



ISSN 1005-2542

CN 31-1977/N

# 系统管理学报

JOURNAL OF SYSTEMS &  
MANAGEMENT

上海交通大学主办

第32卷 第1期

Vol. 32 No. 1

ISSN 1005-2542



2023年1月

XITONG GUANLI XUEBAO

[期刊基本参数]CN 31-1977/N \* 1992 \* b \* A4 \* 216 \* zh \* P \* ¥15.00 \* 500 \* 17 \* 2023-01

## 目 次

考虑策略型消费者和企业成本削减的垂直差异化产品投放策略 .....	杜华峰，官振中	(1)
基于顾客到达和购买数据的新品广告预算分配学习算法 .....	高秋爽，黄帝媛，杨超林	(23)
基于博弈视角的社区光储微电网系统运营研究 .....	寿笳男，崔维伟	(42)
基于合成事件技术的项目群甲供非商品化资源的配置优化		
.....	丰景春，刘琴，陈润东，冯海瑜，王腾飞	(53)
计及能源区块链电力碳排放权的跨链交易模型 .....	胡伟，夏雪	(64)
基于区块链的未来配电网优化模型 .....	袁敬中，傅守强，陈翔宇，赵福旺	(73)
医疗众筹项目要不要炒作？负面口碑传播视角下医疗众筹项目炒作行为研究		
.....	胡森，丁龙，胡斌，肖娇妍	(81)
何种 APP 更受用户欢迎？基于第三方平台的用户下载数据分析		
.....	杨虑，鲁耀斌，胡鹏	(91)
消费者参考质量影响下厂商产品和工艺创新的动态最优控制研究 .....	李寿德	(101)
外部知识源化驱动制造业高质量创新的影响机理：创新型人力资本视角		
.....	侯建，李思雨，庄彩云，方宜亮	(111)
基于多头注意力机制的 BM-Linear 信用贷款评估模型		
.....	赵雪峰，吴德林，吴伟伟，王世璇，龙森	(118)
旨在缓释发行银行风险激励效应的或有可转债设计与定价		
.....	秦学志，刘洋，王麟，宋宇	(130)
权力对组织成员竞争行为的影响：被调节的中介模型 .....	卫旭华，张怡斐	(141)
象征性行动的量表开发及其对新创企业合法性的影响——环境宽松性的调节作用		
.....	张燕，周小虎，张慧，隋月	(154)
增长机会、异质信念与企业估值 .....	刘浩，李强，曾勇	(167)
董事长早期贫困经历与企业精准扶贫——基于中国 A 股上市企业的实证研究		
.....	谭庆美，李姝凝	(178)
上市公司异常资产出售与非标审计意见 .....	孙婕，李明辉，叶超	(192)

**JOURNAL OF SYSTEMS & MANAGEMENT**  
**Vol. 32 No. 1 2023**  
**SHANGHAI JIAO TONG UNIVERSITY**

CHIEF EDITOR: CHEN Hongmin

**CONTENTS**

The Vertically Differential Product Introduction Strategy Considering Strategic Consumers and Enterprise Cost Reduction	DU Huafeng, GUAN Zhenzhong( 1 )
Learning Algorithm for New Product Advertising Budget Allocation Based on Customer Arrival and Purchase Data	GAO Qiushuang, HUANG Diyuan, YANG Chaolin( 23 )
Design of a Solar Power Generation/Storage Micro-Grid System in Community Based on Game Theory	SHOU Jianan, CUI Weiwei( 42 )
Allocation Optimization of NCRPE for Program Based on Merge-Event Time-Estimation Technique	FENG Jingchun, LIU Qin, CHEN Rundong, FENG Haiyu, WANG Tengfei( 53 )
A Cross-Chain Transaction Model of Electricity Carbon Emission Rights Considering Energy Blockchain	HU Wei, XIA Xue( 64 )
An Optimization Model of Future Distribution Networks Based on Blockchain	YUAN Jingzhong, FU Shouqiang, CHEN Xiangyu, ZHAO Fuwang( 73 )
Should Medical Crowdfunding Programs Be Hyped? A Study of the Hype of Medical Crowdfunding from the Perspective of Negative Word of Mouth Communication	HU Sen, DING Long, HU Bin, XIAO Jiaoyan( 81 )
Which APPs Are More Popular with Users: An Analysis of User Download Data Based on Third Party Platforms	YANG Lü, LU Yaobin, HU Peng( 91 )
A Dynamic Optimal Control of a Monopolist's Product and Process Innovation Under the Influence of Consumer Reference Quality	LI Shoude(101)
Influencing Mechanism of External Knowledge Source on High Quality Innovation in Manufacturing Industry: A Perspective of Innovative Human Capital	HOU Jian, LI Siyu, ZHUANG Caiyun, FANG Yiliang(111)
A Bm-Linear Credit Loan Evaluation Model Based on Multi-Head Attention	ZHAO Xuefeng, WU Delin, WU Weiwei, WANG Shixuan, LONG Sen(118)
Design and Pricing of CoCos Aimed at Mitigating Risk-Incentive Effect on Issuing Banks	QIN Xuezhi, LIU Yang, WANG Lin, SONG Yu(130)
Effect of Power on Competitive Behavior of Organizational Members: Moderated Mediation Model	WEI Xuhua, ZHANG Yifei(141)
Development of the Scale of Symbolic Action and Its Impact on the Legitimacy of New Ventures: Moderating Effect of Environmental Munificence	ZHANG Yan, ZHOU Xiaohu, ZHANG Hui, SUI Yue(154)
Growth Opportunities, Heterogeneous Beliefs, and Firm Valuation	LIU Hao, LI Qiang, ZENG Yong (167)
Early Poverty Experience of Board Chair and Targeted Poverty Alleviation: Empirical Evidence from Chinese A-Share Listed Companies	TAN Qingmei, LI Shuning(178)
Abnormal Asset Sales of Listed Companies and Modified Audit Opinions	SUN Jie, LI Minghui, YE Chao(192)