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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。

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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

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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

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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”）。
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