

國際企業策略、國際化程度、多角化程度對外派加給之影響研究

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摘要

隨我國國際企業海外擴張，公司在海外設立越來越多子公司，而海外子公司管理問題越形重要，而外派人員則代表母國公司進行海外子公司管理工作。外派人員肩負海外子公司營運成敗關鍵，至於影響外派人員工作績效原因主要有海外適應、生活及滿意度。而外派薪酬為影響外派人員海外生活滿意度之重要因素之一。本研究主要針對國際企業之國際企業策略、國際化程度、多角化程度等前因變項對外派加給關係進行研究。本研究主要目的為找出外派薪酬之前因變項，並了解該前因變項對外派加給之影響。並藉由問卷、次級資料收集來進行研究分析工作，以複迴歸分析驗證前述前因變項對外派加給之影響。在研究結果中發現，企業在地方回應壓力為全部支持、全球整合壓力為部份支持、國際化程度為部份支持、相關多角化為全部支持。在此研究結果中，所有支持部份均為正向關係。

關鍵詞：國際企業策略；國際化；多角化；外派加給

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