

第五届 北航经商国际论坛

THE 5TH BEIHANG IEB FORUM

技术推动的商业生态系统演化和利益相关者福祉
Technology-Facilitated Business Ecosystem Evolution
and Stakeholders' Well-being

论坛主席:

范英教授, 北京航空航天大学经济管理学院 院长
李彤教授, 北京航空航天大学经济与商学院 海外院长
Co-chairs: Prof. YING FAN, Dean of School of Economics
and Management, BUAA
Prof. TONG LI, Overseas Dean of Institute of
Economics and Business, BUAA

主办: 北航经济与商学院 北航经济管理学院

Hosts: Institute of Economics and Business, BUAA
School of Economics and Management, BUAA

2019年10月27日
中国·北京
October 27th, 2019
Beijing·China



会议议程 / PROGRAM

时间 / TIME	内容 / CONTENT	主持人 HOST	地点 / VENUE
8:30-9:00	会议注册 / Conference Registration		人文礼堂 The Humanities Hall
9:00-9:10	致辞：吴俊杰教授，北京航空航天大学经济管理学院副院长 Welcome Speech by Prof. Junjie Wu Associate Dean of School of Economics and Management at Beihang University	武欣 Xin Wu	
9:10-9:20	致辞：王惠文教授，北京航空航天大学经济与商学院国际学术委员会主任 Speech by Prof. Huiwen Wang Director of International Academic Committee of Institution of Economics and Business at Beihang University		
主题演讲 / Keynote Speeches			
9:20-9:50	互联网时代的分享—— Russell W Belk 教授，加拿大约克大学 Prof. Russell W Belk , York University Title: Sharing in an Internet Age	武欣 Xin Wu	人文礼堂 The Humanities Hall
9:50-10:20	数字化转型中的机遇和挑战：科研和管理实践视角—— Ilan Oshri 教授，新西兰奥克兰大学 Prof. Ilan Oshri , University of Auckland Title: Challenges and Opportunities in Digital Transformation: Research and Practice		
10:20-10:50	企业高管对可协商命运的信念及其在企业创新中的作用—— 张志学 教授，北京大学 Prof. Zhixue Zhang , Peking University Title: Executives' Belief in Negotiable Fate and Its Functioning in Firm Innovation		
10:50-11:20	合影 / Photo		图书馆 Library
11:20-11:50	新技术与管理会计的发展与演变—— 谢志华 教授，北京工商大学 Prof. Zhihua Xie , Beijing Technology and Business University Title: New Technology and the Evolution of Management Accounting	周宁 Ning Zhou	人文礼堂 The Humanities Hall
11:50-12:20	3D 打印在商业中的应用—— 程杨 副教授，丹麦奥尔堡大学 Associate Prof. Yang Cheng , Aalborg University Title: How to Adopt 3D Print in Your Business		
12:20-14:00	午餐 / Lunch		培训餐厅 Training Restaurant

