跨國序列投資決策之最佳評選模式-應用基因演算法=the optinal evaluaiton model for transnational sequential investments

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摘 要

因應二十一世紀全球競爭(Global-based competition)及知識經濟(Knowledge-based economy)時代的來臨，多國籍企業(Multinational corporations, MNCs)如何於全球競合 (Coopetition)的環境下，確保其持續性競爭優勢(Sustained competitive advantage)，誠為企業主關切之議題。其中，國際市場進入型態(International market entry modes)與國際市場推進路徑(International market advancing path)，儼然成為多國籍企業達至國際市場預期營運規模之重要策略。本研究乃係建立於全球經濟不景氣之基本條件下，採「集中化序列投資策略」做為國際市場推進路徑策略之合理選擇。其次，假設「區位特徵」與「經營經驗」為影響投資報酬率，且攸關於投資優先順序之因子。於上述假設條件下，以數理規劃(Mathematical programming)理論，建構「跨國序列投資決策之最佳評選模式」，藉以求得在最小風險與最短時間內達至國際市場預期營運規模之推進路徑。再者，本研究亦考量投資區域增加時，導致模式建構的複雜性；進而，爰提以基因演算法(Genetic algorithms, GAs)為工具之求解程序(Proposed procedure)，並輔以實際範例，說明演算程序之有效性。

關鍵詞 : 國際市場進入型態 ; 國際市場推進路徑 ; 區位特徵 ; 經營經驗 ; 基因演算法

目錄

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