

# Nankai Business Review

# 南开管理评论

2022 3  
(双月刊)

ISSN 1008-3448  
(A Bimonthly)

南开大学主办

NSFC管理科学A类期刊

中国人文社会科学AMI权威期刊



Q K 2 2 3 2 9 3 6



## 动态环境中的并购行为

技术并购、市场反应与创新产出

反收购强度、企业研发决策与长期价值创造

中外合资经验对跨国并购绩效的非线性影响

中国企业跨国并购中的文化摩擦

经验学习、制度质量与国有企业海外并购



<http://nbr.nankai.edu.cn>

# 目 录

## 主编寄语

- 1 管理研究需要工匠精神  
白长虹

## 封面主题：动态环境中的并购行为

- 4 技术并购、市场反应与创新产出  
姚颐 徐亚飞 凌玥
- 15 反收购强度、企业研发决策与长期价值创造  
蔡庆丰 林少勤 吴冠琛 陈诣之 林海涵
- 25 中外合资经验对跨国并购绩效的非线性影响：  
跨组织过程的学习模式  
江诗松 游文利 杨帅 陈潇澜
- 35 从“外来者”到“局内人”：中国企业跨国并购中  
的文化摩擦  
李德辉 范黎波
- 49 经验学习、制度质量与国有企业海外并购  
贾镜渝 孟妍

## 案例研究

- 62 全球价值链嵌入下隐形冠军企业知识权力演  
化机理研究  
贾依帛 苏敬勤 马欢欢 张帅
- 73 角色认同与创业机会开发：基于扎根理论的技术  
创业研究  
李晓华 李纪珍 高旭东

## 创新管理

- 85 利益相关者“创新关注”促进了企业创新吗  
——来自深交所“互动易”的证据  
潘红波 杨海霞
- 95 互联网医疗商业模式价值动因的组态效应如  
何促进价值创造  
江积海 刘芮 王烽权

## 创业管理

- 105 专业孵化器主导的创业生态系统价值共创：  
基于达安创谷的案例  
张延平 冉佳森 黄敬伟 郭波武

- 118 守正创新：战略差异对服务型众创空间绩效的  
影响研究  
李永慧 郭海 王栋晗

## 公司治理

- 129 非国有董事治理积极性与国企资产保值增值  
——来自董事会投票的经验证据  
吴秋生 独正元
- 139 非国有战略投资者与非国有大股东控制权水平  
——来自竞争性地方上市国企的证据  
潘克勤 李雨霏 潘潇阳

## 财务管理

- 149 主动模仿还是被动反应：商业信用同群效应研究  
吴娜 白雅馨 安毅
- 160 税收征管与股价同步性——基于制度背景的研究  
蔡栋梁 刘敏 邹亚辉 邵建豪

## 市场营销

- 170 明星还是普通人——不同目标追逐阶段消费者对  
品牌群体标签的偏好差异研究  
杨德锋 周涵 雷希 黄赞
- 182 企业实施品牌霸权一定会导致消费者品牌报  
复吗——中国式归因方式的调节作用  
李耀 郝帅昌 周密

## 人力资源

- 192 从心所“享”，顺“流”而创：高参与人力资源实践  
对员工二元创新的激励机制研究  
熊立 占小军
- 202 员工离职的心理目标系统驱动说及其管理蕴涵  
章凯 杨娜

