

# **A Case Study of E.SUN Bank - Market Entry Timing as A Mediator**

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## **Abstract**

This paper addresses what constitutes factors of company's performance and take E.SUN Bank as case study. On the basis of the relevant literature, a framework was proposed comprising market entry timing and firm performance's factors. This study used resources, technology, entrepreneur, market environment, organization development and government policy as predictors of firm performance. Regression analysis was conducted to examine the relationships between the factors, market entry timing and firm performance. This study also investigated the timing of initial financial technology investment in a global market. In addition, this study further investigates how market entry timing acts as a mediator. The final questionnaire sample contained 193 from employee of E.SUN Bank in Taiwan. The range of data collection were from the year 2010 to 2018 for case study. Basing on the empirical results showed that resources, technology, entrepreneur, market environment, organization development and government policy positively influenced the firm performance. Furthermore, the study also found that market entry timing had mediating effect on the relationship of independent variables and firm performance.

**Key words: E.SUN Bank, Firm Performance, Organization Performance, Financial Technology, and Market Entry Timing**