

題目	外派越南人員之社會資本、海外適應與離職傾向關係—指派型外派人員與自發型派外人員之比較
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摘要	在東南亞經濟快速發展下，許多大陸台商逐漸轉移至東南亞設廠並派出人員(指派型外派人員) 前往當地工作；此外自行前往該地區工作的台灣人（自發型外派人員）亦逐年增加。本研究以台灣赴越南的二種外派人員為研究對象，使用問卷調查蒐集資料，並透過迴歸分析驗證本研究所提出之假設。實證結果發現：相較於自發型外派人員，指派型外派人員在社會資本結構構面與一般適應的正向關係要更強；相較於自發型外派人員，指派型外派人員之社會資本關係構面與一般適應的正向關係較強；相較於自發型外派人員，指派型外派人員的社會資本之認知構面與互動工作適應間的正向關係較弱；相較於自發型外派人員，指派型外派人員的海外互動工作適應與離職傾向間的負向關係較弱。研究結果顯示不同類型外派人員之社會資本、海外適應及離職傾向間的影響有明顯不同，故建議多國企業應針對不同類型外派人員採取不同的管理策略。
關鍵字	指派型外派人員；自發型外派人員；社會資本；海外適應；離職傾向
Title	A Research on Social Capital, Overseas Adaptation and Turnover Intention of Expatriates in Vietnam – A Comparison between Assigned Expatriate and Self-Initiated Expatriate
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Abstract	With the rapid economic development in Southeast Asia, many Taiwanese companies in Mainland China have gradually moved to Southeast Asia to set up factories and designated expatriates to work locally; in addition, Taiwanese who work in the region by themselves also increase year by year. This study takes two types of expatriates from Taiwan to Vietnam as the research objects, uses questionnaire surveys to collect data, and verifies the hypotheses through regression analysis. The empirical results found that: compared with self-initiated expatriates, assigned expatriates have a stronger positive relationship between structure dimension of social capital and general adaptation. Compared with self-initiated expatriates, assigned expatriates have a stronger positive association between the relationship dimension of social capital and general adaptation. Compared with self-initiated expatriates, assigned expatriates have a weaker positive relationship between the cognitive dimension of social capital and interactive-work adaptation. Compared with self-initiated expatriates, assigned expatriates have a weaker negative relationship between interactive-work adaptation and turnover intention. The research results show that the impact of expatriate types on social capital, overseas adaptation, and turnover tendencies is significantly different. Therefore, it is recommended that multinational enterprises should adopt different management strategies for different types of expatriates.
Keyword	Assigned Expatriates; Self-Initiated Expatriates; Social Capital; Overseas Adaptation; Turnover Intention