

# 目 录

## 理论研究

---

- 论社会主义生产关系条件下投资和消费的一致性 ..... 李 江 (1)
- 人力资本视角下的农村反贫困问题研究 ..... 张建斌 (6)
- 低碳消费的路径选择与实现机制 ..... 吴文盛, 吕建珍 (12)

## 管理科学

---

- 差别化经营与服务外包园区的竞争优势: 以大连软件园为例 ..... 杨丹辉 (17)
- 投资者关系管理的内涵、理论与实践  
——基于粤传媒的案例研究 ..... 胡 超, 唐清泉 (25)
- 企业社会责任的动态演进机制研究 ..... 潘 奇 (34)
- 基于环境价值链的企业管理模式创新 ..... 刘 娟, 谢吉青 (40)
- 国家知识产权竞争力及其评价指标体系研究 ..... 雒园园, 田树军, 谭淑霞 (44)

## 公共管理

---

- 基于市场契约城市社区物业纠纷的经济学解释及其预防机制构建  
..... 黄万华, 向美来 (47)

贫困山区新型农村合作医疗长效筹资机制创新探析

——以青海省为例 ..... 肖湘雄, 黄夕汝 (52)

**【产业经济】**

我国海洋高技术产业的金融支持研究 ..... 刘 明 (56)

纺织代工企业自创品牌的路径研究 ..... 王 雷, 郎 安 (61)

**【人力资源】**

北京市劳动力市场与收入分配实证分析 ..... 刘洪银, 文 魁 (66)

雇主视角下的高级技工短缺问题探析 ..... 彭 竞 (71)

**【金融与证券】**

“新三板”市场的形成、功能及其发展趋势 ..... 周茂清, 尹中立 (75)

我国煤炭业上市公司并购重组市场效应的分析 ..... 郭保民, 刘 巍 (78)

金融资源意识、金融功能提升与金融可持续发展

——从金融学科建设看金融发展理论的演进 ..... 周 丹, 郭万山 (82)

**【税收与保险】**

建设绩效考评体系 提高税式支出效益 ..... 方 重, 梅玉华 (86)

基于 DEA 模型的我国责任保险效率分析 ..... 艾翔翔 (91)

**【会 讯】**

第三届 (2011) 金融风险与公司金融国际研讨会 ..... (封三)

# Contents

The Superficial Discussion of the Consistency between Investment and Consumption under Socialist Relations of Production Condition .....	<i>Li Jiang</i> (1)
Research on Rural Anti-poverty from the Perspective of the Human Capital .....	<i>Zhang Jianbin</i> (6)
Path Selection and Implementation Mechanisms for Low-carbon Consumption .....	<i>Wu Wensheng, Lv Jianzhen</i> (12)
Operation Differentiation and Competitive Advantage of Service Outsourcing Agglomerative District: A Case Study of Dalian Software Park .....	<i>Yang Danhui</i> (17)
Investor Relations Management: Nature, Theory and Practice —Based on the Case of Guangdong Media .....	<i>Hu Chao, Tang Qingquan</i> (25)
Research on Dynamic Evolutionary Mechanism of Corporate Social Responsibility and Its Illuminations .....	<i>Pan Qi</i> (34)
The Analysis on the of Enterprise Management Models Innovations Based on the Environmental Value Chain .....	<i>Liu Juan, Xie Jiqing</i> (40)
Study on Intellectual Property Right Competitiveness and Its Evaluation Index System .....	<i>Luo Yuanyuan, Tian Shujun and Tan Shuxia</i> (44)
Economic Explanation of Urban Community Property Disputes and the Construction of Prevention Mechanism Based on Market Contract .....	<i>Huang Wanhua, Xiang Meilai</i> (47)
Research on the Innovation of Long-term Financing Mechanism of New Rural Cooperative Medical System in Poor Mountain Areas —Based on the Example of Qinghai Province .....	<i>Xiao Xiangxiang, Huang Xiru</i> (52)
Study on China's Financial Support of Ocean High-tech Industry .....	<i>Liu Ming</i> (56)
Research on the Path to Establishing Its Own Brand by Textile OEM .....	<i>Wang Lei, Lang An</i> (61)
Empirical Analysis on Beijing Labor Market and Income Distribution .....	<i>Liu Hongyin, Wen Kui</i> (66)
An Analysis on the Shortage of Senior Skilled Workers from the Perspective of Employers .....	<i>Peng Jing</i> (71)
The Formation, Function and Development Trend of the "New Third Board" .....	<i>Zhou Maoqing, Yin Zhongli</i> (75)
Market Effect on M&A of Coal Enterprises: Based on the Analyses of Listed Companies .....	<i>Guo Baomin, Liu Wei</i> (78)
Financial Resources Conception, Promotion of Financial Functions and Financial Sustainable Development — Theory Evolution of Financial Development from the Perspective of Finance Discipline Construction .....	<i>Zhou Dan, Guo Wanshan</i> (82)
Raising Tax Expenditure Benefit by Constructing Performance Appraisal System .....	<i>Fang Zhong, Mei Yuhua</i> (86)
An Analysis of the Efficiency of Liability Insurance in China Based on DEA Model .....	<i>Ai Chixiang</i> (91)