



国务院发展研究中心
国家社科基金资助期刊

MANAGEMENT WORLD

管理世界

沫雪
一九八五·十一



微信公众号

2018 第34卷 第6期
Vol. 34 No. 6

管理世界(月刊)

版权所有 未经许可 不得转载

深入学习贯彻十九大精神

新时代一流大学教育思想的体系建构与实现路径 李元元(1)

乡村振兴战略下西部地区农业科技

协同创新模式选择与实现路径 王 燕 等(12)

金融与财政

开放经济下的财政支出乘数研究

——基于包含投入产出结构DSGE模型的分析 张 开 龚六堂(24)

货币冲击、贸易融资套利与中国商品金融化 郑尊信 等(41)

公共管理

政府驻地迁移的资源配置效应 王 海 尹俊雅(60)

基于景观格局变化分析的沿海区域生态系统保护研究

——以浙江沿海地区为例 崔 莉(72)

社会合作中利益如何分配?

——超越夏普利值的合作博弈“宗系解” 胡石清(83)

经济社会调查

农村居民网络消费支付意愿调查分析 李宝库 等(94)

产业经济

电子商务平台生态化与平台治理政策 李广乾 陶 涛(104)

工商管理理论

外来者劣势:理论拓展与实证分析 吴 冰 阎海峰 杜子琳(110)

性别异质性与企业决策:文化视角下的对比研究 熊艾伦 等(127)

工商管理案例

跨越身份的鸿沟:组织身份不对称与整合战略选择 ... 魏 江 杨 洋(140)

核心能力快速丧失企业的公司创业

——基于海印商业运营公司创业的纵向案例研究 周 翔 等(157)

(第6期)目录

2018年6月15日出版

李坤 邓志超 李刚:资本跨境套利视角下外汇贷款影响因素	(173)
周率 程勇 周孝华:我国开放式股票型基金的“投资风格漂移”现象研究	(175)
李芳:供给侧视角下养老服务业发展的着力点	(177)
刘祺 朱林彬:信息时代街头官僚及其自由裁量权的变革与挑战	(179)
李健 纪春礼 张强:营销的价值创造逻辑与价值创造过程研究	(182)
肇丹丹:“购买”还是“放弃”:线上零售渠道转换行为研究	(184)
英文目录摘要	(186)

本刊不以任何形式收取版面费 举报电话:全国哲学社会科学规划办公室010-63094651

新时代金融论坛征文通知

为了加强金融学科建设,促进金融发展,推动金融领域的学术交流与理论研究,首都经济贸易大学金融学院与管理世界杂志社合作举办新时代金融论坛,拟定于2018年11月17日在首都经济贸易大学召开。本次论坛主题是“新时代中国的金融改革与发展”,论坛将邀请国内外高校、研究机构的专家学者,对金融相关问题进行深入研讨。现面向国内外各高校金融研究人员征文,投稿者可以围绕论坛主题、自拟题目撰写论文,欢迎踊跃投稿。参会人员交通、住宿自理。现将有关事宜通知如下:

一、征文选题

本论坛选题可涵盖新时代下公司金融、家庭金融、资产定价、银行管理、金融监管、金融改革与开放等方面,具体内容不限。

二、征文要求

- 1.论文应具有创新性、科学性,并有一定的理论价值和实践意义;
- 2.论文结构严谨、逻辑严密、数据可靠、重点突出、层次清晰、论证充分,具有较强的说服力;
- 3.论文应符合学术规范且尚未发表,参照《管理世界》投稿体例排版。请将作者姓名、最高学历、职称、所在单位全称及联系方式(含电子邮箱与移动电话)等信息放在首页,正文中请勿出现作者的信息。邮件主题“新时代金融论坛投稿,作者姓名,单位”,附件名称“作者,单位,文章名”。

