# CHINESE JOURNAL OF MANAGEMENT

华中科技大学主办 ISSN 1672-884X





**GUANLI XUEBAO** 

**5 2018** Vol.15

# **CONTENTS**

# Management in China

Research on the Integration of Traditional Culture and Modern Management

QI Shanhong LI Kuan SUN Jizhe (633)

Research on Mechanism of Reverse Survival of Crisis Based on Organizational Legitimacy and Channel Power

DAI Xin LU Hong SONG Aifeng (643)

### Organization and Strategy

The Relationship between Business Groups' Industrial Layouts and Performance: Investigation Based on

**Dual Institutional Perspectives** 

FU Jie (653)

An Empirical Study on the Impact of Justice Perceptions on Contractors' Performance Behaviors in

Construction Contract Compensation

YAN Ling JIANG Jing GUO Liang et al (660)

### **Human Resource Management**

A Study on the Serially Mediating Mechanism Transmitting the Effects of Territorial Climate on

Organization-Oriented Citizenship Behavior

FAN Xueling WANG Qiqi LIU Jun (669)

A Cluster Analysis on the HRM Practices of the 2017 Fortune 100 Best Companies to Work For from

the Universal and Contingency Perspective

JIANG Jianwu SONG Junmei LIU Xinyi et al (678)

### Innovation and Entrepreneurship

The Effect of Founder' Personality on Technology-Based Venture' Growth

SHAN Biaoan LU Xifeng GUO Hai et al (687)

Study on the Impact of Dual Network Embeddedness on Venture Capital Fundraising

SHI Guoping CHEN Demian DING Wenhu (695)

Resource Bricolage, Unabsorbed Slack and Inbound Open Innovation ZHOU Fei RAN Maggang SU Qiulai (703)

Understanding the Response of Enterprises to Multi-Institutional Pressures during Green Innovation Process

CHEN Litian ZHU Yali GUO Lei (710)

Research on the Driving Factors of Entrepreneur out Based on the Theory of Conflict between

Entrepreneurs and Investors

SUN Jiwei LI Xiaolin (718)

### **Marketing and Service**

Mechanism Research on the Influence of Fit Type between Enterprise and Environmental Protection

Causes on Consumer's Purchase Intention

SHENG Guanghua LIN Zhengnan (726)

A Study on Consumer Well-Being Model Based on Transformative

LI Qiangian XUE Qiuzhi (734)

### Information and Knowledge Management

Research on the Influence of Online Visibility in SNS APPs

SHEN Tian CHEN Xi (742)

Factors Affecting Innovation Performance of Solvers in Crowdsourcing Competition

LU Xinyuan HUANG He LI Ziqi et al (750)

The Impacts of Consistency and Sociability on Social Media In-Feed Ad Avoidance

FAN Si LU Yaobin HU Ying ying (759)

The Industry Operation Quality Evaluation Research Based on MTS and Data Envelopment Analysis

YE Fangyu SHAN Miyuan HAN Zhijun et al (767)

### **Logistics and Operation Management**

Revenue Sharing Contract for a Supply Chain with Demand Depending on Promotion and Pricing DAI Jiansheng (774) Differential Game Analysis on Supply Chain's Strategy of Carbon Emission Reduction R&D under

Carbon Trading Policy

WEI Shoudao (782)

# 目 次

## 管理学在中国

633 传统文化与现代管理融合探究

齐善鸿 李 宽 孙继哲

643 基于组织合法性与渠道权力的企业危机"逆生存"机制研究

戴 鑫 卢 虹 宋爱峰

### 组织与战略

653 制度双重性视角下企业集团产业布局与集团绩效关系的研究

付 婕

660 合同补偿中公平感知对承包人履约行为影响的实证研究

严玲江静郭亮等

### 人力资源管理

669 组织领地氛围抑制组织指向公民行为涌现的链式机制研究

范雪灵 王琦琦 刘 军

678 普适与权变观视角下"2017 美国最佳雇主 100 强"人力资源管理实践的聚类研究

蒋建武 宋军梅 刘心怡 等

### 创新与创业

687 创始人的人格特质对科技型新企业成长的影响研究

单标安 鲁喜凤 郭 海 等

695 双重网络嵌入对创业投资资本筹集的影响研究

施国平 陈德棉 丁文虎

703 资源组拼、未吸收冗余与内向型开放式创新的关系研究

周 飞 冉茂刚 苏秋来陈力田 朱亚丽 郭 磊

710 多重制度压力下企业绿色创新响应行为动因研究718 创业者与投资方冲突视角下创业者出局的动因研究

孙继伟 李晓琳

### 营销与服务

726 企业-环保事业契合类型对消费者购买意愿的影响机制研究

盛光华 林政男

734 基于变革消费理念的消费者幸福模型研究

李倩倩 薛求知

### 信息与知识管理

742 社交化 APP 中网络可见性的影响研究

沈甜陈曦

750 众包竞赛中接包方的创新绩效影响因素研究

卢新元 黄 河 李梓奇 等

759 社交媒体环境下一致性与社交性对信息流广告规避的影响研究

范 思 鲁耀斌 胡莹莹

767 基于马田系统与数据包络分析的工业运行质量评价研究

叶芳羽 单汩源 韩之俊 等

### 物流与运作管理

774 促销和定价影响需求下供应链的收益共享契约

代建生

782 碳交易政策下供应链减排研发的微分博弈研究

魏守道

# 学术信息

第9届中国・实践・管理论坛(2018)暨中国管理 50 人论坛(2018 秋季)会议通知(642)

期刊基本参数:CN 42-1725/C \* 2004 \* m \* A4 \* 160 \* zh \* P \* ¥28.00 \* 2000 \* 19 \* 2018-05



ISSN 1672-884X