

<<后危机时代的管理>>

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### 内容概要

《后危机时代的管理：多元化的世界，多元化的管理》收录了在上海召开的主题为“后危机时代的管理——多元化的世界、多元化的管理”第七届管理国际大会上的104篇论文。本论文集涵盖了管理学领域的诸多方面，包括“运作管理与物流”、“最优化方法与模型”、“决策理论与应用”、“信息管理与电子商务”、“金融工程与风险管理”、“营销学与服务管理”、“组织与行为学”、“经营战略与全球化”、“技术创新与创业”、“中国特色的管理”、“经济与政策模型”、“环境、能源与自然资源管理”、“财务管理”、“人力资源管理”，及“管理科学的其他问题”等15个专题，可以说，这是对我国管理学研究水平的一次全面检验。

## 书籍目录

Operation Management And Logistics A Study On Outsourcing Decision-making Strategy For OEM And CMCLRIP Based On JITD In Two-echelon Distribution Network Of Service Parts Multi-items Inventory Replenishment Under The Constraint Of Total Service Level Pareto-efficient Pricing And Capacity Choices For A Service Facility Performance Analysis Of Inventory System In A Closed-loop Supply Chain With Stochastic Returns Study On Partial Transshipment Mode In A Two-echelon Emergency Supply System With Multi-items Study On The Investment Decision-making Model Of Logistics RFID Technology The Optimal Strategy Of Periodical Adjustment Processes The Research On The Construction Of Grain Logistics Market Operation Network System Of China The Study On A Reverse Channel With Competing Retailers Three-level Analysis Of Safety Operation System In Manufacturing Optimized Mythology And Model A Comparative Study Of Different Index Portfolio VaR Model Based On Normal Distribution And T Distribution Analysis Of Parameters For Multi-swarm Cooperative particle Swarm Optimizer Improved Genetic Algorithm For Capacitated Vehicle Routing Problem Portfolio Optimization Using Non-linear Inertia Weight PSO Study On Optimal Group Decision Model For IT R&D Based On Improved Simulated Annealing Algorithm Combined With Fuzzy AHP A New Decision Making Method For Vendor Selection With FAHP And FAD Intellectual Property Right Protection And Strategic R&D Subsidy : From A Developing Countries View Nash Equilibriums For Co-operative Strategy When Advertising Threshold Effects Exists Research For Conflict Coordination Mechanism And Model Of Large Group Decision Based On "HeXie" Management Theory Study On Symmetry Breaking And Its Applications To Strategic Alliances Information Management And E-Business A Talent Recommendation Model Towards Knowledge Product Online Customization Mobile Innovation Service--From B2C To B2B2C Research On The Constructs Of Small And Medium-sized Enterprises Dynamic Alliance Information Platform Based On The ASP And Information Sharing The Design And Application Of A Distributed And Collaborative Anti-SMS-spam System The Success Factors Of Small Online Vendors In China : A Content Analysis Financial Engineering And Risk Management A New Approach For Modelling And Estimating Expected Shortfall An Research On Stock Market Evolutionary A Value-at-Risk Analysis With long Memory Of Volatility. Evidence From The Chinese Stock Market Does A Positive Perpetual Growth Rate Exist? --A Fundamental Rethinking Of Finance Extreme Value Theory And Financial Market Risk Measurement : Empirical Evidence Of SSEC And S&P 500 Foreign Entry And Multiple-stage Credit Competition In Bank Industry= A Steady-state Model Valuation Under The Criterion Of Required Payback Period Marketing And Service Management An Empirical Study On Impacts Of Customer Equity Drivers A Review Of The Studies On Brand Crisis Based On The Perspective Of Consumer Consumer Attitude And Intention To Low-carbon Appliances In China Credit Rating Of Software Services Industry Based On Factor Analysis Effects Of Tourist Experience On Buying Intention : A SEM Analysis Based On PI. SE Exploration And Verification On Emotional Intelligence Of Consumers Identification Of Key Points Of Service Improvement And The Prophase Mechanism Research" In Banking Industry--Based On Empirical Study Of Different Influencing Factors Of The Trust In Two-dimension Information Of Luxury Advertisement On Attitudes Of Consumers With Different Competition-contingency Of Self-esteem Listed Companies Performance Evaluation In Jiangxi Province Using Factor Analysis And Cluster Analysis Research On Brand Pulling Force : An Example Of College Students Brand Selection The Consumer Perception Online, Of The Context For eWOM : The Third-person Effect The Impact Of Market Orientation And Corporate Social Responsibility On Firm Performance : Evidence From China The Key Status Of Relationship Marketing In The Corporation--The Insight Of Relationship Marketing In ArcelorMittal The Study On Utility Of Perceived Risk Reduction Strategies In Internet Shopping Third-party Effects on Consumption Decisions of Electronic Digital Products Trust And Commitment : A Tracking Study On Generation Difference And Intergenerational Influence Of Time-honoured Brand Relationship Quality In China Organization And Behavior Absorptive Capacity And Firm Innovation Performance An Empirical Study Of Relation Between Intra-team Social Networks And Knowledge Transfer Among Team-members A Study On Measurement Tool Of Managers Work-life Integration Attitude :

