

The Effects of First Mover Advantages on the Performance of Taiwan Subsidiaries in China the Moderating Role of Late Co

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ABSTRACT

The study compared with first mover and late comer company who can get high performance in China. From the comprehensive literature review , we proposed the related framework of first mover advantages, late comer advantages and performance. The research purpose focus on : 1.the relationship between first mover advantages and performance. 2.how the moderating role of late comer advantages plays between first mover advantages and performance. The study collect 6 company of 3 industry as the sample for case study. By the timing they entry the China , we can distinguish first mover and late comer to compare with each other. And we can understand the first mover and late comer who can get high performance. Based on the interview, we found : 1.when first mover having higher first mover advantages , first mover can have higher market share and profitability. 2.when late comer advantages is high and make first mover advantages low, first mover can have lower market share and profitability.

Keywords : First Mover Advantages ; Late Comer Advantages ; Performance

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