

Recurrent Event Data Analysis for the Ratio of High Ownership Entry Model in China-A Case of Taiwanese Vehicle Component

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ABSTRACT

Recent literature on entry modes is abundant, but most of the scholars use cross section analysis method to discuss the factors affecting entry modes due to the limitation of data and research methods. The cross section analysis manipulate the plural entry time into the same timing, so we can not observe the changing between factors with time; and the vertical continual researches on entry modes would mostly utilize the individual case analysis method. Therefore, this article adopts recurrent event data analysis in order to solve the problem of cross section analysis. This article chooses 199 Taiwanese vehicle component firms as research samples and discusses the affection of firm factors and host country factors on the ratio of high ownership entry mode. Our findings are as follows: 1. The core competence of firm will have positive affection on the ratio of high ownership entry mode. 2. The host country investment experience of firm will have positive affection on the ratio of high ownership entry mode. 3. The level of network of firm will have negative affection on the ratio of high ownership entry mode. 4. The risk of host country will have negative affection on the ratio of high ownership entry mode. 5. The restriction of host government will have negative affection on the ratio of high ownership entry mode.

Keywords : ownership entry mode ; recurrent event data analysis

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