

ISSN 1001-4950

CN 31-1063/F



上海财经大学

外国经济与管理

FOREIGN ECONOMICS & MANAGEMENT

CSSCI来源期刊 中文核心期刊 中国人文社会科学核心期刊

RCCSE权威学术期刊 中国国际影响力优秀学术期刊



ISSN 1001-4950



9 771001 495201

2020 / 1
第42卷

外国经济与管理

二〇二〇年

第一期

目 录

[创业研究]

环境与组织因素组态效应对公司创业的影响

——一项模糊集的定性比较分析

徐广平 张金山 杜运周 (3)

创业拼凑还是效果逻辑? 理论适用条件与未来展望

李雪灵 李玳玳 刘京 龙玉洁 (17)

失败情境下创业韧性的研究框架构建

郝喜玲 涂玉琦 刘依冉 谭炜 (30)

[营 销]

“哇! 这真酷”: 消费者酷感知研究综述及展望

李见 龚艳萍 谢菊兰 陈卓 (42)

品牌也需“高颜值”: 品牌标识设计的消费者反应研究述评

尚晓燕 郭晓凌 (55)

[人力资源管理]

员工培训、工作重塑与主动性行为

——任务情境的调节作用

孙永波 胡晓鹃 丁沂昕 (70)

上下级主动性人格匹配对员工工作幸福感的影响及其作用机制

蔡地 许瑞冰 刘佳 孙艳 (85)

[战略管理]

优势制造企业服务化战略如何影响技术进步?

——基于开放情境下不同服务化战略的比较研究

王娟 蓝海林 (99)

[跨国经营]

来源国劣势: 新兴经济体跨国企业国际化“出身劣势”

——文献评述与整合框架构建

杨勃 刘娟 (113)

[公司治理]

子公司绩效反馈、变革能力与自主决策权

郑丽 陈志军 赵月皎 (126)

[理论前沿]

渴望: 概念、形成机理与展望

尤亮 霍学喜 (140)

FOREIGN ECONOMICS & MANAGEMENT

(A Monthly) No.1 2020

CONTENTS

•ENTREPRENEURSHIP RESEARCH•

- The Impact of Environmental and Organizational Configuration on Corporate Entrepreneurship:
A Fuzzy-Set Qualitative Comparative Analysis
..... Xu Guangping Zhang Jinshan Du Yunzhou (3)
- Entrepreneurial Bricolage or Effectuation? Theoretical Applications and Future Prospects
..... Li Xueling Li Dingding Liu Jing Long Yujie (17)
- A Theoretical Framework for Entrepreneurial Resilience in the Context of Entrepreneurial Failure
..... Hao Xiling Tu Yuqi Liu Yiran Tan Wei (30)

•MARKETING•

- “Wow! It’s cool”: A Literature Review of Consumer Perceived Coolness and Prospects
..... Li Jian Gong Yanping Xie Julan Chen Zhuo (42)
- Brand should Be Gorgeous: A Literature Review of Consumer Response to Brand Logo Design
..... Shang Xiaoyan Guo Xiaoling (55)

•HUMAN RESOURCE MANAGEMENT•

- Employee Training, Job Crafting, and Proactive Behaviors:
The Moderating Role of the Task Context Sun Yongbo Hu Xiaojuan Ding Yixin (70)
- The Influence and Mechanism of Person–Supervisor Proactive Personality Fit
on Employees’ Workplace Well-being Cai Di Xu Ruibing Liu Jia Sun Yan (85)

•STRATEGIC MANAGEMENT•

- How does the Dominant Manufacturing Enterprise Service Strategy Affect Technological Progress?
A Comparative Study of Different Service Strategies Based on Open Situation
..... Wang Juan Lan Hanlin (99)

•INTERNATIONAL BUSINESS•

- Liability of Origin: The “Born Disadvantages” Faced by EMNEs during Internationalization:
A Literature Review and Integrating Framework Construction
..... Yang Bo Liu Juan (113)

•CORPORATE GOVERNANCE•

- Performance Feedback, Change Capability and Subsidiary Autonomy
..... Zheng Li Chen Zhijun Zhao Yuejiao (126)

•THEORETICAL FRONTIER•

- Aspirations: Concept, Formation Mechanism and Prospects You Liang Huo Xuexi (140)