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ABSTRACT

The primary goal of this research is to study whether the performance of those companies which have invested in Mainland China for at least three years is affected by their original ownership strategies. The second goal of this research is to find out whether there is any relationship between ownership strategies used and the management styles of companies. Finally, with the above findings, we will propose a ownership strategy that may fit most of the companies in Mainland China. Case study method is used in this research because the number of frozen food processing companies is small (less than twenty) This includes the collection of primary data and secondary data locally, and a field study in Mainland China. With those data, we made a few hypotheses and some conclusions. The study has found that the best ownership strategy for Taiwanese enterprises in Mainland China would be "allowing Taiwan investment group to be responsible for operating and managing the joint venture with certain conditions".

Keywords : ownership strategy ; management styles ; field study ; frozen food

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