时间 TIME	内容 / CONTENT	主持人 HOST	地点 VENUE
专题 I: 组织行为与健康环境经济 / Session I: Organizational Behavior & Healthcare and Environmental Economics			
14:00 14:30	<p>辱虐管理行为对管理者自身的影响：权力感、管理自我效能感以及任务导向领导行为——黄鸣鹏 副教授，对外经济贸易大学</p> <p>Associate Prof. Mingpeng Huang, University of International Business and Economics Title: Supervisory Consequences of Abusive Supervision: An Investigation of Sense of Power, Managerial Self-Efficacy, and Task-Oriented Leadership Behavior</p>	陈婧 Jing Chen	新主楼 A710 A710, New Main Building
14:30 15:00	<p>更新中国人力资源开发的定义——童小平 助理教授，北京航空航天大学</p> <p>Assistant Prof. Xiaoping Tong, Beihang University Title: Updating the Definition of Human Resource Development in China</p>		
15:00 15:30	<p>授权型领导对员工渐近性、根本性创新行为的影响研究：基于权力-自我效能感的视角——刘晔 副教授，中国政法大学</p> <p>Associate Prof. Ye Liu, China University of Political Science and Law Title: Empowering Leadership and Follower Incremental and Radical Creativity: A Power Self-efficacy Perspective</p>		
茶歇 / Tea Break			
15:50 16:20	<p>在线医疗社区中社会支持对个体健康的影响——邱琪 副教授，首都经济贸易大学</p> <p>Associate Prof. Qi Qiu, Capital University of Economics and Business Title: Empirical Study on the Impact of Social Support in Online Healthcare Community on Individual's Quality of Life</p>	杜文宇 Wenyu Du	新主楼 A710 A710, New Main Building
16:20 16:50	<p>区域性的环境政策与污染转移：基于大数据的分析——赵大旋 副教授，中国人民大学</p> <p>Associate Prof. Daxuan Zhao, Renmin University of China Title: Detect Pollution Leakage in China with Big Data</p>		
专题 II: 财务会计与市场营销 / Session II: Financial Accounting & Marketing			
14:00 14:30	<p>基于流量与存量型动因的销售管理综合费用成本模型——基于制造业上市公司的研究——纪宇 博士，北京航空航天大学</p> <p>Dr. Yu Ji, Beihang University Title: SG&A Costs Model Based on Flow and Stock Drivers — Evidence from Chinese Manufactural Listed Firms</p>	李晨溪 Chenxi Li	新主楼 A939 A939, New Main Building
14:30 15:00	<p>员工质量和企业社会责任——闫伟宸 助理教授，北京航空航天大学</p> <p>Assistant Prof. Weichen Yan, Beihang University Title: Employee Quality and Corporate Social Responsibility</p>		
15:00 15:30	<p>赠人玫瑰，手有余香：通过网络社区提供社会支持以塑造延伸的自我——曹花蕊 副教授，天津师范大学</p> <p>Associate Prof. Huarui Cao, Tianjin Normal University Title: Helping Others to Enjoy Myself: Shaping the Extended Self by Giving Social Support in Online Communities</p>		
茶歇 / Tea Break			
15:50 16:20	<p>定向展示广告的溢出效应——基于一项自然实验的证据——明亚欣 博士，北京航空航天大学</p> <p>Dr. Yaxin Ming, Beihang University Title: Spillover Effect of Targeting Display Ads — Evidence from a Natural Experiment</p>	姚唐 Tang Yao	新主楼 A939 A939, New Main Building
16:20 16:50	<p>我“做了”它还是我做了“它”：顾客参与活动中的调节匹配效应——郑秋莹 副教授，北京中医药大学</p> <p>Associate Prof. Qiuying Zheng, Beijing University of Chinese Medicine Title: I “Made” It or I Made “IT”: The Regulatory Fit Effect in Customer Participation Activities</p>		

特邀演讲嘉宾 / Guest Speakers



Russell W. Belk

Russell W. Belk, 加拿大约克大学舒立克商学院营销学教授、卡夫食品加拿大营销学讲席教授。美国明尼苏达大学博士。研究方向：财产所有物、收集、赠送礼物、分享和物质主义的意义。

Russell W. Belk is Distinguished Research Professor in Marketing at Schulich School of Business, York University, Canada and Kraft Foods Canada Chair in Marketing. Ph. D from University of Minnesota. Research interests: The Meanings of Possessions, Collecting, Gift-giving, Sharing, and Materialism.



Ilan Oshri

Ilan Oshri, 新西兰奥克兰大学管理研究院教授、**MIS Quarterly** 副主编。英国华威大学战略管理与技术创新博士。

Ilan Oshri is Professor at Graduate School of Management, University of Auckland, New Zealand, and Associate Editor of MIS Quarterly. Ph. D in Strategic Management and Technological Innovations from University of Warwick.



张志学 / Zhixue Zhang

张志学，北京大学光华管理学院组织与战略管理系教授、行为科学研究中心主任。香港大学社会心理学博士。研究方向：企业领导与文化、谈判与冲突处理、团队过程、跨文化管理。

Zhixue Zhang is Professor of Organization and Strategic Management, and Director of Center for Research in Behavioral Science at Guanghua School of Management, Peking University. Ph. D in Social Psychology from University of Hong Kong. Research interests: Chinese Leadership, Team Process, Negotiation and Conflict Management.



谢志华 / Zhihua Xie

谢志华，北京工商大学副校长、教授，教育部工商管理学科指导委员会副主任委员，财政部“会计名家”工程人选，商务部政策咨询专家和内贸专家。研究方向：会计、财务管理、投资管理、审计理论。

Zhihua Xie is Professor and Vice President of Beijing Technology and Business University, Deputy Director of Business Administration Discipline Guidance Committee of Ministry of Education, Person for the "Accounting Masters" Project of Ministry of Finance, Policy Consultant and Domestic Trade Expert of Ministry of Commerce. Research interests: Financial Management, Investment Management and Auditing Theory.



