

A Comparative Study of Factors in Cross-Strait Taiwanese Enterprise Employees' Leaving Jobs

李榮霽、賴文魁

E-mail: 9121608@mail.dyu.edu.tw

ABSTRACT

ABSTRACT In 2002 after mainland China and Taiwan join the WTO simultaneously, thanks to the incentives of the open market, many sizeable high-tech transnational enterprises seem trying to grab their shares in the mainland market while Taiwanese businessmen are starting a new wave of mainland investment fever. However, in the future it is the global market rather than mainland or Taiwan market that serves as the competitive arena for talents on both sides of the Taiwan Straits. Taiwan industrial structure is now in its third transitional phase. With the rapid changes of the global job market and in the face of the prevalent world economic recession and the mounting difficulty in the external business environment, Taiwan is suffering from a record-high unemployment rate. Business recreation and proper introduction and efficient employment of human resources have become a matter of concern for businessmen at administrative levels. How to gain the competitive edge and raise productivity while reducing the cost has also been the goal business leaders are making efforts to achieve. Although Taiwan and mainland China have the same language and root, they have been politically separated from each other for over 50 years. Therefore, considerable differences have existed in their social and economic systems and lifestyles, causing many Taiwanese businessmen in mainland China much difficulty in business administration. This thesis aims at shedding light on the factors affecting the employees of cross-strait Taiwanese enterprises to leave their jobs through questionnaires and statistical analysis. The research findings show that opportunities for promotion, salary and benefits, training and education, and the leadership style have much to do with employee' termination of employment, providing useful materials for their employers' reference in formulating human resource policies and personnel systems so as to hold back the brain drain. Key words: termination of employment, leadership style, career mentor

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