

Recurrent Event Analysis of Internationalization Motives: From Parent - Country and Organizational Perspectives

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ABSTRACT

For probing the internationalized motive of the enterprise, in the past, an abundant research literature has already been accumulated, but majority of scholar would still check the deciding factor of internationalized enterprise by cross section analysis method, yet for a long time, the vertical continual research, would mostly utilize the individual case analysis method. Since the number of enterprises internationalized can possibly be more than once, the vertical continual method can therefore interpreted the internationalized motive of enterprise better than cross section method. Therefore, this research would utilize long term observation, to analyze domestic enterprise, in order to proceed with internationalized motive. This research would base on the company on the market domestically as research sample, to start off by the organization and mother country factor of the passive viewpoint, to collect domestically over the years or the subordinated level of information data make public by the enterprise, through repeated event analysis method under the survival analysis, in order to proceed with the actual verification research discussion for the internationalized motive of the enterprise. The primary verification results of this research are: 1. Competitive level of the industry has a positive affect on the internationalization of the enterprise. 2. Foreign investment activities of the same trade have a positive affect on the internationalization of the enterprise. 3. Labor 's cost has a negative affect on the internationalization of the enterprise. 4. Financial cost has a positive affect on the internationalization of the enterprise. 5. Political hazards have a positive affect on the internationalization of the enterprise. 6. Organizational scale has a negative affect on the internationalization of the enterprise. 7. Internationalized experience has a negative affect on internationalization of the enterprise.

Keywords : Internationalization motives ; Recurrent event

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