

# 海外不利性對海外子公司劣勢之實證研究

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## 摘要

當國際企業之子公司在地主國營運時，可能會受到海外不利性所帶來的磨難，其可能產生外商子公司之競爭劣勢。雖然已有部分理論與實證研究針對海外不利性的概念與後果進行探討，但鮮少有研究針對海外不利性與海外子公司之劣勢關係進行實證。在本研究中，發展理論架構將海外不利性分為不熟悉風險(文化與體制距離)與差別待遇風險(來源國印象與仇視)，其可能會影響海外子公司競爭劣勢。本研究以2003年至2006年台灣地區銀行業為研究對象，以探究兩者之關係。由本研究結果發現文化距離及來源國印象與海外子公司競爭劣勢是有所關聯的。另外，亦發現組織規模及國際化程度會干擾文化距離與海外子公司競爭劣勢之關係。

關鍵詞：海外不利性、海外子公司、競爭劣勢

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