

論文内容の要旨

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題名	<p align="center">Market Attractiveness, Industries Environment Competitiveness, Entry Mode Choice Analysis -Methods Applied, AHP, SWOT, Malmquist Index, Stepwise Regression, and Proxy Framework Methods (SSA region)-</p>		
<p>論文内容の要旨</p> <p>Purpose: The principal objective of this study is to conduct empirical research on potential attractive markets in Sub-Sahara African region, based on general macro environment and industry competitive analysis, to differentiate identify and highlight those countries with potential attractive markets and those with greater risk for investment. Measure and document the influences of total factor productivity in agriculture, electricity, gas & water and financial sectors in overall potential market attractiveness. The results, meant to establish the effectiveness of the existing policies and as basis for remedying any shortfalls for sustenance of long-term potential attractive markets and robust development. The industry competitiveness, analyzed in terms of standalone and trading blocs to identify industries contribution on potential attractive markets. Lastly, the author seeks for the viable market mode of entry in SSA applying Dunning's eclectic theory. The goal is to enable organizations senior managers make efficient and faster competitive actions and responses in strategic decision making on potential markets in Sub-Sahara countries.</p> <p>Design/Methodology/approach: Chapter 2 adopts analytical hierarchy process (AHP) and SWOT methods. Chapter 3 applies DEA based Malmquist Index (1953), to calculate the trend in total factor productivity of three supporting sectors (Agriculture, Energy and Financial) and stepwise regression, to examine the contribution of the input variables to the formation of the total factor productivity growth. Chapter 4, integrates into the analysis tools developed by various scholars, which includes qualitative SSA's economics development literature review, the traditional long-term (Porter competitiveness 90s), the input-output tables (Manfred et.al, 2013), and the DEA based Malmquist TFP Index (Fare et.al 1994). Chapter 5 adopts Dunning's eclectic theory a qualitative method in the mode of entry choice.</p> <p>Findings: In general macro-environment the resulting priorities reveals attractive market potential in twenty SSA countries. However, in terms of the effects of total</p>			

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<p>factor productivity growth and the industry competitiveness on overall market attractiveness the results reveal horrendous performances. The supporting industries total factor productivity results reveals, regressive state in agricultural and energy sectors in most of the countries. While the industry competitive analysis reveals, in most countries the industries are using outdated technologies, the major cause of mediocre performance especially in secondary sector or manufacturing contributing least in potential attractive markets. In standalone markets, in almost every industry Angola is the most competitive however, in overall market attractiveness; Mauritius is the best practice model. In trading blocs, the Southern African Development Community (SADC) is the most competitive thus the most attractive market in SSA region. This analysis provides better understanding of the trade-offs in the decision making process and the effectiveness of applying various models in decision-making processes. Combining AHP absolute measurements with MI index, Input- Output tables and Dunning's eclectic in multi-criteria decision problem offered comprehensive results applying theory and practice together.</p> <p>Research Limitations/ Implications: Follow up study is necessary in market attractiveness model with more variables in sub-criteria level for better assessment of the overall markets. Moreover, more research is necessary in most of countries especially those with industries in status quo.</p> <p>Practical implication: The hybrid of various models is expedient tools for those searching new markets in Sub-Sahara African or other developing countries.</p> <p>Originality value: The research advances the body of knowledge on market attractiveness by addressing the shortcomings of the traditional Macro analysis (PEST) and expands prior studies on developing countries market potential analysis. In addition, the authors designed useful scholarly frameworks for industry environment analysis and suggested the viable mode of entry in SSA markets. Expanded or advanced the analytical hierarchy process by incorporating conventional relative measurements with conventional absolute in multi-criteria decision-making minimizing subjectivity in the global environment. Combined and expanded the Porters five forces with a proxy framework for better industry evaluations by adding time dimensions.</p> <p>Key words: <i>Market attractiveness, SSA, Analytical Hierarchy Process, Criteria, Decision Alternative, Competitive analysis, Total Factor Productivity, DEA Base Malmquist Index, Technical efficiency, Technical change, Mode of Entry.</i></p>	