

ISSN 1672-884X

# 管理学报<sup>®</sup>

CHINESE JOURNAL OF MANAGEMENT

3  
2013  
Vol.10

华中科技大学主办

## 目 次

**管理学在中国**

- 313 2012“中国·实践·管理”论坛开幕式上的书面致辞 刘源张  
314 2012“中国·实践·管理”论坛观点综述 杨妍 陈春花 陈鸿志  
322 基于中国的人力资源管理实践中的科学问题 韦恩F卡西欧  
326 管理的科学本源性回归——自我与心性的管理 齐善鸿 肖华  
336 基于朗坤与联创案例的中国农业物联网企业商业模式研究 欧阳桃花 武光  
347 管理理论实践转化中的异化应用现象探析 乐国林 陈春花 毛淑珍

**组织与战略**

- 353 我国代工企业制造战略与人力资源管理系统的匹配对企业绩效的影响 潘妹 张红 黄琼等  
360 基于权变视角的管理者社会关系对企业绩效的影响研究 郭海 王栋 刘衡  
368 规制环境、组织特征与企业效率 姜涛

**人力资源管理**

- 375 中国情境下变革型领导的内涵与测量的再探讨 孟慧 宋继文 徐琳等  
384 基于外派学者的文化智力、文化新颖性与跨文化适应研究 王泽宇 王国锋 井润田  
390 基于两种信任违背类型的信任修复策略研究 韩平 宁吉

**营销与服务**

- 397 基于美团网的产品因素对网络团购影响因素实证研究 郑淑月 刘益杨伟等  
404 影响用户从网下到网上转移使用意愿因素的研究 曹玉枝 鲁耀斌 杨水清  
413 关系利益对顾客长期关系导向影响的实证研究 杨志勇 王永贵

**创新与创业**

- 420 基于结构-过程的公共R&D投入技术创新效应机理分析 刘凤朝 姜滨滨 孙玉涛  
430 互补性研发努力下垂直合作新产品开发中的收益共享契约设计 来向红 王文平  
438 学术创业背景下学者角色认同演变模式研究 黄攸立 薛婷 周宏  
444 外部社会资本与集群企业创新绩效的关系:知识溢出与学习效应的影响 王雷

**信息与知识管理**

- 451 转轨时期高校体制变革对高校知识转移影响的实证研究 原长弘 孙会娟 方坤  
458 基于专利许可网络的985高校知识流动能力研究 罗立国 余翔 周力虹

**述评**

- 463 组织文化定量分析方法研究述评和展望 尹波 许茂增 林峰等

**学术信息**

中国本土人力资源管理理论与实践——第2届(2012)湖南省人力资源管理学会年会暨中小企业人力资源管理研究学术研讨会会议纪要(403) 第6届“管理学在中国”学术研讨会会议通知(468) 社会网络分析国际研讨会暨第9届社会网及关系管理研究研讨会(468)

## CONTENTS

### **Management in China**

- Written Speech at Opening Ceremony of The “2012 China • Practice • Management” Forum LIU Yuanzhang (313)  
 Practice-Oriented Management Research: Review of “2012 China • Practice • Management Forum” YANG Yan CHEN Chunhua CHEN Hongzhi (314)  
 Scientific Problems in the Practice of HR Management in China Wayne F Cascio (322)  
 Returning to the Science and Nature of Management: Self-management and Mind-management QI Shanhong XIAO Hua (326)  
 Business Model for Chinese Agriculture Internet of Thing Enterprises: Cases of Longcom and Linkage OUYANG Taohua WU Guang (336)  
 Exploring the Alienation of Management Theory in Practice Application YUE Guolin CHEN Chunhua MAO Shuzhen (347)

### **Organization and Strategy**

- The Impact of the Match between Manufacturing Strategy and Human Resource Management System on Firm Performance of Chinese Subcontracting Enterprises PAN Mei ZHANG Hong HUANG Qiong et al (353)  
 Managerial Ties and Firm Performance: A Contingency Perspective GUO Hai WANG Dong LIU Heng (360)  
 Regulation Environment, Organization Characteristics and Firm Efficiency JIANG Tao (368)

### **Human Resource Management**

- A Further Exploration of Transformational Leadership Construct and Measurement in the Chinese Context MENG Hui SONG Jiwen XU Lin et al (375)  
 Cultural Intelligence, Culture Novelty and Cross-Cultural Adjustment: An Empirical Study on Expatriate Academics WANG Zeyu WANG Guofeng JING Runtian (384)  
 Trust Repair Strategy Based on Two Types of Trust Violation HAN Ping NING Ji (390)

### **Marketing and Service**

- How Do the Product Factors Affect Online Group-buying? An Empirical Study Based on Mei Tuan ZHENG Songyue LIU Yi YANG Wei et al (397)  
 A Study on the Factors Influencing Consumers’ Usage Transfer Behavioral Intention from Offline to Online Environment CAO Yuzhi LU Yaobin YANG Shuiqing (404)  
 An Empirical Study on Effect of Relational Benefits on Customer Long-term Orientation: The Different Roles of Customer Satisfaction and Company Service Competence YANG Zhiyong WANG Yonggui (413)

### **Innovation and Entrepreneurship**

- The Impact of Public R&D Expenditure on Technological Innovation: A Theoretical Framework Based on Structure-process LIU Fengchao JIANG Binbin SUN Yutao (420)  
 Revenue-sharing Contract Design for Vertical Collaborative New Product Development with Complementary Efforts LAI Xianghong WANG Wenping (430)  
 A Study on Role Identity Evolution Patterns of Scholars in the Background of Academic Entrepreneurship HUANG Youli XUE Ting ZHOU Hong (438)  
 Relation between External Social Capital and Cluster Enterprise Innovation Performance: The Effect of Knowledge Spillover and Learning Effect WANG Lei (444)

### **Information and Knowledge Management**

- The Effects of Institutional Change on University knowledge Transfer during the Transition Period: Evidence from the University Mergers in China YUAN Changhong SUN Huijuan FANG Kun (451)  
 Knowledge Flow Capability of “985 Universities” Based on Patent License Network LUO Liguo YU Xiang ZHOU Lihong (458)

### **Review**

- A Literature Review on Quantitative Analytical Methods for Organizational Culture Research YIN Bo XU Maozeng LIN Feng et al (463)