

# 國際企業併購績效之研究-以金融產業公司為例

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## 摘要

本研究之目的旨在探討影響併購後績效的影響以及整合機制對併購後績效是否具有干擾效果。根據實證研究的結果顯示程序導向、行動導向及績效導向對併購滿意度有顯著的影響。而在市佔率成長率的部分則僅程序導向有顯著的影響。另外在整合機制的干擾效果方面，整合機制對併購滿意度有負向的強化作用，對程序導向與併購滿意度有正向的強化作用，而整合機制對整合計畫與市佔率成長率具有正面的強化作用，對績效導向與市佔率成長率則具有負向的強化作用。

關鍵詞：整合機制；績效

## 目錄

第一章 緒論	1
第一節 研究動機	1
第二節 研究目的	3
第三節 研究流程	4
第二章 文獻探討	6
第一節 金融控股公司	6
第二節 合併與收購	9
第三節 購併動機	14
第四節 整合管理	19
第五節 企業文化	26
第六節 併購績效之衡量	29
第三章 研究方法	38
第一節 研究架構	38
第二節 研究假說	38
第三節 變數定義與衡量	40
第四節 研究對象	41
第五節 資料分析方法	43
第四章 實證分析	45
第一節 基本分析	45
第二節 現況分析	47
第三節 相關分析	49
第四節 企業文化對績效之影響迴歸分析	50
第五節 以整合機制為干擾變數檢定企業文化對績效影響	52
第五章 結論	57
第一節 研究發現與結論	57
第二節 建議	60
參考文獻	62
中文部份	62
英文部分	65
附錄	73
問卷	73
圖目錄	
圖1-4-1 研究流程	5
圖3-1-1 研究架構	38
表目錄	
表2-4-1 整合管理彙整表	20
表2-4-2 整合障礙彙整表	25
表2-5-1 企業文化差異與績效之關係	28
表2-6-1 企業績效構面與指標—國外文獻	31
表2-6-2 企業績效構面與指標—國內文獻	33
表3-4-1 金融控股公司現況	42
表4-1-1 基本資料分析	45
表4-2-1 文化差異現況分析	47
表4-2-2 整合制度現況分析	48
表4-2-3 績效滿意度現況分析	49
表4-3-1 Pearson 相關分析表	50
表4-4-1 企業文化差異對併購滿意度之迴歸分析	51
表4-4-2 企業文化差異對市場佔有率之成長率迴歸分析	52
表4-5-1 各變數之共線性統計量VIF值	54
表4-5-2 干擾變數整合機制分群之結果	54
表4-5-3 企業文化差異對併購滿意度之相關係數	55
表4-5-4 企業文化差異對市佔率成長率之相關係數	56

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