程杨 / Yang Cheng

程杨，丹麦奥尔堡大学工业生产中心副教授。丹麦奥尔堡大学运营管理博士学位。研究方向：运营(制造)战略、全球运营(制造)网络、全球研发网络、供应链/网络、知识传递、技术管理(3D 打印)和服务化。

Yang Cheng is Associate Professor at Center for Industrial Production, Aalborg University, Denmark. Ph. D in Operations Management from Aalborg University. Research interests: Operations (Manufacturing) Strategy, Global Operations (Manufacturing) Network, Global R&D Network, Supply Chain/Network, Knowledge Transfer, Technology Management (3D Printing) and Servitization.



黄鸣鹏 / Mingpeng Huang

黄鸣鹏，对外经济贸易大学国际商学院组织行为与人力资源管理学系副教授。北京大学管理学博士。研究方向：领导行为、组织中的伦理行为。

Mingpeng Huang is Associate Professor at Department of Human Resource Management and Organizational Behavior, University of International Business and Economics. Ph. D in Management from Peking University. Research interests: Strategic Leadership, Ethical Leadership and Justice.



童小平 / Xiaoping Tong

童小平，北京航空航天大学经济管理学院助理教授。美国伊利诺伊大学香槟分校博士。研究方向：人力资源开发。

Xiaoping Tong is Assistant Professor at School of Economics and Management, Beihang University. Ph. D from University of Illinois at Urbana-Champaign. Research interest: Human Resource Development.



刘晔 / Ye Liu

刘晔，中国政法大学社会学院心理系副教授。荷兰格罗宁根大学和中国科学院大学管理学博士。研究方向：员工创造力与创新、权力与领导力、工作动机、社会网络分析。

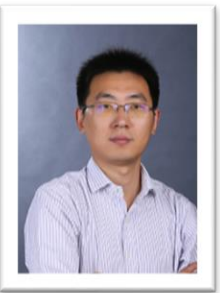
Ye Liu is Associate Professor of Department of Psychology at School of Sociology, China University of Political Science and Law. Ph. D in Management from University of Groningen, Netherlands and University of Chinese Academy of Sciences. Research interests: Employee Creativity and Innovation, Leadership, Work Motivation and Social Network Analysis.



邱琪 / Qi Qiu

邱琪，首都经济贸易大学工商管理学院市场营销与旅游管理系副教授。南开大学企业管理专业博士。

Qi Qiu is Associate Professor of Department of Marketing and Tourism Management, Capital University of Economics and Business. Ph. D in Enterprise Management from Nankai University.



赵大旋 / Daxuan Zhao

赵大旋，中国人民大学商学院财务与金融系副教授。新加坡国立大学房地产系博士。研究方向：房地产、家庭金融、城市经济学和环境经济学。

Daxuan Zhao is Associate Professor of Department of Finance, Renmin University of China. Ph. D in Real Estate from National University of Singapore. Research interests: Real Estate, Household Finance, Urban Economics and Environmental Economics.



纪宇 / Yu Ji

纪宇，北京航空航天大学“卓越百人”博士后。北京大学会计学博士。研究方向：管理会计。

Yu Ji is Post-doctoral of Beihang University “Excellent Hundred Talents” Program at School of Economics and Management, Beihang University. Ph. D in Accounting from Peking University. Research interest: Management Accounting.



闫伟宸 / Weichen Yan

闫伟宸，北京航空航天大学经济管理学院助理教授。清华大学管理学博士。研究方向：公司治理、实证公司金融、财务报表分析、高管薪酬、信息披露、创新、企业社会责任。

Weichen Yan is Assistant Professor at School of Economics and Management, Beihang University. Ph. D in Management from Tsinghua University. Research interests: Corporate Governance, Empirical Corporate Finance, Financial Statement Analysis, Executive Compensation, Information Disclosure, Innovation and Corporate Social Responsibility.



曹花蕊 / Huarui Cao

曹花蕊，天津师范大学管理学院副教授、副研究员。南开大学管理学博士。研究方向：市场营销、服务营销、消费者行为。

Huarui Cao is Associate Professor and Research Fellow at Tianjin Normal University. Ph. D in Management from Nankai University. Research interests: Marketing, Service Marketing and Consumer Behavior.



