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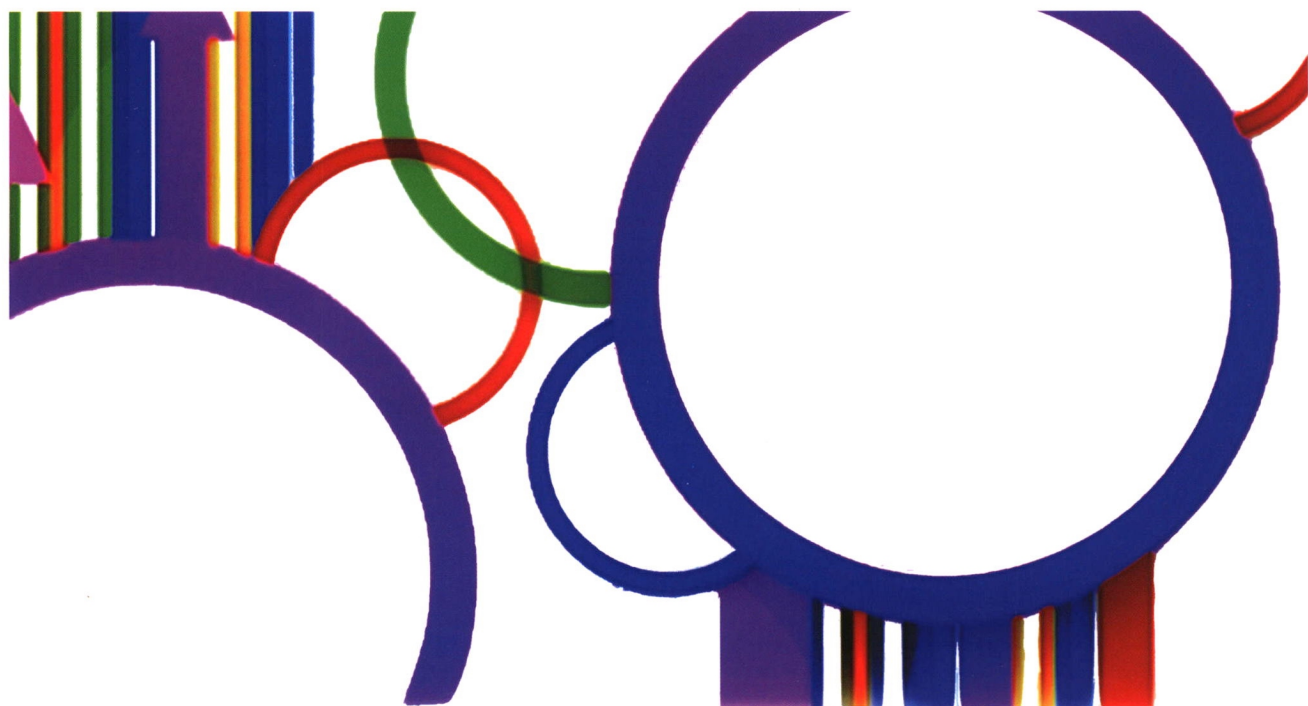
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社交网络下的企业管理

社交情境对体验型消费参与兴趣的影响研究

产品信息会在朋友圈坚持多久

直播社会临场感研究

网络口碑推动网红餐饮粉丝效应的过程机理

移动场景下的口碑评价



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万方数据

目 录

主编寄语

- 1 商学教育的嬗变
白长虹

封面主题：社交网络下的企业管理

- 4 社交情境对体验型消费参与兴趣的影响研究
李倩倩 范雅雯 宋文静
- 16 产品信息会在朋友圈坚持多久——身份认同与经济奖励对社交媒体用户分享意愿及分享时间的影响研究
杨强 蒋玉石 周雪 朱家稷
- 28 直播社会临场感研究：量表编制和效度检验
谢莹 高鹏 李纯青
- 37 接收、共鸣与分享：网络口碑推动网红餐饮粉丝效应的过程机理
张舒宁 李勇泉 阮文奇
- 50 移动场景下的口碑评价：调节定向视角
黄敏学 高蕾 李婷

旅游管理

- 60 共享住宿定价策略的跨国差异：国家文化价值观在共享经济中的调节作用
杨帅 陈建宏 柯丹 李大辉
- 72 社交媒体旅游分享对潜在旅游者冲动性旅游意愿的影响研究：基于临场感视角
姚延波 贾广美

案例研究

- 81 生鲜农产品供应链“互联网+”农消对接实现路径——基于信任共同体构建视角的多案例研究
但斌 吴胜男 王磊
- 92 数字品牌社群的价值共创机理研究——基于体验主导逻辑的视角
王满四 霍宁 周翔
- 102 数据赋能驱动精益生产创新内在机理的案例研究
张明超 孙新波 王永霞

信息管理

- 115 IT匹配在IT治理和企业绩效间的中介作用和边界条件研究：基于元分析技术的探索
池毛毛 刘姝君 蔡志慧 罗博 卢泉
- 128 技能型共享经济买方个人信息披露、服务商信号释义及响应行为研究
洪志娟 王筱纶
- 139 董事的信息技术背景能抑制盈余管理吗
袁蓉丽 李瑞敬 孙健

