# A Study on the Effect of Internationalization Entry Models to Knowledge Transfer Strategies

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ABSTRACT

With the Soviet Union collapsed, East Europe and Mainland China have gone in pursuit of capitalistic economy, which brought to the wave of cross-boundary enterprise. Taiwan has also gradually crossed into the internationalization in consider of resource, geography, and world market. Which entry model an enterprise should take to establish the knowledge power by complying with its core knowledge attributes is the key factor to internationalization. How to transfer and expand knowledge in organizations will extraordinarily affect the deployment of knowledge power, which drives the motivation of this paper to study the effect of internationalization entry model to knowledge transfer strategy, with different knowledge attributes. Four internationalized Taiwan enterprises were interviewed, recorded, and then analyzed. Interviewed contents were categorized and coded in preliminary, intermediate and primary sequence, then abstract the relative principles    This study shows that most of co-investment enterprises will take compensatory, different and professional knowledge transfer strategies into internationalization, but single-investment enterprises will select original, similar and professional strategies. As for knowledge attributes, co-investment enterprises would be more conservative in strategy but more open in marketing and technique, single-investment enterprises are more open in all. Most of Taiwan enterprises transferring knowledge into their branch in Mainland China were based on marketing and technique attributes.

Keywords : Internationalization entry model ; Knowledge attribute ; knowledge transfer strategy

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