明亚欣 / Yaxin Ming

明亚欣，北京航空航天大学“卓越百人”博士后。复旦大学管理学博士。研究方向：大数据营销，数字化媒体营销。

Yaxin Ming is Post-doctoral of Beihang University “Excellent Hundred Talents” Program at School of Economics and Management, Beihang University. Ph. D in Management from Fudan University. Research interests: Big Data Marketing and Digital Marketing.



郑秋莹 / Qiuying Zheng

郑秋莹，北京中医药大学管理学院副教授。南开大学管理学博士。研究方向：智慧医疗与智慧养老、健康消费行为、医疗服务营销。

Qiuying Zheng is Associate Professor at School of Management, Beijing University of Chinese Medicine. Ph. D in Management from Nankai University. Research interests: Smart Medical Care and Smart Pension, Healthy Consumer Behavior, and Medical Service Marketing.

北航经济与商学院

根据北京航空航天大学“扎根中国大地的世界一流大学”的战略目标和学科布局，北航经济与商学院于2016年10月正式成立（简称“经商学院”）。

北航经商学院，面向国际学术前沿，服务国家战略需求，以创新驱动发展为出发点，以世界一流经济与商学院为建设目标，以经济学、工商管理为主要依托学科，以统计学、管理科学与工程为支撑学科，近期重点发展金融经济学、计量经济学、健康经济学、资源环境经济学和经济统计学、会计学、企业管理等学科领域。

北航经商学院以创新的机制引育人才，以国际化带动学科发展。坚持院长（海外院长）负责制，引入国际学术评价机制，实行“常任轨”聘任制和合理的人才流动机制；实施国际化的研究生培养机制，组建专兼结合的国际化教学科研队伍；打造包容开放的学术生态环境，建立常态化国际学术交流制度；建立由国际学术委员会掌握学术方向，由经商学院管理委员会决定重大事项，由院务会决策执行的“三位一体”管理机制。

Institute of Economics and Business, BUAA

The Institute of Economics and Business (IEB) was established in October 2016 as one of the key academic components in Beihang's new century initiative of "Building the World First-Class University with Chinese Characteristics". IEB has recently focused on the key research areas of financial economics, econometrics, health economics, resource and environmental economics, economic statistics, accounting, and corporate management.

