

全国中文核心期刊
中文社会科学引文索引CSSCI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



2020 5

商经理论

跨国企业产品创新信息披露困境之突破：潜伏商标战略评介 邓雨亭 1

资源拼凑对商业模式创新的影响

——一个有调节的中介模型 沈颂东, 陈鑫强 10

财经纵横

地方融资平台市场化转型的研究 周金飞 18

经济政策不确定性、金融稳定与波动的动态关联

——基于中国 2007—2019 年数据的分析 逯进, 王金涛 26

天津自由贸易试验区经济增长效应：机制检验与政策应对 方云龙, 王博 34

公允价值分层计量如何影响内部代理成本：信息效应还是激励效应 王晨嫣, 张先治 44

产业经济

我国区域物流业发展方式及其影响效应分析 陈恒, 单英骥, 曾涛 55

GVC 嵌入、创新型人力资本与制造业高质量发展

——基于“新发展理念”的影响机制分析与效应检验 王玉燕, 王婉 67

世界经济

渐进还是快进？制度距离与企业国际化速度 葛菲, 贺小刚, 高禄 77

我国进口价值链质量对全球价值链嵌入利益的影响 高敬峰, 王 彬 87

货币金融

- 人民币“货币锚”地位及其影响因素探究
——基于“一带一路”沿线国家的实证分析 赵 慧, 张 浓 96
- 移动支付影响家庭消费行为作用机理与实证分析 张 岳, 彭世广 105
- 复工复产背景下供应链金融信用风险演进机理与管理研究
——基于 SEM-SD 模型 李光荣, 赵斯昕 112
- 银行杠杆、同业融资与流动性风险 林俊山 123

公司治理

- 独立董事市场逆淘汰现象分析与治理
——基于演化博弈视角 王玉霞, 王 琦 133
- 高管薪酬粘性、大股东控制与企业价值
——210 家自然人控股公司的实证研究 刘尚舒, 秦丽娜, 赵 萌 140
- 颠覆性环境下的组织身份变革与战略变革
——比较研究及整合框架构建 杨 勃, 刘 娟 146

CONTENTS

A Breakthrough in the Dilemma of Product Innovation Information Disclosure of Multinational Enterprises: On the Strategy of Latent Trademark DENG Yu-ting 1

The Impact of Resource Patching on Business Mode Innovation: A Mediation Model with Regulation
..... SHEN Song-dong, CHEN Xin-qiang 10

Research on the Market-oriented Transformation of Local Financing Platform
..... ZHOU Jin-fei 18

The Dynamic Relationship among Economic Policy Uncertainty, Financial Stability and Economic Volatility: An Analysis based on China's 2007-2019 Data LU Jin, WANG Jin-tao 26

Economic Growth Effect of Tianjin Pilot Free Trade Zone: Mechanism Test and Policy Response
..... FANG Yun-long, WANG Bo 34

How does Stratified Measurement of Fair Value Affect Internal Agency Cost: Information Effect or Incentive Effect
..... WANG Chen-yan, ZHANG Xian-zhi 44

An Analysis of the Development Mode and Influence Effect of Regional Logistics Industry in China
..... CHEN Heng, SHAN Ying-ji, ZENG Tao 55

GVC Embeddedness, Innovative Human Capital and High Quality Development of Manufacturing Industry: Influence Mechanism Analysis and Effect Test based on "New Development Concept"
..... WANG Yu-yan, WANG Wan 67

Progress Step by Step or Fast Forward? Institutional Distance and Internationalization Speed of Enterprises
..... GE Fei, HE Xiao-gang, GAO Lu 77

The Impact of the Quality of China's Import Value Chain on the Embedded Interests of Global Value Chain	GAO Jing-feng, WANG Bin	87
A Study of the Status of "Currency Anchor" of RMB and Its Influence Factors; An Empirical Analysis based on the Countries along "The Belt and Road"	ZHAO Hui, ZHANG Nong	96
The Mechanism and Empirical Analysis of Mobile Payment's Influence on Household Consumption Behavior	ZHANG Yue, PENG Shi-guang	105
Research on the Evolution Mechanism and Management of Supply Chain Financial Credit Risk under the Background of Resumption of Work and Production; Based on SEM-SD Model	LI Guang-rong, ZHAO Si-xin	112
Bank Leverage, Interbank Financing and Liquidity Risk	LIN Jun-shan	123
Analysis and Management of the Adverse Elimination of Independent Director Market; Based on Evolutionary Game	WANG Yu-xia, WANG Qi	133
Executive Pay Stickiness, Major Shareholder Control and Corporate Value; An Empirical Study of 210 Natural Person Holding Companies	LIU Shang-shu, QIN Li-na, ZHAO Meng	140
Organizational Identity Change and Strategic Change in a Subversive Environment; Comparative Research and Construction of Integration Framework	YANG Bo, LIU Juan	146

Editor & Publisher: Commercial Research Press
Address: No. 1 Xuehai St., Songbei District, Harbin
P. C. : 150028
Printed by: Harbin Tian Xing Su Da Printing Co.,
Ltd.
Distributor Homewards: Harbin Post Office

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