“ ”

UNCTAD

2003 381.8 2015 1685.07 [1]

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[1] 2015

434.46 69.35

32.16 [2]

[3] “

”[4]

2001 2001—2005

1.

31

2004 —2015 31

60%

UNCTADSTAT OECD STRI APEC

2.

Tinbergen 1962 GDP

$T_{ijt}=A\ \ Y_{it}Y_{jt}\ \ /D_{ij}$ 1

T_{ijt} i j t A Y_{it} Y_{jt} i j t GDP D_{ij} i
j t

$LnT_{ijt}=\beta_0+\beta_1 LnY_{it}+\beta_2 LnY_{jt}+\beta_3 LnD_{ij}+\mu_t$ 2

CD FB $APEC$ PEO
ED SAT

,

$LnT_{ijt}=\beta_0+\beta_1 LnED_{ijt}+\beta_2 CD_{ijt}+\beta_3 FB_{ijt}+\beta_4 APEC_{jt}+\beta_5 LnD_{ij}+\beta_6 LnY_{jt}+\beta_6 LnPEO_{jt}+\beta_7 LnSAT_{it}+\mu_t$ 3

1

2004 —2015 T_{ijt} i
r

Hofstede

Kogut Singh 1988 [1] 31

$$CD_{ij} = \frac{1}{6}\sum_{h=1}^{6} {I_{hj} - I_{hi}}^{2} / V_h \qquad 4$$

CD_{ij} i j I_{hj} I_{hi} j i h V_h h [2]

OECD STRI

FB_{ijt} Comtrades 2004 —2015

40%

[3]

62

3

2014 2014 j ED_{ijt} $APEC$ D_{ij} Y_{jt} PEO_{jt} SAT_{jt}

j ED_{ijt} j j j

$APEC$ $APEC$ 1 0 D_{ij}

PEO_{jt} Y_{jt}

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[1] Kogut, B., Singh, H. “ The Effect of National Culture on the Choice of Entry Mode ”, *Journal of International Business Studies*, 1988, 19(3) pp.411-432.

[2] 31

[3] 2015 9

1

2

LnT_{ijt}	310	6.822	1.340	4.170	10.679
$LnED_{ijt}$	310	-2.868	0.497	-4.492	-2.083
CD_{ijt}	310	2.756	1.443	0.57	5.5
FB_{ijt}	310	0.204	0.060	0.06	0.29
$APEC_{jt}$	310	0.452	0.498	0	1
LnD_{ij}	310	8.756	0.616	6.859	9.866
LnY_{jt}	310	1.906	1.131	-0.416	5.200
$LnPEO_{jt}$	310	9.852	1.183	6.680	11.542
$LnSAT_{jt}$	310	-0.658	0.708	-3.576	-0.02

1 6

3 5%

6

0.278

“ ”

0.278

—— 0.512

1

6 4 5%

“

”

2010 [1] 2017 [2] “

”

1.076 0.904

1 6

“ ”

U

3 CD^2_{ijt} PEO_{jt} D_{ij} 4

$LnT_{ijt}=\beta_0+\beta_1LnED_{ijt}+\beta_2CD_{ijt}+\beta_3CD^2_{ijt}+\beta_4APEC_{jt}+\beta_5FB_{ijt}+\beta_6LnY_{jt}+\beta_7LnSAT_{it}+\mu_t$ 5

CD^2_{ijt} 5 4 1 2 CD_{ijt}

1% CD^2_{ijt} 10%

U

“ ” “ ”

2013 [1]

E Ɣ E O > İ E

2010 —2015 2004 —2009

“ ”