三、征文日期

自本通知发布之日起征稿,至2018年10月10日截止征稿(以收件日期为准)。

四、投稿方式

应征稿件请在投稿有效期内,将征文电子版(Microsoft Word格式)发送到指定邮箱,并在邮件主题处注明“论坛征文”字样。

投稿邮箱:wangyajie@cueb.edu.cn

联系人:高老师、王老师

联系电话:010-83952273

MANAGEMENT WORLD

(A Monthly)

No.6

Contents

2018

IN-DEPTH STUDY AND IMPLEMENTATION OF THE GUIDING PRINCIPLES FROM THE 19TH NATIONAL CONGRESS OF THE CPC

System Construction and Implementation Path of Educational Thoughts of First-class Universities in a New Era

..... *Li Yuanyuan*

Pattern Selection and Implementation Path for Collaborative Innovation of Agricultural Science and Technology in the Western Regions of China under the Strategy of Rural Revitalization Strategy *Wang Yan and other authors*

FINANCE

Fiscal Multipliers under Open Economy: Based on Multi-sector DSGE Model Analysis Including Input and Output Framework *Zhang Kai and Gong Liutang*

Monetary Impulses, Financing Collateral of Commodities for Arbitrage and the Financialization of Chinese Commodity Markets *Zheng Zunxin and other authors*

PUBLIC MANAGEMENT

Resource Allocation Effect of Government Resident Relocation *Wang Hai and Yin Junya*

Coastal Regional Ecosystem Protection Analysis Based on Landscape Pattern Change: The Case of Zhejiang Province

..... *Cui Li*

How to Distribute the Benefits in Social Cooperation? “The Clique Solution” of Cooperative Game Surpassing Shapley Value *Hu Shiqing*

THE ECONOMIC SURVEY OF SOCIETY

An Investigation and Analysis on Willingness to Pay of Rural Residents' Online Consumption

..... *Li Baoku and other authors*

INDUSTRIAL ECONOMY

E-commerce Platform Ecologicalization and Platform Governance Policy *Li Guangqian and Tao Tao*

BUSINESS MANAGEMENT THEORY

Liabilities of Foreignness: Theoretical Extension and Empirical Examination *Wu Bing, Yan Haifeng and Du Zilin*

Gender Heterogeneity and Corporate Decision: A Comparative Study from Cultural Perspectives

..... *Xiong Ailun and other authors*

CASE STUDIES ON BUSINESS MANAGEMENT

Bridging the Chasm between Identities : Identity Asymmetry and Post-acquisition Integration Strategy

..... *Wei Jiang and Yang Yang*

Corporate Entrepreneurship in the Context of Rapid Diminishing of Core Competence : A Longitudinal Case Study of the Corporate Entrepreneurship of Highsun Group *Zhou Xiang and other authors*

- The Influence Factors of Foreign Exchange Loan under the Perspective of Capital Cross-border Arbitrage
..... *Li Kun, Deng Zhichao and Li Gang*
- Research on the “Investment Style Drift” Phenomenon of China’s Open-end Equity Funds
..... *Zhou Shuai, Cheng Yong and Zhou Xiaohua*
- The Focus of the Development of Pension Service Industry from the Perspective of Supply Side *Li Fang*
- The Reform and Challenge of the Street-level Bureaucrats and Their Discretion in the Information Age
..... *Liu Qi and Zhu Linbin*
- Research on Marketing Value Creation Logic and Process *Li Jian, Ji Chunli and Zhang Qiang*
- “Purchase” or “Abort”: Research on Online Retail Channel Conversion Behavior *Zhao Dandan*

ABSTRACTS OF SELECTED ARTICLES

Fiscal Multipliers under Open Economy: Based on Multi-sector DSGE Model Analysis Including Input and Output Framework

Zhang Kai and Gong Liutang

In order to analysis the multiplier effect of government consumption and investment under different exchange rate system, we build a two-sector DSGE model including trade sector and non-trade sector. Meanwhile, input and output network is taken into consideration for depicting the linkage of sectors elaborately. Through parameter calibration and simulation, we get some results worth noted. First, introducing input and output network would lead to sector co-movement and fiscal expansion acceleration which would make government multiplier larger than one. Second, under fix exchange rate, government spending multiplier will be larger. Third, the multiplier effect of non-trade sector is much larger than trade sector. Fourth, the multiplier effect of government investment is more obvious and enduring than government consumption.

