

企業社會績效之前因探討：以 S&P500 為例

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摘要

過去研究指出國際化和多角化是下方風險的關鍵決定因素，因此，本篇之第一項研究目的是檢視國際化、多角化與下方風險的關係；此外，與過去使用變異數測量風險相較之下，下方風險有更好的解釋力，所以本篇之第二項研究目的是探討下方風險與企業社會績效的關係。資料蒐集自S & P500與Business Ethics 100，研究結果顯示國際化與下方風險具有正向關係，而且進而影響企業社會績效。最後，本篇亦提出管理意涵及研究貢獻。

關鍵詞：國際化、多角化、下方風險、企業社會績效

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