

RUAN KEXUE

- 中国区域工业碳排放绩效及其影响因素实证研究
- 市场化改革、知识转移与区域创新能力研究
- 供应链视角下共享意愿、沟通与知识共享效果关系的实证研究
- 转变经济发展方式背景下区域产业竞争优势持续升级机制研究
- 产业集群生长中创业者的驱动作用研究
- 服务增强导向下制造企业培育经销商的路径研究
- 不确定需求及WTP差异下的再制造回收模式选择



ISSN 1001-8409



9 771001 840087

04

第26卷 第4期
2012年4月总第148期

软 科 学

Ruan Kexue

(1987年创刊)

月刊

第26卷 第4期

2012年4月总第148期

主管:四川省科学技术厅

主办:四川省科技促进发展研究中心

协办:四川省科学学与科技政策研究会

主 编:赵毅峰
副 主 编:王楠 辜萍
编 辑:张京辉 李映果
秦颖 唐杰
李镜 冉春红
何彬 王惠萍
特 约 编 审:张勇
英 文 责 编:林曦
审 读:冯红英

目 次

科技与经济

- 中国区域工业碳排放绩效及其影响因素实证研究 查建平,郑浩生,唐方方(1)
基于超效率 DEA 模型的 BRICS 能源效率实证研究 吴恒煜,胡根华,秦嗣毅等(7)
基于熵值法和 TOPSIS 法的创意产业集群网络式创新能力评价研究 董秋霞,高长春(12)
联盟网络对企业竞争优势的影响:知识资源获取的中介效应与环境不确定性的调节效应 彭伟,符正平(17)
集群企业竞争强度与创新绩效关系的理论与实证
——基于集群企业同质化程度的视角 杨皎平,刘丽颖,牛似虎(23)

战略与对策

- 市场化改革、知识转移与区域创新能力研究 李艳丽,赵大丽,高伟(28)
财政支出、城市化对城乡收入差距的作用机理及动态分析 廖信林(33)
低碳能源技术在我国农村地区扩散中的口碑效应研究
——以太阳能热水器为例 张磊,蒋景肖,高伟等(39)
川西北生态脆弱地区发展战略与环境政策选择 裴伟征,李嘉,王欢等(44)

管理科学

- 供应链视角下共享意愿、沟通与知识共享效果关系的实证研究 冯长利,韩玉彦(48)
服务外包下的服务质量、关系质量和顾客满意
——研究现状探析与未来展望 苏秦,杨青青(54)
国外创业投资引导基金绩效的实证考察 李洪江,鲍晓燕(58)
投资者与创业投资家之间的报酬机制设计及应用研究 朱顺泉(63)
中国高校人文社科研究的绩效评价 王灵芝(67)

区域发展

- 转变经济发展方式背景下区域产业竞争优势持续升级机制研究
——基于“钻石模型”的反思和西部地区的实证 余川江(71)
- 基于系统动力学城市低碳交通发展模式研究
——以郑州市为例 张建慧,雷星晖,李金良(77)
- 湖南高新技术产业集群嵌入全球价值链与升级研究 侯茂章,朱玉林(82)
- 基于主成分分析的四川省优势产业自主创新研究 李后卿,杨国军(87)

人力资源管理

- 产业集群生长中创业者的驱动作用研究
——基于深度访谈的探索性分析 闫华飞,胡 蓓(91)
- 群体组织公民行为对工作奉献与离职意向的影响 柳士顺,凌文铨(96)
- 企业员工人格特质、一般自我效能感与适应性绩效的关系研究
..... 渠彩霞,王 忠(101)
- 组织公平感、员工情感与员工成就感的关系研究 廖 冰,徐家运,唐松涛(106)

企业管理

- 服务增强导向下制造企业培育经销商的路径研究
——以广汽丰田为例 张 红,江京金(110)
- 集成学习方法在企业财务危机预警中的应用 梁明江,庄 宇(114)
- 并购合法性与并购绩效:基于制度理论视角的模型 乐 琦(118)
- 政治关联、股权融资与变更募集资金投向
——基于中国上市公司的实证研究 黄新建,唐良霞(123)
- 我国能源企业税负影响因素分析 周国栋(127)

理论探讨

- 不确定需求及 WTP 差异下的再制造回收模式选择 郭军华,李帮义,倪 明(131)
- 产品差异对厂商电子混合渠道策略的影响研究 滕文波,庄贵军(136)
- 顾客如何感知大规模定制
——基于顾客自我效能、选项呈现方式与定制满意的实证研究
..... 王艳芝,韩德昌(140)

期刊基本参数:CN51-1268/G3 * 1987 * b * A4 * 144 * zh * P * ¥10.00 * 2000 * 30 * 2012-4



Soft Science

编 辑:《软科学》编辑部
出 版:《软科学》编辑部
印 刷:四川煤田地质制图印刷厂
总 发 行:四川省报刊发行局
邮发代号:62-61
广告经营许可证号:5100004000311
发行范围:公开发行

订 阅:全国各地邮局
或本刊编辑部

网上在线投稿://www.xuxi.cb.cnki.net
编辑部地址:成都市人民南路四段
11号5楼

邮政编码:610041
电 话:(028)85221835
85221534
传 真:(028)85222972

Http://www.scsstj.org.cn

E-mail:ruanhexue@sina.com

国际标准连续出版物号:ISSN 1001-8409

国内统一连续出版物号:CN 51-1268/G3

出版日期:2012年4月

每期定价:10.00元

SOFT SCIENCE

Monthly

NO. 4 2012 (Total No. 148)

