

全国中文核心期刊

中文社会科学引文索引CSCSI来源期刊

中国人文社会科学核心期刊

RCCSE中国权威学术期刊

中国国际影响力优秀学术期刊



# 商业研究

COMMERCIAL RESEARCH

1958年创刊

刊名题字：郭沫若



2022 5

管理天地

董事会断裂带与企业投资效率

董必荣, 王璇 1

结构惯性、二代涉人与家族企业创新绩效: 来自中国制造业上市公司的证据

杨在军, 张可 13

自信程度与股权质押风险

——基于控股股东兼任公司高管视角的分析

祁怀锦, 刘艳霞, 曹修琴 23

碳市场、能源市场的联动机制与企业价值

赵天宇, 孙巍 35

产业经济

双向 FDI 协调发展与绿色全要素生产率提升

——基于产业结构升级视角的分析与检验

汪克亮, 薛梦璐, 赵斌 46

企业绿色技术创新的策略选择

——来自地区同群效应的经验证据

张艳, 方怡文 58

木制家具生产企业绿色表达能获取溢价吗?

——基于企业-消费者-政府的演化博弈分析

卢宏亮, 廉宏达, 马泽恩 70

## 商业经济

- 保鲜努力信息不对称下社区团购三级供应链激励机制 郑秋鹏, 杨洪吉, 范芳凯 82
- 分享经济中的信任转移与用户持续使用意愿  
——跨边网络效应的调节作用 王家宝, 满赛赛, 敦 帅 94

## 货币金融

- 金融市场化改革与企业“短贷长投”  
——基于利率市场化视角下的中国经验 祝 佳, 孙念念, 吴 非 103
- “雪中送炭”还是“抱薪救火”?  
——银行关联与企业创新关系作用机制的分析与检验 何文剑, 江民星 114

## 三农经济

- 数字经济与城乡收入差距：“数字红利”还是“数字鸿沟” 余小燕 123
- 中国共产党农村反贫困事业的历史嬗变、实践逻辑与意义阐释 孙德超, 胡灿美 132

## 劳动经济

- 劳动力流动、人口集聚与区域收入差距 乔 榛, 桂 琳 141
-

---

---

**CONTENTS**

Board Faultlines and Investment Efficiency  
..... DONG Bi-rong, WANG Xuan 1

Structural Inertia, Second-generation Involvement and Family Business Innovation Performance: Experience of Chinese Listed Manufacturing Companies  
..... YANG Zai-jun, ZHANG Ke 13

Confidence and Equity Pledge Risk—Based on the Analysis from the Perspective of the Controlling Shareholder Currently Serving as the Company’s Senior Executive  
..... QI Huai-jin, LIU Yan-xia, CAO Xiu-qin 23

The Linkage Mechanism of Carbon Market and Energy Market and Enterprise Value  
..... ZHAO Tian-yu, SUN Wei 35

Can the Coordinated Development of Two-way FDI Improve Green Total Factor Productivity—Based on the Perspective of Industrial Structure Upgrading  
..... WANG Ke-liang, XUE Meng-lu, ZHAO Bin 46

The Strategic Choice of Enterprise’ Green Technology Innovation—Empirical Evidence from Regional Peer Effect  
..... ZHANG Yan, FANG Yi-wen 58

Can Wooden Furniture Enterprises Obtain Green Premium By Green Expression? An Analysis Based On the Evolutionary Game Among Enterprises, Consumers and the Government  
..... LU Hong-liang, LIAN Hong-da, MA Ze-en 70

---

---

---

Incentive Mechanism of Community Group Purchase Three-level Supply Chain Under Asymmetric Information	
.....	ZHENG Qiu-mei, YANG Hong-ji, FAN Fang-kai 82
The Relationship Between Trust Transfer and Intention of Continuous Use in Sharing Economy: The Moderating Role of Transboundary Network Effect	
.....	WANG Jia-bao, MAN Sai-sai, DUN Shuai 94
Financial Marketization Reform and Enterprise "Short-term Loan and Long-term Investment" ——Based on China's Experience from the Perspective of Interest Rate Marketization	
.....	ZHU Jia, SUN Nian-nian, WU Fei 103
Bank connections and Firm Innovation: Mechanism Discussions and Empirical Evidences	
.....	HE Wen-jian, JIANG Min-xing 114
Digital Economy and Rural-Urban Income Gap: "Digital Dividend" or "Digital Divide"	
.....	YU Xiao-yan 123
The Historical Evolution, Practical Logic and Meaning Interpretation of the Anti-Poverty Cause in Rural Areas under the Leadership of the Communist Party of China	
.....	SUN De-chao, HU Can-mei 132
Labor mobility, Population Agglomeration and Regional Income Gap	
.....	QIAO Zhen, GUI Lin 141

---

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

# 商业研究

COMMERCIAL RESEARCH



2022年 第5期 (总第535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



国内统一连续出版物号 CN 23-1364/F  
国际标准连续出版物号 ISSN 1001-148X  
国内邮发代号 14-71  
国外发行代号 M4520  
国内定价 18.00元