

海外不利性對海外子公司劣勢之影響

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摘要

隨著與日俱增的全球整合，國際企業之價值鏈活動已擴展至更多國家，並與多元的地主國環境競爭。地主國的產業環境(供應商、買者、競爭者及分配商)及制度環境(法律、規定、政策、社會文化及經濟)都可能造成海外子公司必須承擔地主國企業不需負擔的額外成本，此種成本即稱為海外不利性，過去研究焦點在於 MNEs 為能克服所面對之劣勢而需掌握的優勢類型與來源，雖然海外不利性概念逐漸受到重視，但仍需進一步的釐清。本篇研究回顧海外不利性文獻並提出概念架構設計，以助於瞭解海外不利性。本研究命題主旨在於釐清海外不利性、組織緩衝與競爭劣勢三者之關係。

關鍵詞：海外不利性；海外營運成本；競爭優勢；組織生態理論

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