

图书基本信息

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## 内容概要

南京大学商学院于2011年6月5—6日召开“第七届企业跨国经营国际研讨会——转型经济中与后金融危机时代企业管理”研讨会。

本次研讨会基于转型经济时期和后金融危机的时代背景，结合当前中国经济建设和企业发展的需要，集中探讨企业跨国经营管理过程中面临的一些重大课题。

主要包括：企业对外直接投资与跨国企业经营、跨文化管理、后金融危机时代的经营策略、转型经济中的人力资源管理、工作—生活质量提高、组织发展和变化、劳资关系管理、市场管理、冲突管理、创业与企业家精神、风险管理、物流与电子商务、管理伦理、公司理财与会计、银行、金融与保险、技术与创新管理、中日两国经济发展与企业管理（由中国南京大学商学院、中国人民大学经济学院和日本九州大学经济学部共同举办的第六届联合国际研讨会），以及由南京大学商学院与西通·希尔大学共同举办的中美女企业家创业专题国际研讨会。

本次研讨会共收到了国内外征文100余篇，经过大会组织专家匿名评审，有67篇论文被录用并汇集成这本由赵曙明、Joel GLASSMAN、刘洪和刘春林主编的《转型经济中与后金融危机时代企业管理（精）》。

书籍目录

Foreword前言Part Leadership and Cross-Cultural Management in a Transitional Economy and Post Financial CrisisChallenges Facing Chinese Business Leaders: Theoretical Implications from a Psychological TypePerspectiveGlobal Leadership in Economic Recovery: The Role of Business in Achieving Balanced, Inclusive andSustainable Growth in the APEC RegionInternational Business Talents: Cultivation Framework and Evaluation SystemIdentify Conflicts: Analysis of Enlightenment for Cross-Cultural Management from Parsons's Structureand Function TheoryLeadership Practices in Portugal and ChinaUnderstanding Paradoxes in Middle Eastern Arab CultureChinese Organization and Management in Sub-Saharan Africa: Towards a Cross-Cultural ResearchAgendaEntrepreneurial and Leadership Traits of Chinese and American Business StudentsTransactional and Transformational Leadership in a Turnaround/Crisis Situation in a MulticulturalEnvironmentPart Strategic Management in a Transitional Economy and Post Financial CrisisManaging Technological Capability in Chinese Companies: The Role of Absorptive Capacity and SocialInteraction MechanismsThe Impact of Internationalization on Public Affairs Strategy and Performance: A Ten Year StudyAnalysis of Hierarchical Characteristic of Social Capital: A Structural Equation TestingSustaining Growth in the Changing Environment through Dynamic Capabilities: the Case of Mind TreeLimitedHeXie Management Theory and Sustainable DevelopmentThe Evolutionary Path of Competitive Advantage Based on Synergy of Product Complexity and Low CostA "China-Plus-One" Strategy: The Best of Both Worlds?Dynamic Integration and Competitive Advantages: Comparing Analysis between State-Owned and ForeignRetailers in GuangzhouMinimum and Maximum Available Prices and the Outcome of Competition: A Meta-Analysis of OligopolyExperimentsPart Organizational Behavior in a Transitional Economy and Post Financial CrisisResearch on the Work Slack Behavior of Sales Staff in the Medicine IndustryPersonality Types and Entrepreneurial OrientationThe Structure of Flow in OrganizationThe Effects of Trustworthiness on Organization Politics and OutcomesPersonality Type, Value, and Work Goal: Evidence From Young Chinese Employees and Senior ManagersResearch on Relations of Face-to-Face and Computer-Mediated Communication Modality, Conflict Strength,and Communication SatisfactionHow Subsidiary Top Management Teams Influence Strategic Change and Organizational Performance inTransition EconomiesEvolution of Boundaryless Organizational: Case Study Based on A. O. SmithThe Impact of Employment Security on Employee Turnover Intention: The Mediating Effect of PerceivedOrganizational SupportPart Economic Development and Business Management in Japan and China in Post Financial CrisisNonlinear Time Series Analysis of China Stock MarketDo Stock Option Rewards Increase Dividend Payments? New Evidence from JapanThe Strategies for Installing User-Based in Two-Sided Market: An Analysis of the E-Money Industry in JapanThe Effect of Tax Rebate on Export Performance: Empirical Evidence by China's Textile Export to the U. S.The Financial Problems of Japan by Sector 1986-2008CEO Political Reputation and Corporate Donation-Evidence from ChinaThe Growth Myth Revisit, A Structural ViewAn Analysis of Macroeconomic and Political Factors Affecting Anti-Dumping Activities against ChinaPart Human Resource Management in a Transitional Economy and Post Financial CrisisAn Empirical Research on the Relationship between Top Management Team Fault Lines and OrganizationalPerformance in the Context of Chinese FirmsPeople Management and Organized Labour in China's Harmonious Society: "Top-Down" versus "Bottom-Up"StrategiesNative Exploratory Research on Structural Dimensions of Ethical Dilemmas of Enterprise Human ResourcesManagementThe MBA Oath Is ProfaneThe Impact of Perceived Commitment Human Resource Management on Employee Performance. EmpiricalEvidence from ChinaPersonnel Performance Evaluation: A Model and MethodBattling the Skilled Labor Shortage in ChinaResearch on the Effectiveness of Education Diploma Signaling in Employee ScreeningHuman Resource Management during Post-Merger Integration, A Case Study of BOSCH CorporationPart E-Commerce, Marketing and Enterprise Management in a Transitional Economy and Post Financial CrisisUnderstanding Individuals' Instant Messaging Continuance: A Media Selection PerspectiveOn Perceived Benefit, Costs and Risks of Online Transactions for Illegal or Socially Undesirable Goods andServicesA Study on Enterprise Growth and SMEs' Growth EvaluationInstitutional Reform