Liabilities of Foreignness: Theoretical Extension and Empirical Examination

Wu Bing, Yan Haifeng and Du Zilin

According to traditional theories, the inward internationalization, i.e. emerging markets firms (EMFs) collaborate with foreign MNCs in home countries before entering overseas markets, is beneficial to EMFs’ following international expansion. However, researchers gradually realize that it is not always the case. Although the collaboration with foreign MNCs contributes to the accumulation of international experience and knowledge for EMFs, EMFs can also suffer from liabilities in this process, which in turn will affect the level of outward internationalization. In view of this, by distinguishing the dimensions of time and space, this paper tries to extend the theory of liabilities of foreignness, and put forward the concept, pre-entry perceived foreignness (PEPF), which happens in the process of inward internationalization before emerging market small-sized and medium-sized enterprises (EM SMEs) enter overseas markets. This paper then investigates the relationship between inward international experience, PEPF and entry mode, as well as the mediating effects of PEPF between inward international experience and entry mode. By empirical examination on 144 China’s SMEs, it is concluded that: First, collaborative time has positive effects on PEPF; Second, the longer the collaborative time is, the lower the entry mode SMEs will choose; Third, PEPF wholly mediates the relationship between collaborative time and entry mode. This paper therefore emphasizes the ignored problems of PEPF in inward internationalization and provides a new perspective for the relationship between inward and outward internationalization. The results will

管理世界杂志社与对外经济贸易大学联合举办 “纪念改革开放 40 周年学术研讨会” 通知

为全面回顾 40 年来波澜壮阔的伟大历史进程，深入总结改革开放和社会主义现代化建设新时期的成功实践经验与理论创新成果，推进经济和管理领域的政策研究与学术研究，管理世界杂志社与对外经济贸易大学将于 2018 年 9 月 15 日在北京举办“纪念改革开放 40 周年学术研讨会”。有关事宜通知如下：

一、围绕纪念改革开放 40 周年主题，征集经济和管理领域的政策研究与学术研究论文。征文投稿须是未公开发表或出版的原创论文，字数在 8000 字以上。征文投稿请登录《管理世界》网站 (www.mwm.net.cn)，在线投稿“纪念改革开放 40 周年”栏目。截稿日期：2018 年 8 月 31 日。

二、成立学术委员会，评选优秀论文。会议邀请优秀论文作者参会并就论文内容作学术交流，优秀论文经过修改完善后发表在《管理世界》2018 年第 10 期上。

三、组织召开“纪念改革开放 40 周年学术研讨会”。这次会议由管理世界杂志社与对外经济贸易大学主办，对外经济贸易大学国际经济贸易学院与《管理世界》经济研究院承办。上午举行开幕式，安排合影及茶歇，之后安排 5-6 位重量级专家做大会专题报告，下午安排“改革”、“开放”、“综合”三个分会场分别进行学术交流。

本次研讨会不收会务费，会议主办方为入选优秀论文提供一位作者的食宿费用，差旅费用自理。除入选论文作者外，本次研讨会还欢迎社会各界朋友参加会议，参会人员请填写参会报名表(请到管理世界杂志或对外经济贸易大学网站下载)后发送至: mingli@uibe.edu.cn(李老师)。报名截至 2018 年 8 月 31 日。

本次研讨会将在对外经济贸易大学举办，开幕式、学术交流会场及食宿安排将在正式议程中公布。

管理世界杂志社
对外经济贸易大学
2018 年 5 月 4 日

ISSN 1002-5502



9 771002 550183

万方数据

主办：国务院发展研究中心
出版：管理世界杂志社

ISSN 1002-5502 ·
CN-11-1235/F

邮发代号：82-203
定 价：45.00 元