

THE RESEARCH OF BUSINESS PERFORMANCE ABOUT THE INVESTMENT OF TAIWAN ENTERPRISES TO CHINA-ON THE BASIS OF THE DIVERSIFICATION

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ABSTRACT

FACING THE VEHEMENT COMPETITION, MORE AND MORE ENTERPRISES MOVE OUTWARDS IN DROVE TO SEARCH THE BETTER INVESTMENT SPOTS FOR THE GREATEST PROFITS. THERE ARE WIDE LAND, LOW LABOR COST AND THE SAME LANGUAGE IN CHINA, SO TAIWAN ENTERPRISES TAKE IT INTO CONSIDERATION AS ONE OF THE GREATEST INVESTMENT AREA. THE MAIN PURPOSE OF THIS THESIS IS TO DISCUSS HOW TAIWAN ENTERPRISES INVESTING IN CHINA AFFECT THE PERFORMANCE. THIS RESEARCH IS BASED ON THE STRATEGIES OF DIVERSIFICATION AND CORE COMPETENCE AS PRIVATE FACTORS TO DISCUSS HOW THESE TWO FACTORS AFFECT THE FOLLOW FACTOR OF BUSINESS PERFORMANCE. THE RESEARCH TAKES SAMPLES FROM TAIWAN ENTERPRISES IN CHINA. THE MAIN RESULT IS AS FOLLOWS: 1.THE SUBJECTIVE PERFORMANCE OF DIVERSIFICATION PARTIALLY AFFECTS THE BUSINESS PERFORMANCE. ABOUT ALL, THERE ARE SEVERAL DIMENSIONS WITH SIGNIFICANT LEVELS SUCH AS THE GROWTH RATE, THE PROFIT RATE.. HOWEVER, THE REMAINING DIMENSIONS ARE NOT UP TO THE STANDARD SUCH AS THE LOWER RISK RATE, THE DEGREE OF GOAL REACHING AND PRODUCT DIVERSIFICATION IN THE SUBJECTIVE PERFORMANCE, AND THE SALES GROWTH RATE AND PROFIT RATE IN THE OBJECTIVE PERFORMANCE. 2. THE CORE COMPETENCE MAKES THE SIGNIFICANT EFFECT TO PERFORMANCE. THERE ARE SEVERAL DIMENSIONS WITH SIGNIFICANT LEVELS SUCH AS THE GROWTH RATE, THE PROFIT RATE, AND THE DEGREE OF GOAL REACHING. ONLY THE PRODUCT DIVERSIFICATION, THE LOWER RISK RATE IN THE SUBJECTIVE PERFORMANCE, AND THE SALES GROWTH RATE IN THE OBJECTIVE PERFORMANCE ARE NOT UP TO THE STANDARD. WE CAN MAKE THE CONCLUSION THAT THE 1ST AND 2ND HYPOTHESIS ARE APPROVED. THUS, THIS RESEARCH ADOPTS THE DIVERSIFICATION AND THE CORE COMPETENCE TO MEASURE THE BUSINESS PERFORMANCE OF TAIWAN ENTERPRISES IN CHINA. MEANWHILE, BOTH OF THEM CAN AFFECT THE BUSINESS PERFORMANCE EFFECTIVELY. HOWEVER; THE STRATEGY OF THE CORE COMPETENCE IS MORE SIGNIFICANT THAN THAT OF THE DIVERSIFICATION.

Keywords : DIVERSIFICATION, CORE COMPETENCE, BUSINESS PERFORMANCE

Table of Contents

第一章 緒論--P1 1.1 研究背景與動機--P1 1.2 研究目的--P4 1.3 研究程序--P4 1.4 研究限制--P6 第二章 文獻探討--P7 2.1 多角化相關文獻探討--P7 2.2 核心競爭力相關文獻探討--P23 2.3 經營績效相關文獻探討--P31 2.4 台商至大陸投資概況--P32 第三章 研究方法--P38 3.1 研究架構--P38 3.2 研究假說--P39 3.3 變數定義與衡量--P41 3.4 抽樣設計與資料收集--P46 3.5 資料分析法--P47 3.6 信度與效度分析--P48 第四章 實證分析與解釋結果--P50 4.1 基本資料統計分析--P50 4.2 多角化策略與台商經營績效之迴歸結果--P58 4.3 多角化策略與台商經營績效的關係之迴歸結果--P58 4.4 核心競爭力與台商經營績效之關係--P62 第五章 結論與建議--P67 5.1 結論--P67 5.2 對企業界及後續研究者之建議--P68 參考文獻--P70 中文部分--P70 英文部分--P73 附錄--P79

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