

The Influence of Subsidiary's Technological ability on Parent Company's Technological

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ABSTRACT

This text is crescent in scale in the mainland subsidiary with the Taiwan business, even surmount the parent company, form it under the special situation of subsidiary's scale is excellent than parent , is based on the resource basic view and MNC theories , probing into when subsidiary's scale or technology are superior to the parent company, there is technological feedback current to the parent company, and then influence the technological ability of parent company , improve the technological ability of parent company. This research theme lies in , first, Taiwan business are on the initial stage of investing in the mainland, which kind of resource is subsidiary of Taiwan business in mainland obtained by parent company of Taiwan and host country? Second, as the subsidiary of Taiwan business in mainland possess the technology superior to the parent company of Taiwan or resources which the possession parent company lacks, whether the subsidiary could make some contribution to parent company . Third, to resources offered of subsidiary, the parent company can combine and utilize , improve one's own ability . Take the case study method in this research, go to eight manufacturers of Taiwan already invested in at the continent in mainland interview , find that has already had subsidiaries to feedback resources to the parent company among Taiwan parent company , subsidiary can even help to improve the ability of parent company to develop , can do some good to development of the parent company , accord with the trend that inference MNC subsidiary role and ability of enterprise's subsidiary of this research institute change . According to the interview result, it is four kinds to feedback and sum up technological resources of the present stage between Taiwan business's subsidiary and parent company, including resource recipient , resource holder , the person who develops resource and integration of the resources person, all kinds of represent resource , Taiwan business of parent company and subsidiary company use situation , is it help Taiwan parent company understand make an investment in mainland subsidiary role and transition of ability to expect to be able.

Keywords : Resource Based, Learning by Doing, Best Practices Transfer, MNC

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v	英文摘要.....	v
要.....	vi	誌謝.....	viii	目錄.....	ix
錄.....	xii	表目錄.....	xiii	第一章 緒論.....	1
第一節 研究動機.....	1	一、 實務面.....	2	二、 理論面.....	3
第二節 研究問題與研究目的.....	5	第三節 研究流程.....	7	第二章 文獻探討.....	10
第一節 背景理論.....	10	一、 多國企業的演化.....	10	二、 子公司角色研究發展.....	14
三、 資源基礎觀點.....	19	第二節 主要概念.....	23	一、 子公司能力移轉.....	23
二、 從做中學.....	26	三、 實務移轉.....	29	第三章 研究設計.....	31
第一節 研究概念架構與推論.....	31	一、 研究概念架構.....	31	二、 架構推論.....	34
第二節 研究方法.....	37	一、 質性研究.....	38	二、 個案研究方法.....	38
三、 資料分析方法.....	42	四、 研究範圍與研究限制.....	44	第三節 個案預試.....	46
第四節 修正研究架構.....	67	第四章 個案描述.....	70	第一節 巨大機械工業股份有限公司.....	70
第二節 美利達工業股份有限公司.....	77	第三節 C 橡膠工業股份有限公司.....	82	第四節 帝寶工業股份有限公司.....	88
第五節 力山工業股份有限公司.....	94	第六節 濱中松勤工業有限公司.....	100	第五章 個案分析與討論.....	104
第一節 跨個案分析與實務研究發現.....	104	一、 台商子公司技術能力形成.....	104	二、 台商子公司技術能力提升.....	109
三、 台商子公司技術能力回饋母公司.....	115	四、 台商子公司技術能力對母公司技術能力的影響.....	118	第六章 結論.....	121
第一節 研究結果討論.....	121	第二節 理論與實務之涵義.....	127	一、 理論貢獻.....	127
二、 實務貢獻.....	128	第三節 結論與建議.....	128	參考文獻.....	130
一、 中文.....	130	二、 英文.....	145	附錄A：訪談大綱.....	145

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