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研究 生 (中)	陳彥良
研究 生 (英)	Yenliang Chen
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指導 教授 (中)	王慧美
指導 教授 (英)	Huei-Mei Wang
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摘要(中)	本研究以制度理論之制度二元性為主要議題。依據多位學者過去相關研究為基礎，探討內、外部制度環境同形壓力對跨國企業子公司行銷策略選擇之影響。本研究分析主要可以分為三部分，第一及第二部份分別探討影響內部及外部制度環境中之各個變數與子公司之行銷策略選擇間之關係。第三部分則是同時以內部及外部制度環境之角度探討各變數對子

	<p>公司行銷策略間之關係。本研究以在台營運之外商金融服務業為研究對象，研究問卷共發放 146 家樣本廠商，回收 46 份之有效問卷，透過問卷的發放及回收，利用蒐集之相關數據對各模型進行多元迴歸之實証分析，以驗證本研究之假設。研究結果發現，在完整模型中，「依賴」及「市場變動性」二變數對研究模型最具影響力，代表在台灣之外商金融服務業之子公司從事行銷策略規劃時，子公司同時面對內部及外部制度環境時，分別受內部制度環境的「依賴」變數及外部制度環境的「市場變動性」變數二變數之影響最大。</p>
<p>摘要 (英)</p>	<p>The main topic of this research is the institutional duality of institutional theory. Based on several past relevant researches, this study discusses the factors that influence marketing strategies selection of subsidiaries of the multinational corporations when facing internal and external institutional environment simultaneously. This study can be divided into three parts, the first and second part explores the relationship between variables both in the internal and external environment and marketing strategy selection of the subsidiaries respectively. The third part discusses the marketing strategy selection of the subsidiaries from both internal and external perspective. The data used are obtained from various foreign financial service companies in Taiwan, 146 questionnaires were sent out through mail, fax and internet, and 46 usable responses were obtained. Through the data collected from the questionnaires, we then performed regression analysis to examine the hypotheses in this study. The empirical study shows that in the full model, the “dependence” and “market turbulence” have the most powerful influences to the research model, which means when facing institutional duality, the marketing strategy plans would be influenced by both “dependence” and “market turbulence” .</p>
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