

The Relationship between Brand Strategy, Entry Mode, Knowledge Transfer Types and Knowledge Transfer Performance

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ABSTRACT

In the last few years, Taiwanese industries one by one what are to search another new market invest and have businesses in China. However, facing the variable, strong competitive environment of China, Taiwanese industries are responded with their changeable strategies. It is much more important for enterprises what are going to enter the market of China to study relative courses like brand strategy, entry modes, and knowledge transfer. Thus, the purposes of this study are (1)discussing how the types of knowledge transfer are influenced by the cross function made by brand strategy and entry mode; (2)discussing how knowledge transfer is influenced by the types of knowledge transfer. Taiwanese industries what have invested in China are the subjects of this study, and are tested by mailing questionnaires. There are 400 questionnaires mailed and 134 received back. The number of valid samples is 113 after eliminating 21 invalid questionnaires. After analyzing the collected data, few findings are made as following: 1. The types of knowledge transfer are positive related with the cross function made by brand strategy and entry mode. 2. Knowledge transfer performance is positive related with the types of knowledge transfer. 3. Large-size enterprises have more effect on transferring performance, technical capabilities, and knowledge transfer performance than small and medium enterprises do.

Keywords : Brand Strategy, Entry Mode, Types of Knowledge Transfer, Knowledge Transfer Performance

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	
.....v		英文摘要.....	
.....vi		誌謝.....	vii
.....ix		圖目錄.....	xi
.....xii		第一章 緒論.....	
.....1		第一節 研究背景與動機.....	1
.....2		第二節 研究目的.....	2
.....4		第三節 研究流程.....	4
.....5		第四節 論文結構.....	5
.....15		第二章 文獻探討.....	15
.....27		第一節 知識管理.....	27
.....37		第二節 品牌策略.....	37
.....42		第三節 進入模式.....	42
.....44		第四節 知識移轉類型.....	44
.....45		第五節 知識移轉績效.....	45
.....47		第六節 台商在大陸投資現況.....	47
.....44		第三章 研究方法.....	44
.....45		第一節 研究架構.....	45
.....45		第二節 研究假設.....	45
.....47		第三節 研究變項與操作性定義.....	47
.....51		第四節 研究對象.....	51
.....54		第五節 研究工具.....	54
.....56		第六節 資料分析方法.....	56
.....56		第四章 資料分析與研究結果.....	56
.....57		第一節 實證研究之信度分析.....	57
.....61		第二節 敘述性統計分析.....	61
.....64		第三節 品牌策略、進入模式與知識移轉類型之關係.....	64
.....67		第四節 知識移轉類型與知識移轉績效間之關係.....	67
.....67		第五節 企業基本特性與知識移轉績效之關係.....	67
.....75		第五章 結論與建議.....	75
.....76		第一節 研究結論.....	76
.....78		第二節 理論與實務意涵.....	78
.....80		第三節 對後續研究的建議.....	80
.....80		第四節 研究限制.....	80
.....82		參考文獻.....	82
.....82		附錄.....	82
.....89			89

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