

FACTORS OF INFLUENCING TAIWANESE COMPANIES ON THE ENTRY MODES OF CHINA-WITH TRANSACTION COST AND RESOURCE-BASED VIEWS

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ABSTRACT

THIS STUDY EXPLORES TAIWANESE FIRMS IN MAINLAND CHINA AS THE RESEARCHING OBJECTS. IT DISCUSSES THE INFLUENCING FACTORS OF ENTRY MODES IN CHINA WITH TRANSACTION COST AND RESOURCE-BASED VIEWS. BY WAY OF QUESTIONNAIRES, WE COLLECT RELATION DATA AND APPLY LOGISTIC REGRESSION MODEL TO ANALYZE. IT TESTS IF FIVE VARIATIONS OF TRANSACTION COST AND RESOURCE-BASED VIEWS HAVE INFLUENCE IN CHOICES OF ENTRY MODE- HIGH INVOLVEMENT AND LOW INVOLVEMENT. BESIDES, IT TESTS IF FIRMS WITH DIFFERENT TRANSACTION COST AND RESOURCE-BASE HAVE CORRELATION ON ENTRY MODE. FINDINGS OF THIS RESEARCH INDICATE THAT: THE ENTRY MODE OF TAIWANESE FIRMS IN CHINA WILL BE INFLUENCED BY THE VARIATIONS OF TRANSACTION COST AND RESOURCE-BASED VIEWS. THAT IS TO SAY, WHEN FIRMS WITH DIFFERENT TRANSACTION COST OR RESOURCE BASE WILL HAVE DIFFERENT CHOICES OF ENTRY MODE. BESIDES, THE "EXTERNAL UNCERTAINTY" VARIATION OF TRANSACTION COST VIEW AND THE "ASSET" VARIATION OF RESOURCE-BASED VIEW HAVE SIGNIFICANT INFLUENCE IN ENTRY MODE; NAMELY, WHEN TAIWANESE FIRM'S PERCEIVED LOW EXTERNAL UNCERTAINTY OR HAS HIGH ASSET, WILL PREFER TO CHOOSE HIGH INVOLVEMENT ENTRY MODE. FINALLY, THIS STUDY TESTS CORRELATION BETWEEN FIRMS IN DIFFERENT TRANSACTION COST AND RESOURCE BASE AND ENTRY MODE WITH CHI-SQUARE TEST. THE RESULT SHOWS THAT THERE IS NO SIGNIFICANT CORRELATION BETWEEN FIRMS IN DIFFERENT GROUPS AND ENTRY MODE.

Keywords : TRANSACTION COST VIEW, RESOURCE-BASED VIEW, ENTRY MODE

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