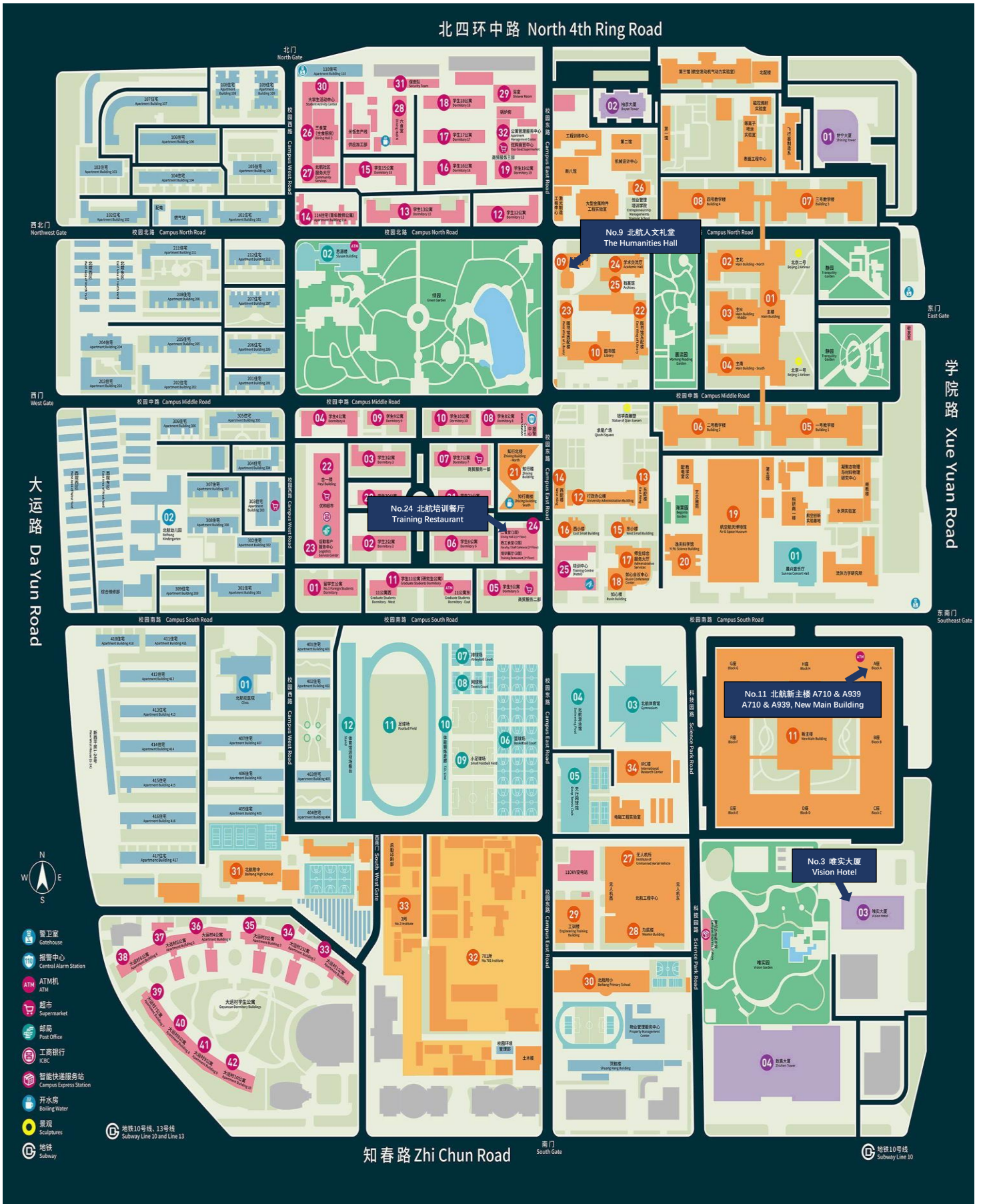
The mission of IEB is to conduct frontier research and provide high quality education through international academic activities. We are actively conducting global faculty recruiting, and have been establishing a tenure-track appointment and evaluation system. The International Academic Committee (IAC) is the academic core component of IEB and in charge of designing and assessing the academic regime for faculty recruitment and evaluation. Members on IAC are also supposed to facilitate academic exchanges and communications with top-tier scholars around the world.

北航经济与商学院
第一届国际学术委员会

The 1st International Academic Committee of IEB, BUAA.

陈晓红 Xiaohong Chen	教授 Professor	美国耶鲁大学 Yale University
程達天 Tat Tin Andrew Ching	教授 Professor	加拿大多伦多大学 University of Toronto
段锦泉 Jin-Chuan Duan	教授 Professor	新加坡国立大学 National University of Singapore
范英 Ying Fan	教授 Professor	北京航空航天大学 Beihang University
龚六堂 Liutang Gong	教授 Professor	北京大学 Peking University
韩立岩 Liyang Han	教授 Professor	北京航空航天大学 Beihang University
李善军 ShanJun Li	教授 Professor	美国康奈尔大学 Cornell University
李实 Shi Li	教授 Professor	北京师范大学 Beijing Normal University
李彤 Tong Li	教授 Professor	美国范德堡大学 Vanderbilt University
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马成虎 Chenghu Ma	教授 Professor	复旦大学 Fudan University
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任若恩 RuoEn Ren	教授 Professor	北京航空航天大学 Beihang University
王惠文 Huiwen Wang	教授 Professor	北京航空航天大学 Beihang University
郑霄勇 Xiaoyong Zheng	教授 Professor	美国北卡罗来纳州立大学 North Carolina State University

会议中心地图 / Map of Conference Venue



地图以及唯实大厦介绍 / Map & Introduction of Vision Hotel



The Vision Hotel is located at the southeast of the campus area of Beihang University between the 3rd and the 4th ring road in the capital, an ideal place for accommodation, dinner, meeting, cultural exchange and business activities.

地铁：地铁 10 号线西土城站 / Subway: Xitucheng Station, Line 10

公交车站：北京航空航天大学 / Bus Stop: Beihang University Station

公交：No. 375、386、392、398、438、490、498、632、693、743、810、836、836、944

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北京航空航天大学

— 经济管理学院 —

BEIHANG UNIVERSITY
SCHOOL OF ECONOMICS AND MANAGEMENT