

目 录

[营 销]

- 城门失火,可否“惠”及池鱼?
——成品负面事件对要素品牌的反向溢出效应研究
何 云 钟 科 孙程程(3)
- 外来的和尚更会念经吗?
——外国式品牌命名研究述评与展望
尚晓燕 郭晓凌(14)

[创 新 研 究]

- 绿色技术创新的平台效应研究
——以新能源汽车技术创新及商业化为例
李 昆(31)
- 刻板印象:女性创新者在技术创新中的威胁抑或机会?
吴欣桐 陈 劲 梅 亮 梁 琳(45)

[人 力 资 源 管 理]

- 领导替代理论前沿述评与展望
尹 奎 王崇锋 张凯丽(61)
- 自我牺牲型领导研究述评与展望
周如意 龙立荣(77)
- 专业人员过时研究:理论溯源、现状总结与未来展望
岳林洋 黄维德(90)

[公 司 治 理]

- CEO 权力会影响垂直薪酬差异筛选效应吗?
梅 春 赵晓菊 钱乐乐(103)
- 投资者关注、资产定价与股价同步性研究综述
肖 奇 屈文洲(120)

[诺 贝 尔 经 济 学 奖]

- 经济学和心理学的整合与行为经济学的拓展及其应用
——2017年度诺贝尔经济学奖得主理查德·塞勒主要经济理论贡献述评
李宝良 郭其友(138)

FOREIGN ECONOMICS & MANAGEMENT

(A Monthly)No.11 2017

CONTENTS

•MARKETING•

- Does the City Gate on Fire Benefit the Fish in pool? The Reverse Spillover Effect of Negative Exposure of Product Brands on Ingredient Brands He Yun Zhong Ke Sun Chengcheng (3)
- Are Foreign Monks Better at Chanting Sutras? A Literature Review of Foreign Branding and Prospects Shang Xiaoyan Guo Xiaoling (14)

•INNOVATION RESEARCH•

- Research on Platform Effect of Green Technology Innovation: Taking Technology Innovation and Commercialization of New Energy Vehicles as an Example Li Kun (31)
- Gender Stereotype: The Threat or Opportunity for Female Innovators in Technological Innovation? Wu Xintong Chen Jin Mei Liang Liang Lin (45)

•HUMAN RESOUCE MANAGEMENT•

- Substitutes for Leadership Theory: A Literature Review and Prospects Yin Kui Wang Chongfeng Zhang Kaili (61)
- Self-sacrificial Leadership: A literature Review and Prospects Zhou Ruyi Long Lirong (77)
- Research on Professional Obsolescence: Theory Retrospect, Status Summary and Future Prospects Yue Linyang Huang Weide (90)

•CORPORATE GOVERNANCE•

- Does CEO Power Influence the Sorting Effect of Vertical Pay Dispersion? Mei Chun Zhao Xiaoju Qian Lele (103)
- A Literature Review of Investor Attention, Asset Pricing and Stock Return Synchronicity Xiao Qi Qu Wenzhou (120)

•NOBEL ECONOMICS PRIZE•

- The Integration of Economics and Psychology and Extension of Behavioral Economics with Applications——A Review of Main Contributions by 2017 Nobel Economics Laureate Li Baoliang Guo Qiyong (138)