

The Study on Marketing Operation Types Affects Taiwanese Firms Entering China Market the Moderator Effects of Organiza

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ABSTRACT

Owing to the familiar customs, languages and cultures, Mainland market is rather easier to become foreign direct investment market for Taiwanese firms. When China opened up its market at first, Taiwanese firms use several ways to enter Mainland market to invest. China has loosened its restrictions little by little, therefore Taiwanese firms not only can set wholly owned subsidiary, but sell limited products domestically. What entry strategy will be chosen is the main topic of the research. The research takes small businesses investigate the factors affecting entry modes. The research hopes to understand the effects of marketing operation types、organizational competence and host country institution on entry modes through questionnaire.

Keywords : Marketing Operation Types ; Host Country Institution ; Organizational Competence ; Entry Mode

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