



# 软科学

## Ruan Kexue

(1987年创刊)

月刊

第31卷第3期

2017年3月总第207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:李镜 秦颖

李映果 冉春红

何彬 杨锐

石琳娜

特约编审:张勇

审读:冯红英

# 目次

## 科技与经济

- 创新生态系统研究述评 ..... 武建龙,于欢欢,黄静,等(1)
- 制造业“解锁”能力的时序演化分析 ..... 张峰,薛惠锋(4)
- 个体视角的绿色创新行为路径  
——知识共享的调节效应 ..... 李广培,吴金华(9)
- 众筹项目融资效率的影响因素分析 ..... 张天顶,胡翠杨(16)

## 战略与决策

- 出口贸易结构与经济增长的规律与启示 ... 董翔宇,赵守国(21)
- “一带一路”沿线国家 FDI 空间布局与污染转移的实证研究 .....  
..... 苏红岩,李京梅(25)
- “一带一路”背景下中国对中亚区域 OFDI 的能源进口贸易效应  
..... 程中海,冯梅,袁凯彬(30)
- 对外直接投资的母国制造业集聚效应研究 .....  
..... 聂飞,刘海云(34)

## 企业管理

- 制度信任偏离度对再次合作意愿影响实证研究 .....  
..... 张海燕,张正堂(38)
- 企业并购文化整合的演化博弈及动态仿真研究 .....  
..... 李天博,齐二石,李青(42)
- 环境不确定性、融资约束与现金持有价值  
——来自我国 A 股上市公司的经验数据 .....  
..... 仇冬芳,马彩霞,耿成轩(49)
- 企业形象对服务失误的过滤机制研究 ..... 谢荣见,李小东(54)
- 期权激励对经理人风险承担行为的影响  
——基于文献综述的视角 ..... 杜晶,李健(58)
- 风险厌恶下合作研发的双边激励合同 .....  
..... 代建生,田惠文,秦开大(63)

## 组织与人力资源管理

- 制度化领导力量表开发与验证 ..... 李鹏飞,葛京,席酉民(68)

工作压力对员工积极行为影响的研究综述 ..... 王雪青,李牧雪(73)

精神型领导与员工创新行为  
——基于团队间跨层次的被调节中介模型 ..... 盛宇华,蒋舒阳,杜鹏程(77)

价值观匹配与员工创新行为  
——内部人身份感知和批判性思维的作用 ..... 赵斌,韩盼盼,赵凤娜(83)

辱虐管理对乡镇公务员工作场所偏差行为的影响机制  
——心理契约违背的中介作用 ..... 黄蝶君,李娟,李桦(87)

可持续发展

两级低碳供应链渠道选择与协调 ..... 杨仕辉,肖导东(92)

空气污染对劳动力供给的影响效应研究  
——理论分析与实证检验 ..... 徐鸿翔,张文彬(99)

基于非线性时变因子模型的地区环境效率俱乐部收敛分析 ..... 贺祥民,赖永剑(103)

营销与服务

产品定制过程中的顾客适应性决策行为研究 ..... 程丽娟,王晶(107)

服务主导逻辑下服务质量评价模型构建与实证研究  
——以展览企业参展商服务为例 ..... 王晓敏,胡兵,凌礼(111)

用户质量对平台定价策略的影响研究 ..... 李治文,金娥,熊强(115)

基于关键事件法的虚拟品牌社群顾客间互动行为研究 ..... 杨瑞(120)

管理理论与方法

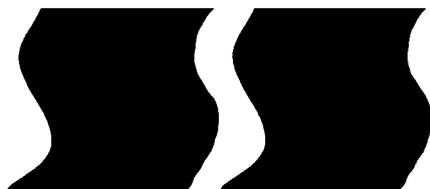
网络非中立下内容提供商与服务提供商合作策略研究 ..... 聂佳佳,李伟琛,石纯来(125)

考虑配送质量与时间的第四方物流契约设计 ..... 徒君,黄敏,赵世杰(131)

规范-非规范和感性-理性视角下电子废弃物回收行为意向研究 ..... 吴刚,陈兰芳,张仪彬,等(135)

考虑公平关切的供应链产品质量与零售定价博弈决策分析 ..... 李绩才,周永务,李昌文,等(139)

期刊基本参数:CN51-1268/G3\*1987\*b\*A4\*144\*zh\*P\*¥15.00\*2000\*30\*2017-03



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

发行范围:公开发行

订 阅:全国各地邮局  
或本刊编辑部

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

传 真:(028)85221835

在线投稿:ruankexue.cbpt.cnki.net

xuxi.cbpt.cnki.net

E-mail:ruankexue@yeah.net

ruankexue@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:2017年3月

每期定价:15.00元

## Contents

### Technology and Economy

Review and Comment on Innovation Ecosystem ..... WU Jian-long, YU Huan-huan, HUANG Jing, et al(1)

