Dear Editor:

Please find enclosed our manuscript. “The influence of Company-specific assets on Corporate performance interaction”, which would like to submit for publication as a research paper.

This paper studies the interaction between the exclusive assets of listed companies (except the financial industry) and the performance of listed companies in Taiwan during the 20 years from 1998 to 2017, and studies the changes of the interaction, and divides the time point into two stages, namely, 1998 (the end of the Asian financial turmoil), 2008 (the beginning of the world financial tsunami) and 2017. In this study, it is found that there is interaction among R & D intensity, marketing intensity and capital intensity. Due to the mutual exclusion of costs, the pairwise effect is almost negative, but the attributes still have additive effect with each other (the interaction of the three attributes is positive.) However, in the later period (2008 ~ 2017), this study

found that the interaction between R & D intensity and marketing intensity showed a positive effect, which can be seen that the investment in R & D in the future is also helpful to the company's advertising. It is found that when an economy wants to develop internationalization, the degree of internationalization will be a positive effect on corporate performance, and when it reaches a certain degree, the positive effect will disappear and show a nonlinear effect. This study finds that Taiwan shows a W-shaped effect in the later stage of this study.

Li-Wei Lin is a Associate Professor of E-Commerce at Zhejiang University of Finance & Economics Dongfang College , Zhejiang China. His research focuses on e-marketing, knowledge management, e-commerce, business intelligence, big data, supply chain management, and innovation diffusion. He is the author of 1 book and over 53 conference articles, 6 Journal articles.

He served as a reviewer for two journals.( European Business & Management , International Journal of Management, Accounting and Economics). Li-Wei Lin is the corresponding author and can be contacted at: [linlw1982@gmail.com](mailto:linlw1982@gmail.com)

Sincerely,  
Dr. Lin

Author

1.Jao-Hong Cheng is a Professor of Department of Information Management at National Yunlin University of Science and Technology. His research focuses on e-marketing, e-commerce, , big data, supply chain management, and innovation diffusion. He is the author of 2 books and over 150 conference articles, 20 Journal articles.

2.Li-Wei Lin is a Associate Professor of School of Information at Zhejiang University of Finance & Economics Dongfang College , Zhejiang China. His research focuses on e-marketing, knowledge management, e-commerce, business intelligence, big data, supply chain management, and innovation diffusion. He is the author of 1 book and over 53 conference articles, 6 Journal articles. Li-Wei Lin is the corresponding author and can be contacted at: [linlw1982@gmail.com](mailto:linlw1982@gmail.com)

3. Shih-Yung Wei is a Associate Professor at Yulin Normal University. His research focuses on ecomomic, financial management, marketing. He is the author of 1 book and 3 Journal articles.

4. Su-Mei Gan is a a Associate Professor of School of Information at Zhejiang University of Finance & Economics Dongfang College , Zhejiang China. His research focuses on business intelligence, big data, and innovation system.