

# 母公司策略行為對子公司自主權之影響-兼論子公司興業傾向與子公司經理人社會資本之干擾效應

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## 摘要

本研究主要探討台商跨國企業母公司因應國際競爭下的策略行為，亦即母公司策略下子公司價值鏈完整程度、子公司與母公司的整合程度，對於子公司之自主權程度所造成的影響。此外，子公司在地主國本土化壓力下的興業傾向，以及子公司經理人自己建立的社會資本，會對於母公司策略行為與子公司自主權之間的關係，造成的干擾效應。本研究以在中國投資之台商為研究對象，並藉由回歸分析探討母公司策略行為對子公司自主權之影響，同時利用干擾回歸分析探討子公司興業傾向與子公司經理人社會資本的干擾效果。研究發現子公司價值鏈完整程度愈低，子公司與母公司的整合程度愈高，母公司自主權會愈低。同時子公司經理人與母公司負責人關係會對母子整合程度與子公司自主權關係產生干擾效果。

關鍵詞：子公司自主權；台商；子公司經理人社會資本

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