Research on the Manufacturing “Unlock” Function Based on the Perspective of Temporal Evolution ..... ZHANG Feng, XUE Hui-feng(4)

Path of Green Innovation Behavior from the Perspective of Individual  
——The Moderating Role of Knowledge Sharing ..... LI Guang-pei, WU Jin-hua (9)

The Determinants in Crowdfunding Projects Efficiency in China ..... ZHANG Tian-ding, HU Pin-yang(16)

### Strategy and Decision

The Rules of Export Trade Structure and Economic Growth and Its Enlightenment ..... DONG Xiang-yu, ZHAO Shou-guo(21)

The Empirical Study on Spatial Organization of FDI and Pollution Transfer from Countries along “the Belt and Road” ..... SU Hong-yan, LI Jing-mei(25)

The Effect of Chinese OFDI on Energy Import in Central Asia under the Background of “the Belt and Road” ..... CHENG Zhong-hai, FENG Mei, YUAN Kai-bin(30)

Study on the Domestic Manufacturing Agglomeration Effect of Outward Foreign Direct Investment ..... NIE Fei, LIU Hai-yun(34)

### Enterprise Management

An Empirical Study of Institutional Trust Deviation’s Effects on Cooperative Desire ..... ZHANG Hai-yan, ZHANG Zheng-tang(38)

The Evolutionary Game and Dynamic Simulation of Cultural Integration of Enterprises’ Mergers and Acquisitions ..... LI Tian-bo, QI Er-shi, LI Qing(42)

Environmental Uncertainty, Financial Constraints and the Value of Cash Holdings  
——Empirical Data from A-share Listed Companies ..... QIU Dong-fang, MA Cai-xia, GENG Cheng-xuan(49)

Study on the Mechanism of Corporate Image Filtering Service Failures ..... XIE Rong-jian, LI Xiao-dong(54)

The Influence of Option Incentives on Managerial Risk Taking  
——Based on Literature Review ..... DU Jing, LI Jian(58)

Bilateral Incentive Contract of the Cooperative R&D with Risk Aversion ..... DAI Jian-sheng, TIAN Hui-wen, QIN Kai-da(63)

### Organization and Human Resource Management

Scale Development of Institutionalized Leadership ..... LI Peng-fei, GE Jing, XI You-min(68)

A Review on the Effect of Work Stress on Employee’s Proactive Behavior ..... WANG Xue-qing, LI Mu-xue(73)

Spiritual Leadership and Employees’ Innovative Behavior  
——A Cross-level Moderated Mediation Path Model under the Different Groups ..... SHENG Yu-hua, JIANG Shu-yang, DU Peng-chen(77)

Person-value Fit and Employees’ Innovation Behavior  
——The Mediating Role of Perceived Insider Status and the Moderating Role of Critical Thinking ..... ZHAO Bin, HAN Pan-pan, ZHAO Feng-na(83)

An Empirical Research on the Mechanisms of Abusive Supervision on Workplace Deviance of Township Civil Servants  
——Intermediary Role of Psychological Contract Violation ..... HUANG Die-jun, LI Juan, LI Hua(87)

### Sustainable Development

Channel Choice and Coordination of Two-stage Low-carbon Supply Chain ..... YANG Shi-hui, XIAO Dao-dong(92)

Study on the Effect of Air Pollution on Labor Supply  
——Theoretical and Empirical Analysis ..... XU Hong-xiang, ZHANG Wen-bin(99)

Environment Efficiency Club Convergence Analysis Based on the Nonlinear Time-varying Factor Model ..... HE Xiang-min, LAI Yong-jian(103)

### Marketing Management

Adaptive Decision Behavior in Product Customization ..... CHENG Li-juan, WANG Jing(107)

An Empirical Study on Service Quality Evaluation Model Based on Service-dominant Logic  
——A Case Analysis of Exhibition Enterprise’s Exhibitors Service ..... WANG Xiao-min, HU Bing, LING Li(111)

Impact of Users Quality on the Platform Pricing Strategy ..... LI Zhi-wen, JIN E, XIONG Qiang(115)

Research on Customer to Customer Interaction Behaviors in Virtual Brand Community Based on Critical Incident Technique ..... YANG Rui(120)

### Theories and Methods of Management

Analysis of Cooperation Strategy between Content Provider and Service Provider without Net Neutrality ..... NIE Jia-jia, LI Wei-chen, SHI Chun-lai(125)

Contract Design of the Fourth Party Logistics Considering Delivery Quality and Time ..... TU Jun, HUANG Min, ZHAO Shi-jie(131)

Study on E-waste Recycling Behavior Intention from the Standard/Non-standard and Emotional/Rational Perspective ..... WU Gang, CHEN Lan-fang, ZHANG Yi-bin, et al(135)

Quality and Retail Pricing Decision in a Supply Chain with Fairness Concerns ..... LI Ji-cai, ZHOU Yong-wu, LI Chang-wen, et al(139)