回顧 8 第一節 企業 績效 8 第二節 多角化策略相關文獻探討 11 第三節 國際化之相關文獻回顧 13 第四節 國際化程度與企業績效關係相關文獻 探討 15 第三章 研究設計 20 第一節 資料來源與樣本選取 20 第二節 研究變數的定義與衡量 21 第三節 資料分析方法 26 第 四章 實證結果與分析 29 第一節 基本敘述統計分析 29 第二節 皮爾森相關分析 30 第三節 線性迴歸模型 33 第四節 非線性迴 歸模型 42 第五章 結論與未來研究方向 48 參考文獻 50		

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