

企业并购研究——以青岛海尔并购通用家电为例

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摘要: 国内的经济增长如今呈现稳定趋势，市场竞争局势在此基础上逐渐变得愈发激烈，同时世界产业发展也呈现全球化趋势，在这两种局势下企业不得不选择通过抢占海外市场份额来保持行业竞争力，许多企业选择了跨国并购这种方式，其中也包括家用电器行业。家用电器行业在近几年由于我国的人均消费能力不断提升，使得其投资回报率高、发展空间广阔，具有较好的行业红利。但由于国内竞争市场逐渐激烈，相关鼓励政策出台，使得家电企业开始选择“走出去”的方式实现产业国际化。

本文将以此海尔并购通用家电作为研究案例，对海尔的跨国并购动机、相关影响的指标进行研究，分析海尔集团并购后的状况，以及企业在并购方面存在的问题及影响因素，提出相关具体措施。同时判断海尔集团并购案件是否是成功的，再总结案例的经验、启示，为相关企业并购提供参考。

关键词: 跨国并购； 青岛海尔； 通用家电； 全球化趋势

Research on enterprise mergers and acquisitions - a case study of Haier's acquisition of GE Appliances in Qingdao

Abstract: Domestic today showed a trend of steady economic growth, market competition situation on the basis of this became increasingly fierce, the world industry development also showed a trend of globalization, enterprises have to choose in the two kinds of situation by attacking the overseas market share to keep the industry competitiveness, many companies choose this way of transnational mergers and acquisitions, including household electrical appliance industry. In recent years, due to the continuous improvement of China's per capita consumption capacity, the home appliance industry enjoys high return on investment, broad development space and good industrial dividend. However, due to the increasingly fierce competition in the domestic market and the introduction of relevant incentive policies, household appliance enterprises began to choose the way of "going out" to realize the internationalization of the industry.

This paper will take Haier's acquisition of general household appliances as a case study to study Haier's motives for cross-border mergers and acquisitions, the indicators of related impacts, analyze the status of Haier group after the merger and acquisition, as well as the existing problems and influencing factors in mergers and acquisitions, and propose specific measures. At the same time, judge whether the merger and acquisition case of Haier group is successful, and summarize the experience and inspiration of the case, so as to provide reference for the merger and acquisition of relevant enterprises.

Key words: Transnational mergers and acquisitions, Qingdao Haier, GE Appliances, Globalization trend

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