

2025年商学院论文资助汇总表

	申请人	论文题目	发表刊物
1	朱頔	Digital Orientation and Analyst Recommendations: Evidence from China	Asia Pacific Journal of Management
2	朱頔	(How) Does digital Transformation promote boundary-spanning strategies——Evidence from Chinese Firms' Unrelated Diversification.	International Journal of Technology Management
3	刘亚慧	Artificial Intelligence-Powered Digital Streamers in Online Retail: Empirical Insights and Design Strategies from Experiments	Information Systems Research
4	梁楠楠	R&D and operational efficiency in China's innovative high-tech enterprises: Empirical analysis with two-stage slack based measure data envelopment analysis and threshold regression	OMEGA-INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCE
5	谭春桥	考虑消费者市场结构基于区块链技术的线上渠道供应链销售模式选择研究	运筹与管理
6	于娱	Robot Built Different: How It Affects Supply Chain Resilience	JOURNAL OF BUSINESS LOGISTICS
7	于娱	Identifying the drivers of new product development performance change in China's high-tech industry: A two-stage production-theoretical decomposition analysis	Expert Systems with Applications
8	赵林林	Scientific and technological innovation efficiency in Chinese provincial higher education institutions: A three-division network DEA approach	Journal of the Operational Research Society
9	张华	When greenwashing meets ESG: Exploring the role of third-party ESG ratings in corporate greenwashing behavior	Journal of Business Research
10	张晨	Digital platforms, internal digitalization, and internationalization of SMES	Long Range Planning
11	余德建	Customized integrated decision model for CBEC enterprise credit evaluation: The fusion of multi-source features and machine learning	Electronic Markets
12	余德建	Uncovering the academic evolution of VIKOR method: a comprehensive main path analysis	Journal of the Operational Research Society
13	余德建	Early detection of valuable technologies: a BP neural network involving patent-based indicators	Scientometrics
14	杨强	Sonic Strategies: Unveiling the Impact of Sound Features in Short Video Ads on Enterprise Market Entry Performance	Journal of Business-to-Business Marketing
15	公彦德	动力电池回收补贴激励模型比较研究	工业工程与管理
16	余德建	Developing a four-entities reinforced rank model to evaluate the topic influence in academic networks	Journal of Informetrics
17	余德建	Main path analysis considering citation structure and content: Case studies in different domains	Journal of Informetrics
18	余德建	Achieving credit risk prediction framework for Chinese CBECs: a hybrid CNN-BiLSTM-AM approach	Electronic Commerce Research
19	王天行	Weighted group role assignment based on three-way conflict analysis with interval-valued intuitionistic fuzzy numbers	IEEE Transactions on Cybernetics
20	杨强	言辞有力，信任有加——网红的表达确定性对消费者购买行为的影响研究	南开管理评论
21	公彦德	考虑销售模式及数字溯源的供应链品牌产品竞争决策研究	系统科学与数学
22	公彦德	考虑公平偏好和绿色创新的绿色供应链策略研究	中国管理科学
23	公彦德	基于区块链技术和物流模式的低碳供应链决策研究	系统科学与数学
24	赵林林	Efficiency evaluation considering structural heterogeneity in China's provincial logistics industries: A network slacks-based measure approach	International Journal of Production Economics