and the Case of GuanxiTrade in Health Services and the Emerging Economies: Challenges and Opportunities for ThailandIntegrating CSR Initiatives in Business: An Organizing FrameworkThird Generation Family Businesses: A Comparison of Succession Issues in Two Brazilian CompaniesComparison of Knowledge Assimilation and Exploitation in Corporations with Different Ownership IdentityThe Background, Path and Enlightenment of Privatization in Japanese and South Korea's Telecom OperatorsA Marketing Research Roadmap of the Loyalty ParadigmPart Innovation, Accounting and Finance in a Transitional Economy and Post Financial CrisisArousing Employee Creativity: Construction of New Research FrameworkStudy on the Selection of Key Elements about Conceptual Framework of the Government Accounting-Data Analysis Based on Survey of Chinese Government Accounting ReformSurvey Research on Influential Factors Concerning Conceptual Framework of Government AccountingInnovation Communication on the Internet-the Missing Link between Technology and Marketing SuccessA Study of the Impacts of Human Resource Management Practices on Employee Creativity and OrganizationalInnovationEmployee Innovation in Mergers and Acquisitions: Interactive Effects of Threat Perception, LMX and TMXApproach to Defining the Roles,and Functions of Government AccountingUnderstanding Technological Innovation: Based on Multi-Dimensional and Evolutionary PerspectivesDeterminants and Price Discovery of China Sovereign Credit Default SwapsThe Growth of the Family Enterprises As Influenced by Institutional InvestorsIs "Guanxi" Really More Important than Formal Contract for Innovation of an Alliance in the MarketingChannel? The Evidence from ChinaStudy on Elements of the Government AccountingWhat I See, What I Do: CEO Hubris, CEO Attention and Firm Innovation

## 章节摘录

版权页：插图：2. Historical Analysis of State-owned Retailers and Foreign Retailers' Strategic Integration The historical analysis of this article is based on time series analysis, dating from the reform and openness in China in 1978. Four stages are used to analyze the dynamic competitive behaviors Of different types of enterprises according to the change of government's policies about investment and operation of foreign enterprises in China (Long, 2001). 2.1 The First Stage: The Prohibited Entry Stage (1978-1991) At this stage, the Chinese Government completely prohibited foreign retailers from operating any wholly-owned or joint ventures dealing with retail and wholesale business. Native retailers in Guangzhou successfully avoided direct competition against foreign retailers. They took advantages of policies to promote the development of Guangzhou retailing. Not only did the native retailers begin to build the commercial network layouts which contributed to the establishment of professional markets of a certain scale, they also started institutional reform. Even if foreign retailers such as Carrefour and Metro AG had already begun doing transnational business at this time (Huang & Sternquist, 2007), they were still prohibited from setting up stores by market entry policies. Scot (1995) argues that legal regulations in the home and host country represent the strongest environmental pressures faced by organizations. Therefore, only by capital penetration using policy loopholes could the foreign retailers enter the Guangzhou retail market, which part of capital, however, still had only a tiny influence on the whole retail business in Guangzhou. All in all, at this stage, state-owned retailers began to build their commercial network while foreign retailers grew as a threat to state-owned retailers.

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