

全国中文核心期刊
中文社会科学引文索引CSCSI来源期刊
RCCSE中国权威学术期刊
中国国际影响力优秀学术期刊
中国人文社会科学核心期刊

商业研究

COMMERCIAL RESEARCH

1958年创刊
刊名题字：郭沫若



2017 8

商
业
研
究

COMMERCIAL RESEARCH

二〇一七年第八期

商经理论

需求依赖努力的批发价格契约协调

——基于公平偏好信息非对称的分析

覃燕红, 徐丹丹 1

日伪政府金融统制与沦陷时期天津银号的更生

左海军 12

会展志愿者角色特征对服务绩效的影响

——基于非功利性服务动机调节效应的研究

周杰 20

财经纵横

我国资本市场分割与资本扩张的经济增长效应

高传伦 27

大陆与台湾、港澳地区货币合作动态最优决策分析

姜红艳, 苑西恒 35

“一带一路”视域下金融业发展的区域差异及其成因

——基于劳动力和资本双要素投入的分析

车明好 41

外资流入、人力资本与我国出口贸易结构分析

张志新, 张琳琛, 刘欣 55

中国对“一带一路”国家直接投资的效率及潜力评估

程中海, 南楠 64

出口边际对中国文化产品国际竞争力的影响

胡渊 74

经营管理

公司控制权、经理人员项目选择与交叉持股

白默 81

投资者关注与过度投资及权益资本成本的中介效应

汤晓冬, 陈少华 90

场外股权交易市场自律监管之有效性

——依据监管数据的对比分析

罗红梅 99

- 引入在险价值的中小型房地产企业财务风险监控研究 王晓燕 109
- 经理层管理防御、股权激励与企业外源融资结构 惠祥, 李秉祥, 李明敏 116
- 董事长与 CEO 任期交错治理效用分析
——基于抑制股价崩盘风险视角的实证研究 艾永芳, 佟孟华 129

经济学研究

- 供给管理的中国式选择、逻辑及政策取向 乔榛, 陈俊宏 136
- 非正式制度的收入分配调节功能探索
——基于分配伦理与异质性行为选择的分析 李志玲, 高丽媛 142

产业经济

- 网络订餐平台规模与其食品安全监管努力关系分析 费威, 翟越, 时亚星 150
- 碳税规制下零售商减排成本分担对企业减排决策的影响 姜跃, 韩水华 158
- 中央决策与分散决策的绩效对比
——基于制造商生产率视角的分析 段连杰, 赵旭, 李倩 167
- 物流业与金融业协同演化机制及路径优化研究 唐建荣, 姜翠芸 175

劳动经济

- 人口老龄化与居民储蓄动态
——基于养老保险视角的分析 石阳 184

CONTENTS

The Wholesale Price Contract Coordination of Demand-Dependent on Effort: An Analysis based on Asymmetric Information of Fair Preference QIN Yan-hong, XU Dan-dan 1

The Financial Control of the Puppet Government and Tianjin Private Banks' Regeneration during the Period of the Fall ZUO Hai-jun 12

The Effects of MICE-Volunteers' Role Features on Service Performance: Research based on Moderating Effect of Volunteers' Non-utilitarian Motivation ZHOU Jie 20

China's Capital Market Segmentation and Economic Growth Effect of Capital Expansion GAO Chuan-lun 27

Dynamic Optimal Decision Analysis of Monetary Cooperation between Mainland China and Taiwan, Hong Kong, Macao JIANG Hong-yan, YUAN Xi-heng 35

The Regional Differences in Financial Industry Development and Its Causes under "Belt and Road": An Analysis based on Labor and Capital Input CHE Ming-hao 41

An Analysis of Foreign Capital Inflows, Human Capital and China's Export Trade Structure ZHANG Zhi-xin, ZHANG Lin-chen, LIU Xin 55

China's Direct Investment Efficiency and Potential Evaluation for the Countries along "Belt and Road" CHENG Zhong-hai, NAN Nan 64

The Effect of Export Margin on International Competitiveness of Chinese Cultural Products HU Yuan 74

Corporate Control, Manager's Project Choice and Cross-Shareholdings Model BAI Mo 81

Investor Attention, Over Investment and the Mediating Effect of Equity Capital Cost TANG Xiao-dong, CHEN Shao-hua 90

Self-regulation Efficiency in OTC Market: A Compared Analysis based on Regulatory Data

.....	LUO Hong-mei	99
Research on Financial Risk Monitoring Introducing Value at Risk (VaR) of Small and Medium-Sized Real Estate Enterprises	WANG Xiao-yan	109
Management Team Entrenchment, Equity Incentive and Enterprise External Financing Structure	HUI Xiang, LI Bing-xiang, LI Ming-min	116
The Corporate Governance Effect of Tenure Heterogeneity of Chairman and CEO: An Empirical Analysis from the Perspective of Curbing Stock Price Crash Risk	AI Yong-fang, TONG Meng-hua	129
Chinese Choice, Logic and Policy Orientation of Supply Management	QIAO Zhen, CHEN Jun-hong	136
Research on the Adjustment Function of Income Distribution in Informal Institutions: An Analysis based on Distributive Ethics and Heterogeneous Behavior Choice	LI Zhi-ling, GAO Li-yuan	142
An Analysis of the Relationship between Platform Scale of the Network Ordering and Its Food Safety Supervision Effort	FEI Wei, ZHAI Yue, SHI Ya-xing	150
The Impact of Retailer Cost Sharing on Emission Reduction under Carbon Tax Regulation	JIANG Yue, HAN Shui-hua	158
Performance Comparison between Central Decision-making and Decentralized Decision-making: An Analysis based on Manufacturer Productivity	DUAN Lian-jie, ZHAO Xu, LI Qian	167
Research on Synergetic Evolution Mechanism and Path Optimization between Logistics Industry and Financial Industry	TANG Jian-rong, JIANG Cui-yun	175
Aging and the Dynamics of Household Savings: An Analysis from the Perspective of Pension	SHI Yang	184

Editor & Publisher: Commercial Research Press
Address: No. 1 Xuehai St., Songbei District, Harbin
P. C. : 150028

Printed by: Printery of Harbin University of
Commerce

Distributor: Harbin Post Office
哈尔滨数据

Distributor Abroad: China International Book Co.
Subscribe to: via Post Offices throughout China
Domestic Code: 14-71

International Code: M4520

Retailer: Post Offices, Journal Stores, Xinhua
bookstores throughout China

商业研究

COMMERCIAL RESEARCH



2017年 第8期 (总第484期)

主 管 中国商业联合会

主 办 哈尔滨商业大学
中国商业经济学会

ISSN 1001-148X



9 771001 148008



国际标准刊号 ISSN 1001-148X
国内统一刊号 CN 23-1364/F
国内邮发代号 14-71
国外发行代号 M4520
国内定价 18.00元