

The Middle Southern American Markets' Entry Modes Study of Taiwan's Textile Industries

許泰山、何文榮

E-mail: 9314253@mail.dyu.edu.tw

ABSTRACT

There is much fiercer competition in the textile products among the countries all over the world after cross-strait governments entered the WTO (World Trade Organization) in 2002. The members of WTO often accuse each other for dumping cases, which has great influence on Taiwan future export of textile market. The international situation is constantly changing; the regional economy is in vogue, Such as, EU, NAFTA, CBI, MERCOSUR...etc. That is a great challenge to textile industry. After NAFTA was established, Latin America adopted preferential measures which made Taiwan's enterprises go to Latin America to invest more and more. There are a lot of successful cases of investing in Latin America, each enterprise possessed distinct background, the advantage and disadvantage of resources, different entry modes; so the successful entry modes are worth being taken for reference by other industries. From the documents of domestics and foreign theory, we find six important factors which influence the entry modes of Taiwan textile enterprises. After the test of Chi-Square, Factors Analysis, Logit Models Test, we conclude that : When the textile enterprises possess more factors of "positive motivation", "internationalization direction", "multinational experience", "core competence", they will tend to adopt entry modes of direct investment. Otherwise, they tend to invest indirectly. When the textile enterprises possess more factor of "investment location advantage", they tend to invest indirectly; otherwise, direct investment will be the main entry mode. When the textile enterprises possess more factor of "uniqueness of products", they tend to export directly, so as to prevent products from being imitated and avoid losing competition. Otherwise, direct investment will be the main entry mode.

Keywords : Foreign direct investment, Entry mode, Textile industry, Transaction cost, Logit Models

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