Development And Test Effects Of Supervisory Support On Employees Outcomes : The Mediating Roles Of Citizenship Role Definition And Trust In Supervisor Exploration Of Organizational Culture Competency : Implication Determinants To Be Exposed Job Satisfaction And Creative Behavior : The Role Of The Five-factor Traits The Analysis Of Tourist Attractions Destination Pattern With Behavior Proliferation Based Services Resource The Influence Of Corporate Governance Structure On The Effectiveness Of Internal Control The Mechanism Of Paternalistic Leadership In Cross-functional Teams Under Crisis Situations The Review And Prospect Of Knowledge Sharing Based On The Theory Of Social Capital Validation And Modification Of Holistic Thinking Scale In China Business Strategy And Globalization Analysis For Information Spreading Based On Gilpin-Ayala Competition Model In Emergency Management Enterprise External Network And Its Performance : Based On The Intermediate Role Of Absorptive Capacity From Cost Leadership To Vertical Integration : A Perspective From The Economizing Theory Of Strategy The Competitive Advantage Of Intellectual Property On The Base Of Resource And Capability The Effect And Factors Of The Localization Of Top Management : Evidence From The Foreign Subsidiaries In China The Effects Of Capabilities And Distance On Chinese Firms OFDI Motivations : A Conceptual Model The Interpretation On Vertical Decision Of Pharmaceutical Companies : A Positive Study On Chinese Public Companies The Study Of Green Technological Innovation Diffusion Model And Patterns In The Post-crisis Era The Study On The Characteristics And Countermeasures Of Tri-type Metallurgical Construction Industry Management With Chinese Features Chinese Companies Ownership Structure Under Financial Crisis Corporate Social Responsibility And Corporate Performance In The Perspective Of Marketization Industry Cluster, Technological Innovation And Economic Effects Based On The Data Of Anhui Province Management Intuition And Logic Potential Science With Management Decision-making And Time Innovation Perceptions Of Face among Undergraduate Business Students And Business Managers : A Decline In Moral Values? ( A Preliminary Report ) Research On Symbiotic Relationship Between Property Management And Community Management From The Perspective Of Co-governance Economy And Policy Model Application Of Two-Base-Point Entropy Method In Online-advertising Effectiveness Latecomer Advantage, Disruptive Innovation, And Industry Growth In Developing Countries Transmission Mechanism Of Monetary Policy That Reaction In Financial Crisis--A Simple Dynamic Model Environment, Energy Anti Natural Resource Management A Study Of The Pollution Charge Standard Based On Circular Economy From Varied Networks. To A Unified Regime : Creating A Quality National Park System In China Towards A Healthy Environment Management Global Garden City Construction In Dualistic Societies : A Case Study Of Chengdu City, China The Research On, How To Upgrade The Energy Efficiency Of Shandong Province Finance Management A BOT Concession Model Optimal Instants Of Capital Account Liberalization, Perspective From The Outbound : Portfolio Investment And Loan Flowing Human Resource Management A Study Of The Relationship Between Corporate Social Performance And Employees Contextual Performance--Under The Framework Of Internal Stakeholder Empirical Study Of The Salary Institutions Based On The Consensual Payment Models Research On The Method Of Employee Performance Measurement Study On Psychological Contract Characteristics Of The Talent In High-tech Enterprise. The Impact Of Workload On Intragroup Conflicts--The Exploration Of Main Effects And Boundary Conditions Other Issues About Management An Empirical Study On Perceived Effect Of Chinese Cultural Soft Power A Study Of Knowledge City And The Management Of Urban Knowledge Capital Empirical Study On Engineering Project Governance Of Chinese Constructional Industry Under Current Supervision On Application Of The BP Artificial Neural Network Analysis In The Oilfield Exploitation--A Case Study of Chang 2 Reservoir Of Sai-A Wellblock Of Changqing Oilfield Company The Evaluation And Measurement Research Of the Agricultural Catastrophe Losses In China The Study On Evolution Mechanisms Of The Enterprise Network In Xian Software Industry Cluster Based On Affiliation Network The Study On Evolving Simulations Of The Enterprises Technical Cooperation Networks For The Information Industry Cluster In Xian To Accelerate The Construction Of Chinas Sustainable Urbanization--The Necessity And Suggestions Triangle Dynamics Of Institutional Innovation : Inspirations From Wind Energy Industry In Denmark, Germany And The U. S.

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