

論文名稱：國際策略聯盟宣告、網絡關係及績效關聯性之研究－以台灣地區為例 總頁數：69

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論文提要內容：

別於過去探討影響企業策略聯盟時以產業特質，市場特質對聯盟績效的影響，本研究以台灣地區上市櫃企業國際策略聯盟宣告、網絡關係及績效關聯性之研究－以台灣地區為例。

針對傳統財務學較少的研究部份，本研究在網絡關係的變數裡面，選取政商關係、銀行關係為網絡關係對策略聯盟績效的變數，針對策略聯盟宣告後，市場是否出現因良好的網絡關係而有異常報酬。

本研究採用事件研究法，以與台灣地區實行國際策略聯盟的企業為研究樣本，有效樣本共 104。推論結果如下：

1. 銀行與企業網絡關係與國際策略聯盟之宣告異常報酬成正相關，部分顯著。
2. 政商關係與國際策略聯盟之宣告異常報酬無顯著差異。
3. 公司規模與國際策略聯盟之宣告異常報酬無顯著差異。

本研究討論研究發現在理論及管理實務上的意涵，同時對未來的研究方向提出建議。

關鍵字:策略聯盟(strategic alliance)，網絡(network)

Relationship between declaration of the international
strategic alliance、network —Taiwan case study

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ABSTRACT

In the past,we put the emphasis on the corporate alliance strategies with the features of industries and markets.However,this study is pointed to the Relationship between declaration of the international strategic alliance、network —Taiwan case study.

In view of the less research on the traditional finance studies,the political and bank relationships are selected as the strategic alliance variables to analyze if the abnormal return had existed due to the declaration of the alliance strategy.

The event study is adopted in the research,and there are 104 effective samples of the international alliance strategy in Taiwan area.The following are the reference:1.It is partially positive significance to abnormal returns that the network relationship between the companies and the banks.2.It is no significance to abnormal returns that the network relationship between the politicians and the banks.3.It is no significance that the the scale in companies relates to the abnormal return.

The authors discussed the implications for theory and practices, and suggestions for the further study.

Keywords: strategic alliance,network