

1. Record Nr.	UNINA9910254945903321
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Titolo	US Firms' Business Competence in the Taiwanese IT Industry // by Pi-Chi Chen, Young-Chan Kim
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-32028-9
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XVI, 234 p. 18 illus., 1 illus. in color.)
Collana	Understanding China, , 2196-3134
Disciplina	381
Soggetti	Globalization Markets International economics Computer industry Leadership Emerging Markets/Globalization International Economics The Computer Industry Business Strategy/Leadership Asian Economics Asia Economic conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The US Firms' Business Competence in the Taiwanese IT Industry -- Taiwan's Industrial Development, Foreign Investment and IT Industry -- The Strategy Formulation and Change of Foreign Subsidiaries and Their Functional Units -- The Determinants of Strategy Formulation and Change in Foreign Subsidiaries and Their Functional Units -- Linkages of Cross-Functional Units in Different Types of Subsidiaries -- Conclusion.
Sommario/riassunto	This book offers an in-depth analysis of the roles and strategies of subsidiaries of American multinational companies (MNCs) in Taiwan's IT industry. Based on semi-structured interviews with 16 managing directors of the different foreign-owned subsidiaries and 100

functional unit managers, the authors investigate (1) the roles of functional units in evaluating strategy formulation and change in foreign subsidiaries; (2) the factors that determine strategy formulation and change in foreign subsidiaries and their functional units; and (3) the linkages between cross-functional units. The research underscores the view that MNCs' strategies are composed of assorted heterogeneous elements. .
