



国务院发展研究中心 主管 主办  
国家社科基金资助期刊

# MANAGEMENT WORLD

# 管理世界

JOURNAL OF MANAGEMENT WORLD

10 2020 · 第36卷  
Vol.36 No.10



# 管理世界(月刊)

版权所有 未经许可 不得转载

---

## 经济学

- “十四五”时期我国发展内外部环境研究…………… 陈昌盛 等(1)
- 数学、模型与经济思想…………… 洪永森 汪寿阳(15)
- 双支柱调控框架的新目标制研究…………… 李拉亚(27)
- 健康预期寿命提高如何促进经济增长?  
——基于跨国宏观数据的实证研究…………… 张颖熙 夏杰长(41)
- 数字金融发展对传统私人借贷市场的  
影响及机制研究…………… 吴 雨 等(53)
- 数字经济、创业活跃度与高质量发展  
——来自中国城市的经验证据…………… 赵 涛 张 智 梁上坤(65)

## 工商管理

- 故事设计模式对消费者品牌态度的影响…………… 徐 岚 等(76)
- 董事会非正式层级对董事异议的影响…………… 陈仕华 张瑞彬(95)
- 制度改善速度与机会型创业的关系研究…………… 王 博 朱 沅(111)
- 家务时间配置如何影响夫妻对家庭省时产品的购买  
…………… 符国群 姜海纳 张晓丹(126)
- 信息披露业务关系与新闻报道质量…………… 薛 健 汝 毅(139)
- 我国实体经济短期金融风险的评价与研判  
——存量与流量兼顾的短期财务风险综合评估与预警  
…………… 王竹泉 宋晓缤 王苑琢(156)

## 管理科学与工程

- 重大工程决策“中国之治”的现代化道路  
——我国重大工程决策治理70年…………… 盛昭瀚 等(170)

# (第10期)目录

2020年10月5日出版

V-R<sup>3</sup>系统工程模式构建与实践

——以载人空间站工程为例 ..... 唐伟等(203)

英文目录摘要 ..... (213)

本刊不以任何形式收取版面费 举报电话:全国哲学社会科学工作办公室010-55604027

## 关于公开征集“庆祝建党一百周年”论文的启事

2021年是中国共产党100周年华诞。为了庆祝建党100周年,研究总结党领导人民在革命、建设和改革开放中取得的伟大成就和成功经验,本刊决定公开征集、组织刊发系列相关文章。

一、围绕“庆祝建党一百周年”主题,从经济学和管理学角度,征集学术论文或研究报告。应征论文或报告必须与党中央精神保持一致,客观理性、积极向上、有建设性,字数一般不少于8000字。

二、请作者通过《管理世界》网上投稿系统“庆祝建党一百周年”栏目投稿;论文格式、体例等参见本刊网站《投稿须知》。截稿时间:2021年10月31日。

三、我们将组织专家对应征论文或报告进行评审。符合要求的,优先安排发表。

## 欢迎订阅2021年《管理世界》杂志

2021年《管理世界》杂志全年12期,每期定价50元,订阅全年为600元。

- 1.通过邮局订阅台订阅:邮发代号:82-203。
- 2.通过关注管理世界杂志微信公众号(managementworld)订阅。
- 3.通过邮局汇款订阅:

请将订阅款汇至:北京市朝阳区门外红庙金台里2号院1号楼4层东段,邮编:100026,收款人:管理世界杂志社。

请您在汇款单上写清您的收刊地址、邮编、收刊人姓名、联系电话及订阅期数。

- 4.通过银行汇款订阅:

汇款后请您将汇款单及收刊地址、邮编、收刊人姓名、电话、订阅期数发至 ggkf\_40@126.com。

户名:管理世界杂志社 帐号:0200010009014427291 开户行:工行北京北太平庄支行

# JOURNAL OF MANAGEMENT WORLD

(A Monthly)

No.10

Contents

2020

---

## Economics

- A Study on the Internal and External Environment of China's Development in the 14th Five-Year Plan Period  
..... *Chen Changsheng and other authors*
- Mathematics, Model and Economic Thought ..... *Hong Yongmiao and Wang Shouyang*
- A Study on Central Bank's New Targeting ..... *Li Laya*
- How Does Health Life Expectancy Improve Economic Growth?: An Empirical Study on Transnational Macro Data  
..... *Zhang Yingxi and Xia Jiechang*
- The Impact of Digital Finance Development on Traditional Private Credit Market ..... *Wu Yu and other authors*
- Digital Economy, Entrepreneurship, and High-Quality Economic Development: Empirical Evidence from Urban China  
..... *Zhao Tao, Zhang Zhi and Liang Shangkun*

