

大陸台商資源組合類型對經營績效之影響 - 進入策略與組織能力之干擾效應

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摘要

本研究旨在探討資源類型(技術資源&行銷資源、組織能力)和內外銷導向對於台商在動態海外市場經營績效的影響。以成長性和獲利性兩大綜合性指標來衡量經營績效。從191間在中國大陸投資的台灣製造廠商資料顯示這些能產生準租的廠商獨特資源會對績效產生正向的影響，但進入策略對經營績效則沒有影響。又從分析中可以進一步的發現，獨資的廠商從事外銷，可以得到最佳的績效;同樣的，合資的廠商從事內銷其績效亦更佳。

關鍵詞：資源類型；進入策略；組織能力；內外銷；經營績效

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