Contents

Science & Technology and Economy

- Empirical Study on Regional Industrial Carbon Emissions Performance and Its Factors in China ZHA Jian-ping, ZHENG Hao-sheng, TANG Fang-fang(1)
- Empirical Study of the BRICS' Energy Efficiency Based on Super-efficiency DEA Model WU Heng-yu, HU Gen-hua, QIN Si-yi, LIU Ji-xian (7)
- Research on Evaluation of Network-based Innovation Ability of Creative Industry Cluster Based on TOPSIS and Entropy Methods ... DONG Qiu-xia, GAO Chang-chun(12)
- Effect of Alliance Network on Enterprise Competitive Advantage: Mediating Effect of Knowledge Resource Acquiring and Moderating Effect of Environmental Uncertainty PENG Wei, FU Zheng-ping(17)
- Relationship between Competition Intensity and Innovation Performance of Cluster Enterprises: Theory and Evidence
—Based on Homogeneity Degree of Cluster Enterprises YANG Jiao-ping, LIU Li-ying, NIU Si-hu(23)
- ### Strategy and Countermeasure
- Study on Market Reform, Knowledge Transfer and Regional Innovation Capacity LI Yan-li, ZHAO Da-li, GAO Wei(28)
- Dynamic Analysis of the Mechanism of Fiscal Expenditure and Urbanization on Urban-rural Income Gap LIAO Xin-lin(33)
- Study on Word of Mouth in the Diffusion of Low-carbon Energy Technology in Rural Areas
—Taking the Solar Water Heater as the Example ZHANG Lei, JIANG Jing-xiao, GAO Wei, et al. (39)
- Choices of Environmental Strategy and Policy on the Fragile Ecological Areas of Northwest Sichuan Province PEI Wei-zheng, LI Jia, WANG Huan, et al(44)

Managerial Science

- An Empirical Study on the Relationship between Sharing Willingness, Communication and Knowledge Sharing Effectiveness
Based on Supply Chain FENG Chang-li, HAN Yu-yan(48)
- Service Quality, Relationship Quality and Customer Satisfaction in Service Outsourcing
—A Review of Current Literature and Directions for Future Research SU Qin, YANG Qing-qing(54)
- The Empirical Research on the Performance of Venture Capital Guidance Fund Abroad LI Hong-jiang, BAO Xiao-yun(58)
- The Design and Applied Research of Reward Mechanism between Investors and Venture Investors ZHU Shun-quan(63)
- Analysis of Performance Appraisal of the Liberal Humanity and Social Science Research in Chinese Universities WANG Ling-zhi(67)

Regional Development

- Research on Mechanism of Sustained Upgrading the Competitive Advantage of Regional Industry in Transformation of Economic Development Mode
—Based on the Reflection of "Diamond Model" and Evidences from the Western China YU Chuan-jiang(71)
- Research on Building Urban Low-carbon Transportation System Based on System Dynamics
—Taking Zhengzhou as an Example ZHANG Jian-hui, LEI Xing-hui, LI Jin-liang(77)
- Analysis of Hunan High-tech Industrial Clusters Embedding into Global Value Chains and Upgrading HOU Mao-zhang, ZHU Yu-lin(82)
- Research on the Independent Innovation of Sichuan Competitive Industries Based on PCA LI Hou-qin, YANG Guo-jun(87)

Human Resource Management

- Research on the Driving Role of the Entrepreneur in the Growth of Industrial Clusters
—Based on the Exploratory Analysis of Depth Interviews YAN Hua-fei, HU Bei(91)
- Effects of Group Organizational Citizenship Behavior on Employees' Job Dedication and Turnover Intention LIU Shi-shun, LING Wen-quan(96)
- The Study on Relationship between Personality Traits, General Self-Efficacy and Adaptive Performance of Employees QU Cai-xia, WANG Zhong(101)
- Research on the Relationship between Organizational Justice, Colleague Affection and Sense of Accomplishment LIAO Bing, XU Jia-yun, TANG Song-tao(106)

Enterprise Management

- Research on Distributor Capability Development of Manufacturing Enterprises for Service-enhancement
—A Case Study of Guangzhou Toyota Motor Co., Ltd ZHANG Hong, JIANG Jing-jin(110)
- Ensemble Learning Method and Its Application in Enterprise Financial Crisis Early Warning LIANG Ming-jiang, ZHUANG Yu(114)
- Acquisition Legitimacy and Acquisition Performance: A Model Based on the Institutional Theory LE Qi(118)
- Political Connection, Equity Financing, and Alteration of Financing Capitals
—Empirical Evidence from Chinese Listed Companies HUANG Xin-jian, TANG Liang-xia(123)
- Research on Impact Factors of Energy Enterprise Tax Burden ZHOU Guo-dong(127)

Theoretical Discussion

- The Selection of Remanufacturing Recycling Model Based on Uncertain Demand and WTP Differentiation GUO Jun-hua, LI Bang-yi, NI Ming(131)
- Research on the Impact of Production Vertical Differentiation on E-hybrid Channel Strategy TENG Wen-bo, ZHUANG Gui-jun(136)
- How Customers Evaluate Mass-customization
—An Empirical Study Based on Customers' Self-efficacy, Customization Options and Satisfaction WANG Yan-zhi, HAN De-chang(140)