## Business Administration

- The Impact of Story Design Mode on Consumers' Brand Attitude ..... *Xu Lan and other authors*
- The Influence of the Board Informal Hierarchy on the Directors' Dissent ..... *Chen Shihua and Zhang Ruibin*
- Research on the Relationship between Speed of Institutional Improvement and Opportunity-Motivated Entrepreneurship  
..... *Wang Bo and Zhu Hang*
- How Housework Time Allocation between Husband and Wife Affects Family Buying Intentions of Time Saving Products  
..... *Fu Guoqun, Jiang Haina and Zhang Xiaodan*
- Business Relationship of Information Disclosure and Quality of News Reports ..... *Xue Jian and Ru Yi*
- Objective Evaluation and Rational Judgment of Short-Term Financial Risk in China's Real Economy: Comprehensive Assessment and Early Warning of Short-Term Financial Risk Considering Stock and Flow  
..... *Wang Zhuquan, Song Xiaobin and Wang Yuanzhuo*

## Management Science and Engineering

- The Modernization Road of "The Rule of China" in Major Project Decision-Making: 70 Years of Decision-Making and Management of Major Projects in China ..... *Sheng Zhaohan and other authors*

**ABSTRACTS OF SELECTED ARTICLES**

**The Impact of Story Design Mode on Consumers' Brand Attitude**

*Xu Lan and other authors*

Telling consumer stories increasingly becomes a popular trend for brands. Prior research has mainly focused on brand storytelling (i.e, brands tell their own stories), but the answer to the question of how brands tell consumer stories is unclear. This study focuses on the context of "brands telling consumer stories". Through lab experiments and studies with secondary data collected from real brand communities, the current research has found that the perceived authenticity of a story positively affects consumer brand attitude, and audience-protagonist similarity moderates this effect. Specifically, a true story leads to a more positive brand attitude than a fictional story. However, when the protagonist of a story is similar to its audience, the impact of authenticity on brand attitude will be no longer significant. Moreover, this research has identified consumers' self-imagery as a mechanism explaining the effects above. Furthermore, this research has found that the effects will be attenuated for consumers with a brand symbolic value focus (vs. functional value focus). This research enriches the results in the field of story marketing and brand communication, and provide a new strategy for brands to communicate with consumers through telling consumers stories, which offers important theoretical contributions and management implications.

**The Influence of the Board Informal Hierarchy on the Directors' Dissent**

*Chen Shihua and Zhang Ruibin*

The existing literature on the role of status in the decision-making of the board mainly conducts research from the individual-level of directors, and finds that board members with low status in the board are more likely to defer to the board members with higher status. However, according to the Expectation States Theory, which is widely applied in the studies at the group-level, in a group like a board, the status of the member in the group comes from the mutual comparison among the members of the group, and the status of the members depends on the consistent expectations of other members in the group, and then based on the consistent expectation of the status inequality among all members of the group to form an informal hierarchy. According to this, we explore the influence of the board informal hierarchy on directors' dissent at the group-level of the board based on the Expectation States Theory, and find that the clarity of the informal hierarchy of a board is negatively related to the likelihood of directors' dissent. And when board size is larger, the degree of board stability is lower, and the degree of interaction among directors is lower, the clarity



# 关于举办 “第一届‘三农’发展前沿学术论坛”的启事

“十三五”时期，围绕脱贫攻坚和农村如期全面小康双重目标任务，中央实施了一系列强农、惠农、富农政策，我国“三农”发展取得了显著成效。以高质量发展为主线，补短板、防风险，将是“十四五”时期加快推进农业农村现代化的重要主题。经农业农村部农村经济研究中心、西北农林科技大学经济管理学院商定，举办“第一届‘三农’发展前沿学术论坛”。具体事宜如下。

## 一、会议时间及地点

会议地点：西北农林科技大学经济管理学院（陕西杨凌）

会议时间：2021年1月9日-10日

## 二、征文选题范围（包括但不限于）

1. “十四五”时期“三农”发展的短板和风险
2. 保障粮食安全和重要农产品供给
3. 双循环新格局下农民增收与扩大内需
4. “三农”现代化实现方式与路径
5. 农村社会转型和乡村治理
6. 黄河流域农业农村高质量发展

## 三、征文要求

1. 应征论文须是未公开发表的原创论文，论文格式、体例等参见本刊网站《投稿须知》。
2. 请登录《管理世界》官网（<http://www.mwm.net.cn/web/>）投稿至“第一届‘三农’发展前沿学术论坛”栏目。
3. 征文截止日期：截稿日期为2020年12月7日。
4. 论坛将组建论文评审委员会，对提交的论文进行评审，论文入选通知及会议邀请函将于2020年12月21日前发送给作者。

## 四、优秀论文评选

评审委员会将在报告论文中评选优秀论文，推荐给《管理世界》接受审稿，符合要求的，优先安排发表。

## 五、参会须知

1. 参会人员交通、食宿费用自理。
2. 参会报名：参会人员填写报名表（请前往《管理世界》官网下载）后发送至：lifeg80@163.com（邮件主题请注明“第一届‘三农’发展前沿学术论坛”）。
3. 会务组联系人：  
董老师（西北农林科技大学经济管理学院）  
电话：13474006608

ISSN 1002-5502



9 771002 550206



微信公众号

管理世界  
GUANLI SHIJIE

ISSN 1002-5502

CN 11-1235/F

主管主办：国务院发展研究中心

编辑出版：管理世界杂志社

邮发代号：82-203

定 价：50.00 元