

國際新創企業策略聯盟之事件行銷法

張智翔、蔡翠旭

E-mail: 374700@mail.dyu.edu.tw

摘要

隨著全球市場環境不景氣的影響，許多企業在策略聯盟的投資合作中，紛紛面臨倒閉的危機。儘管大企業的投資失利與倒閉，中小企業仍是有其發展的生存空間，對於新崛起的企業，特別是有著專業技術的高科技產業，更是可以利用本身相關產業的優勢或領先的技術，透過事件行銷的方法，藉此在創業初期發展成為國際新創企業。本研究透過事件研究法中的GARCH風險調整模式，用來檢定興櫃轉上櫃公司股價的統計資料，探討是否會對股價產生異常報酬的影響，並藉此事件來觀察是否可以帶動企業發展成為國際新創企業的行銷方法。本研究樣本蒐集於證券櫃檯買賣中心，並使用台灣經濟新報統計軟體檢定2012年2月至7月各產業的股價日資料。經由時間序列實證分析發現，興櫃轉上櫃事件宣告日前的法人說明會、新聞稿、新品發表與代工技術、重大事記等行銷方式，確實會對股價異常報酬有顯著關係。

關鍵詞：異常報酬、國際新創企業、策略聯盟、事件研究法

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