

我國車輛零組件產業以高股權控制模式進入中國大陸之機率探討 重複事件分析法

林志銘、吳孟玲

E-mail: 9314190@mail.dyu.edu.tw

摘要

企業海外進入模式的探討，近年來已累積豐富的研究文獻，唯受限於資料取得與統計方法的限制下，大部分學者是以橫斷面的分析方式來檢視影響進入模式的因素，且將廠商進入時點處理為橫斷面的同時進入，故無法觀察隨著時間轉變時，變數與變數間關係的變化；而縱斷面的研究則多採取個案分析方式。據此，本研究採取存活分析下的重複事件分析法，以克服橫斷面研究的問題。本研究以國內199家車輛零組件廠商為研究樣本，探討企業因素及地主國環境因素對高股權進入模式的影響，主要實證結果如下：一、核心能耐對於企業採取高股權控制的機率有正向的影響 二、地主國投資經驗對於企業採取高股權控制的機率有正向的影響 三、網絡地位對於企業採取高股權控制的機率有負向的影響 四、地主國國家風險對於企業採取高股權控制的機率有負向的影響 五、地主國政府政策對於企業採取高股權控制的機率有負向的影響

關鍵詞：股權進入模式；重複事件分析法

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