

大陸台商進入策略、國際化程度對經營績效關係之研究-以腳踏車零件製造業之個案分析為例

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摘要

中文摘要 本研究主要探討不同的進入策略、國際化程度對經營績效的關係，選取以赴中國大陸投資之台商為研究對象，結果顯示在腳踏車零件製造業裡不同的進入策略對經營績效存在顯著差異，其原因可能為獨資可以有效依照母公司需求調配生產及行銷等管理機制，但合資則必須在雙方投資人的意見中取得協調，無法與母公司全力配合，甚或導致經營不佳等因素產生。非財務績效方面由於兩家公司本研究所選取的變數中，並無法做出明顯區格，故無法確實比較出其不同進入策略對非財務績效的影響，亦可以說不同的進入策略對非財務績效不具有影響效果。對於財務績效而言，本研究所探討的變數中，皆顯示國際化程度越高對經營績效具有顯著差異，表示在腳踏車零件製造業的國際化程度與財務經營績效具有同向的關係，顯然國際化程度越高其經營績效相對更好，而在文獻中我們也發現腳踏車零件製造業，主要是針對全球市場進行販售，並非只針對國內或某些特定國家，故廠商若希望提高本身的競爭力，應以提升國際化程度為首要，以藉以提高經營績效。

關鍵詞：進入策略；國際化程度；經營績效

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