## 评论

- 213 平台经济的典型特征、垄断分析与反垄断监管  
尹振涛 陈媛先 徐建军

# CONTENTS

## Editorial

- 1 Management Research Needs Craftsman's Spirit  
Bai Changhong

## Issue Topic: M&As in VUCA Time

- 4 Technology M&A, Market Reaction and Innovation Output  
Yao Yi, Xu Yafei, Ling Yue
- 15 Anti-takeover Strength, Corporate R&D Decision and Long-term Value Creation  
Cai Qingfeng, Lin Shaoqin, Wu Guanchen, Chen Yizhi, Lin Haihan
- 25 The Curvilinear Impact of Sino-Foreign Joint Venture Experience on Cross-border Acquisition Performance: The Learning Pattern across Organizational Processes  
Jiang Shisong, You Wenli, Yang Shuai, Chen Xiaolan
- 35 From Outsiders to Insiders: Cultural Frictions in Cross-border M&As by Chinese Companies  
Li Dehui, Fan Libo
- 49 Experiential Learning, Institutional Quality and Chinese SOEs' Cross-border Acquisitions  
Jia Jingyu, Meng Yan

## Case Study

- 62 Research on the Evolution Mechanism of Knowledge Power of Domestic Leading Suppliers Embedded in the Global Value Chains  
Jia Yibo, Su Jingqin, Ma Huanhuan, Zhang Shuai
- 73 Role Identity and Entrepreneurial Opportunity Development: Research of Technology Start-ups based on Grounded Theory  
Li Xiaohua, Li Jizhen, Gao Xudong

## Innovation Management

- 85 Can Stakeholders' Attention to Innovation Improve Corporate Innovation? Evidence from irm.cninfo.com.cn under SSE  
Pan Hongbo, Yang Haixia
- 95 How Does the Configuration Effect of Value Motivations in Internet Medical Business Model Enable Value Creation  
Jiang Jihai, Liu Rui, Wang Fengquan

## Entrepreneurial Management

- 105 Value Co-creation of Professional Incubator-led Entrepreneurial Ecosystem: A Case Study of Daan Incubator  
Zhang Yanping, Ran Jiasen, Huang Jingwei, Guo Bowu

- 118 Making Innovations on the Basis of Tradition: How Strategic Distinctiveness Contributes to the Performance of Service-oriented Crowd Innovation Space  
Li Yonghui, Guo Hai, Wang Donghan

## Corporate Governance

- 129 Non-state-owned Directors' Enthusiasm for Governance and the Preservation and Appreciation of State-owned Enterprises' Assets: Based on Empirical Evidence of Board Voting  
Wu Qiusheng, Du Zhengyuan
- 139 The Existence of Non-state-owned Strategic Investors and the Control Level of Non-state-owned Major Shareholders: Evidence from Locally Competitive Listed State-owned Enterprises  
Pan Keqin, Li Yufei, Pan Xiaoyang

## Financial Management

- 149 Active Imitation or Passive Reaction: Research on the Peer Effect on Trade Credit  
Wu Na, Bai Yaxin, An Yi
- 160 Tax Enforcement, Institutional Environment and Stock Price Synchronicity  
Cai Dongliang, Liu Min, Zou Yahui, Gao Jianhao

## Marketing

- 170 Celebrities or Ordinary People? Research on the Differences in Consumer Preference for Brand Group Label in Different Goal Pursuit Stages  
Yang Defeng, Zhou Han, Lei Xi, Huang Zan
- 182 Does Brand Hegemony Lead to Brand Retaliation? An Empirical Study Based on Chinese Attribution  
Li Yao, Hao Shuaichang, Zhou Mi

## Human Resource

- 192 Follow One's Heart to Make Innovation: The Effect of High-involvement Human Resource Practices on Employee's Ambidextrous Innovation  
Xiong Li, Zhan Xiaojun
- 202 The Psychological Goal System-driven Theory of Employee Turnover and Its Managerial Implications  
Zhang Kai, Yang Na

## Comment

- 213 Platform Economy: Characteristics, Monopoly Analysis and Anti-monopoly Regulation  
Yin Zhentao, Chen Yuanxian, Xu Jianjun



《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

ISSN 1008-3448

A standard linear barcode is positioned vertically. To its right is a vertical barcode with the number '06&gt;' above it. Below the main barcode is the number '9 771008 344007'.



刊号: ISSN 1008-3448  
CN12-1288/F

国内定价: 45.00元