知识管理

- 150 面向“一带一路”企业技术标准联盟的驱动因素与作用机制研究——基于文本挖掘和程序化扎根理论融合方法
周青 吴童祯 杨伟 梁耀
- 160 协作研发伙伴多元化、知识网络凝聚性与企业新产品开发绩效
徐露允 龚红

市场营销

- 171 顾客多忠诚品牌迭代：现象、过程与机理
张焱 吴珊珊 刘进平 周月娇
- 184 思考视角对期待性购买意愿的影响：动机强度与思考焦点的调节作用
张瑾 胡赛全 郑晓莹 赵平

财务管理

- 193 客户盈余质量与供应商投资效率分析——基于A股上市公司的经验研究
陈涛琴 李栋栋 洪剑峭
- 202 外部大股东能促进企业创新吗——基于退出威胁视角的实证分析
陈克兢 康艳玲 万清清 刘琪

运营管理

- 213 财政补贴对企业商业信用融资的影响研究——基于新能源汽车补贴退坡政策的实证分析
徐小晶 徐小林

CONTENTS

Editorial

- 1 The Evolution of Business Education
Bai Changhong

Issue Topic: Business Management under Social Network

- 4 The Influence of Social Context on the Engagement Interest in Experiential Purchase
Li Qianqian, Fan Yawen, Song Wenjing
- 16 How Long Will E-business Content Stay in WeChat Moments-A Study on the Impact of Identity and Economic Rewards on Social Media Users' Sharing Willingness and Sharing Time
Yang Qiang, Jiang Yushi, Zhou Xue, Zhu Jiayi
- 28 Research on Live-broadcast Social Presence: Scale Development and Validity Test
Xie Ying, Gao Peng, Li Chunqing
- 37 Accept, Resonate and Share: The Process Mechanism of EWOM Promoting the Fan Effect of Internet Celebrity Restaurant
Zhang Shuning, Li Yongquan, Ruan Wenqi
- 50 The Influence of Scenes on Consumer Word-of-Mouth Evaluation: Based on Regulatory Focus Theory
Huang Minxue, Gao Lei, Li Ting

Tourism Management

- 60 Cross-cultural Differences in Pricing Strategies for Sharing Accommodation: The Moderating Effects of National Culture in Sharing Economy
Yang Shuai, Chen Jianhong, Ke Dan, Li Dahui
- 72 The Effect of Social Media Travel Experience Sharing on Potential Tourists' Impulsive Travel Intention: Based on Presence Perspective
Yao Yanbo, Jia Guangmei

Case Study

- 81 Realization Path of Farmer-to-Consumer Model in Fresh Agricultural Product Supply Chain under "Internet Plus" Environment: A Multi-case Study Based on Trust Community Construction
Dan Bin, Wu Shengnan, Wang Lei
- 92 Research on Value Co-creation Mechanism of Digital Brand Community: From the Perspective of Experience Dominant Logic
Wang Mansi, Huo Ning, Zhou Xiang
- 102 A Case Study on the Internal Mechanism of Data Enablement Driving Lean Production Innovation
Zhang Mingchao, Sun Xinbo, Wang Yongxia

Information Management

- 115 A Meta-analysis of the Mediating Effect and Boundary Conditions of IT Alignment on the Relationship between IT Governance and Firm Performance
Chi Maomao, Liu Shujun, Cai Zhihui, Luo Bo, Lu Quan
- 128 Buyers' Personal Information Revelation Policies, Service Providers' Interpretations of the Signal and Responses in Skill-based Sharing Economy Platforms
Hong Zhijuan, Wang Xiaolun
- 139 Can IT Directors Restrain Earnings Management
Yuan Rongli, Li Ruijing, Sun Jian

Knowledge Management

- 150 Research on Driving Factors and Mechanisms of Enterprise Technology Standard Alliance for the "Belt and Road" Initiative: Based on the Integration of Text Mining and Programmatic Grounded Theory
Zhou Qing, Wu Tongzhen, Wang Wei, Liang Yao
- 160 Partnership Diversity of R&D Collaboration, Knowledge Network Cohesion and New Product Development Performance
Xu Luyun, Gong Hong

Marketing

- 171 Customer Multi-loyalty Brands Iteration: Phenomenon, Process and Mechanism
Zhang Yi, Wu Shanshan, Liu Jinping, Zhou Yuejiao
- 184 The Influence of Imagery Perspective on Anticipatory Purchase Intentions: The Moderating Factors of Motivation Strength and Imagery Focus
Zhang Jin, Hu Saiquan, Zheng Xiaoying, Zhao Ping

Financial Management

- 193 Customers' Earnings Quality and Suppliers' Investment Efficiency: Evidence from A-Share Listed Companies
Chen Taoqin, Li Dongdong, Hong Jianqiao
- 202 Can Outside Blockholders Promote Corporate Innovation- An Empirical Analysis from the Perspective of Exit Threats
Chen Kejing, Kang Yanling, Wan Qingqing, Liu Qi

Operations Management

- 213 The Effect of Subsidy Reduction Policy on Listed Firm's Investment: Evidence from New-energy Vehicles
Xu Xiaojing, Xu Xiaolin



《南开管理评论》以促进中国企业管理现代化为宗旨，
刊发关注中国管理实践热点与难点的研究成果，追踪
国际管理理论前沿，服务中国管理理论与实践的创新

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