

《国际建筑市场的进入模式与模型分馈

图书基本信息

书名：《国际建筑市场的进入模式与模型分类》

13位ISBN编号：9787030420586

出版时间：2014-11

作者：陈传

页数：242

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

《国际建筑市场的进入模式与模型分馈

内容概要

《国际建筑市场的进入模式与模型分类》通过对比案例分析，归纳并总结出了10种工程建设公司常用的国际市场进入模式：1) 战略联盟，2) 本地代理，3) 授权，4) 合资公司，5) 独资公司，6) 分公司，7) 代表处，8) 合资项目，9) 独资项目，10) BOT/股权项目。其中4)~7)属于永久性进入模式，8)~10)属于流动式进入模式。在分析13种分别属于本国、本国—进入国、进入国以及公司层面的因素对上述两大类进入模式选择的影响后，提出了一个解决这两大类进入模式选择的理论模型。同时分析了10种基本进入模式在7大属性特征和5大战略效果方面的表现，以及它们之间的兼容性和转换性。

书籍目录

Chapter 1 Introduction

- 1.1 Background
- 1.2 Problem Statement
- 1.3 Research Objectives
- 1.4 Scope
- 1.5 Research Methodology
- 1.6 Relevance
- 1.7 Reader's Guide

Chapter 2 Literature Review

- 2.1 Entry as a Strategic Issue
 - 2.1.1 Strategic Planning and Management : a Construction Perspective
 - 2.1.2 Internationalization Process
 - 2.1.3 Entry Barriers
 - 2.1.4 Entry Timing
 - 2.1.5 Market Selection
 - 2.1.6 Entry Mode Selection
- 2.2 Entry as an Organizational Issue
- 2.3 Entry for International Construction Markets
 - 2.3.1 International Project Go / No—Go Decision
 - 2.3.2 Internationalization of Construction Firms
 - 2.3.3 Entry Modes Examined in International Construction Literature
 - 2.3.4 International Construction Market Structure , Trends , and Future
 - 2.3.5 Other Related Topics in International Construction
- 2.4 Concluding Remarks
- 2.5 Summary

Chapter 3 An Overview of the International Construction Market Entry

- 3.1 A General Review of the History of International Construction
 - 3.1.1 Pre—World War II period
 - 3.1.2 Post—World War II Period until 1992
 - 3.1.3 The Past Decade : an Empirical Analysis
- 3.2 Comments on the Chronological Review
- 3.3 The Increasing Popularity of Permanent Entry
- 3.4 Voices from the Industry during the Past Two Decades : A New Trend
- 3.5 An Empirical Investigation of the Mobile Versus Permanent Entry Dichotomy
- 3.6 Summary

Chapter 4 Entry Mode Definition

- 4.1 Methodology
- 4.2 Basic Entry Modes for International Construction Markets
 - 4.2.1 Strategic Alliance (SA)
 - 4.2.2 BOT / Equity Project
 - 4.2.4 Representative Office (RO)
 - 4.2.8 Sole Venture (SV) Company
 - 4.2.9 Branch Office / Company (BO)
- 4.3 Evaluation of the Entry Modes
- 4.4 Transferability and Compatibility of Entry Modes
- 4.5 Entry Mode—Country Relationship (Applicability)
- 4.6 Summary

Chapter 5 Relationships Between Market Entry Modes

5.1 Classifying Entry Modes by Setting Characteristics

5.2 A Synthesis of Setting Characteristics of Entry Modes

5.3 Different Effects of Entry Modes

5.3.2 Control

5.5 An Investigation of Different Effects of Entry Modes

5.6 Entry Mode Combination and Sequencing

5.7 A Review of the Mobile versus Permanent Entry Dichotomy

5.8 Summary

Chapter 6 Theory Development

6.1.1 Transaction Cost Economics (TCE)

6.1.2 Stage Models of Entry

6.1.3 Ownership Location Internalization (OLI) Paradigm

6.1.4 Organizational Capability (OC)

6.1.5 Bargaining Power (BP)

6.1.6 Institutional / Cultural Theory

6.2 A Synthesis of Different Theories from a Process Perspective

6.3 Hypotheses Development

6.3.1 Home Country Factors

6.3.2 Home Country—Host Country Factors

6.3.3 Host Country Factors

6.3.2 Home Country—Host Country Factors

6.4 Interaction Effects

6.5 A Synthesis of Influencing Factors

Chapter 7 Theory Testing

7.1 Methodology

7.1.1 Sample

7.1.2 Analytical Approach

7.2 Measurement of Variables

7.2.1 Measurement of the Dependent Variable

7.2.2 Measurement of Independent Variables

7.2.3 Control Variable—Home Country Economic Level

7.3 Results

7.3.1 Logistic Regression

7.4 Conclusions and Managerial / Future Research Implications

7.5 Summary

Chapter 8 Conclusions

8.1 A Summary of the Research Process and Findings .

8.1.1 Characterization of the Global Construction Market Trends from a Market Entry Perspective

8.1.2 Development of a Taxonomy of Entry Modes for the Global Construction Market

8.1.3 Differentiation of Entry Modes

8.1.4 Identification of Factors Influencing Entry Mode Selection

8.1.5 Hypothesis Testing and Model Development for Entry Mode Selection

8.2 Contributions of the Research

8.2.1 A Taxonomy of Entry Modes for International Construction Markets

8.2.2 Influencing Factors for Entry Mode Selection in International Construction

8.2.3 A Descriptive and Normative Model for Entry Mode Selection in International

8.2.4 Innovation in Research Methodology for Construction Management

8.3.1 Selection between Two Groups of Entry Modes

8.4.1 Market Selection

8.4.3 Principles for Combining and Sequencing Different Entry Modes

8.4.5 The Application of OC in Entry Mode Selection

8.5 Concluding Remarks

References

Appendix A Cultural Index Scores for Countries (Hofstede , 2001)

Appendix C Lingual , Colorual , and Distance Relationships between Countries

Appendix D Trade Link between Countries (Partial)

Appendix E Number of Top International Contractors in Each Market (1992 ~ 2001)

Appendix F Entry Restriction

Appendix G Construction Spending (1996 ~ 2000)

Appendix H Revenue of International Contractors (Partial)

Appendix I Entry Times of International Contractors (1992 ~ 2001 , Partial)

Appendix J World Bank Country Groups by Income

Appendix K Permanent Entries of International Contractors (Partial)

Appendix M Market Entries of Selected International Contractors (Part of the

Appendix N ENR Top 225 International Construction Firms (Year 2001)

Appendix P How the Top International Contractors Shared the Global Market (Partial)

Appendix Q Contractors Investigated for Entry Mode Selection

Appendix R Legal and Technical Constraints against Market Entry

Appendix S Cultural Distances between Selected Markets (based on Hofstede XXX)

Appendix T Selected Case Studies

T.1 Strategic Alliance (SA19 and SA20)

T.2 BOT Project (PP01)

T.3 Joint Venture Project (PA08 and PA09)

T.4 Representative Office (R002)

T.5 Licensing (LS02)

T.6 Local Agent (LA01)

T.7 Joint Venture Company (JV13)

T.8 Sole Venture Company (SV08)

T.9 Branch Office (B004)

《国际建筑市场的进入模式与模型分馈

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：www.tushu000.com