

對台商進入中國市場模式之影響-兼論組織能力和地主國制度之干擾效應

楊家和、陳木榮

E-mail: 9222813@mail.dyu.edu.tw

摘要

在海峽彼岸的中國市場，由於風土民情、語文及文化均與台灣本土相近，較易成為台商進行海外直接投資(foreign direct investment; FDI)的海外市場。台灣廠商在中國市場開放初期，廠商以各種投資方式進入中國市場投資，經由中國政府循序地開放投資條例，台商不但可以採取獨資方式，也可以有限制地把生產之產品銷售於中國的內銷市場。在此一情況下台商所應採取的進入策略，將是本研究欲探討的重點。台灣經濟體是以中小型企業為其主體，本研究擬以中小型企業之製造業為研究對象，探討台商赴中國投資之進入模式影響因素。期能透過問卷調查研究，對台商赴中國投資之進入模式(entry mode)受市場營運型態(marketing operation types)、組織能力(organizational competence)及地主國制度(host country institution)之影響有更進一步的探討與認識。

關鍵詞：市場營運型態；地主國制度；組織能力；進入模式

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