

# The Impact of Taiwanese Business Entry Mode , Degree of Internationalization to Performance in China---A Case of Bicycle

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## ABSTRACT

This research primarily studies the different Entry mode, the degree of internationalization relation operate results, and select by examinations regarding Taiwanese business people of leaving for the Mainland China investment as the research object, consequently show at the manufacturing industry of bicycle spare parts different into the strategy right operate the results the obvious difference of eases, and its reason may be an individual proprietorship and can validate to dispense the mechanism of managements such as produce and sell etc. according to the need of parents company, but joint venture them obtain to moderate in the opinion of the both parties' investor, and can't match with parent company with all strength, very or cause management not the good factor of etc. produce. Rather than aspect of finance results is due to two this graduate school of company variable that select by examinations in, and can't do out the obvious of area, can't to the assuredness compare out its different influence not results of finance into the strategy, may also in regard to say the different into strategy right not results of finance does not have affect the result. Key words: entry mode, internationalization, performance

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