

THE STUDY OF THE ENTRY MODE OF THE FOREIGN INVESTMENT AN EMPIRICAL SURVEY OF TAIWAN-OWNED FIRMS' INVESTMENT IN CHINA

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ABSTRACT

AFTER THE CROSS-STRAIT GOVERNMENTS ENTERED THE WTO (WORLD TRADE ORGANIZATION) , BOTH HAD LED TO THE DISTINCT BUSINESS ENVIRONMENT UPON FACING THE SAME OPEN SURROUNDINGS.WHEN TAIWA -N ENTERPRISES ENCOUNTER THE THREATS FROM OTHER INTERNATIONAL FIRMS AND THE RIVALS FROM TH -E DOMESTIC MARKETS, THEY CANNOT HELP DEVELOPING THEIR BUSINESS TO CHINA SO AS TO RESPOND THE COMPETITION SWIFTLY. THE MOTIVATION OF INVESTMENT TO CHINA HAS AIMED TO THE WIDE DOMESTIC MARKET OF CHINA INS -TEAD OF THE INITIAL COST-ORIENTATION SUCH AS LOWER MATERIAL COST, LABOR AND LAND COST.HOW -EVER,OWING TO THE INCREASING FOREIGN INVESTMENT TO CHINA IN RECENT YEARS,THE GDP ELEVATES A LOT.AS A RESULT,THE LABOR COST KEEPS SOARING,AND THE ORIGINAL MOTIVATION TO INVEST IN CH -INA HAS DISAPPEARED.SINCE THE CHINA BUREAU KEEPS IMPROVING THE INVESTMENT ENVIRONMENT INC -LUDING THE STIPULATION OF "INVESTMENT PROTECTION FOR TAIWAN BUSINESSMEN", THERE ARE MORE AND MORE TAIWANESE BUSINESSMEN TO INVEST IN CHINA.AND THIS FACTOR HAS TURNED TO THE OTHER MAIN MOTIVATION FOR TAIWAN ENTERPRISES. FACING THE QUICK CHANGE OF THE INVESTMENT ENVIRONMENT IN CHINA,TO KNOW WHAT AFFECTS THE CHOICE OF ENTRY MODES BECOMES MORE IMPORTANT.ACCORDING TO OUR RESEARCH, THE ENTRY MODES CA -N BE DIVIDED INTO THREE TYPES:WHOLLY FOREIGN-OWNED ENTERPRISES, EQUITY JOINT VENTURE,CONT -RACTUAL JOINT VENTURES IN THE ANALYSIS OF LOGISTIC REGRESSION, THE RESULT SHOWS THAT BOTH THE TACIT AND EMBED OF TECHNOLOGICAL KNOWLEDGE AND THE RISK OF HOME COUNTRY ARE THE MOST IMPORTANT FACTORS TO AFFECT THE CHOICE OF ENTRY MODES. THEREFORE, THE RESEARCH HOPES THE TAIWAN ENTERPRISES CAN EVALUATE BOTH THE TACIT AND EMBED OF TECHNOLOGICAL KNOWLEDGE AND TH -E RISK OF HOME COUNTRY TO CHOOSE THE BEST ENTRY MODE TO CHINA MARKET.

Keywords : TAIWAN ENTERPRISES, ENTRY MODE, TRANSACTION COST, INVESTMENT ENVIRONMENT, TECHNOLOGICAL KNOWLEDGE

Table of Contents

第一章 緒論--P1 1.1 研究背景與動機--P1 1.2 研究問題--P2 1.3 研究目的--P3 1.4 研究流程--P4 第二章 文獻探討--P6 2.1 對外直接投資的意義與動機--P6 2.2 對外投資之相關理論--P8 2.3 國際市場進入策略之相關理論--P14 2.4 國際進入模式優缺點比較--P23 2.5 台商國際進入策略相關文獻--P27 第三章 研究方法--P30 3.1 研究架構--P30 3.2 變數衡量與問卷設計--P31 3.3 研究假設--P37 3.4 抽樣與分析方法--P38 第四章 研究結果與分析--P41 4.1 樣本廠商基本分析--P41 4.2 卡方檢定--P46 4.3 LOGIT模型設立與實證結果--P47 第五章 結論與建議--P54 5.1 研究結論--P54 5.2 研究建議--P56 參考文獻--P58 中文部分--P58 英文部分--P61 附錄一--P67 附錄二--P74

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