

Relationship between Parent Strategic Behavior and Subsidiary Autonomy

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ABSTRACT

This study explores the impact of parent strategic behaviors of multinational corporations on the autonomy of subsidiaries, as well as subsidiary gains the attention and autonomy from parent. We include the fullness of subsidiary value chain and the degree of integration between parent and subsidiary in the parent strategies. In addition, subsidiary entrepreneurship and subsidiary manager's social capital moderate the main effect. Being empirically analyzing Taiwanese corporations in China, we employ regression analysis to investigate the main effects; furthermore, the moderated regression analysis is applied to test moderating effects. Findings of this study indicate that the more fullness of subsidiary value chain and the higher degree of integration between parent and subsidiary result in lower degree of subsidiary autonomy. Besides, the relationship between subsidiary's manager and parent's chief executive officer moderates the relation between the degree of integration between parent and subsidiary and subsidiary autonomy.

Keywords : Taiwanese corporations, Subsidiary autonomy , Subsidiary manager's social capita

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