



**1** 市场分割状态下的外商直接



影响机制

李 飞

喜悦与愤

勇 晓飞

研究述

丽 广生

# CONTENTS

- 
- 1** Market Segmentation FDI and The Efficiency of Capital Allocation  
**Qiwei Zhao Jun Tang**
- 
- 19** Does Synergistic Effect Exist between ICT and Human Capital in the Development of Producer Services  
A comparative study based on the panel data of emerging economies and advanced economies  
**Rupeng Zhang**
- 
- 37** A Study on the Credit Risk of Chinese Listed Firms Based on Modified KMV Models  
**Desu Liu Xi Wang**
- 
- 62** Study on the Price and Subsidy Policy Effect on the PV Power Grid-connected  
**Lingcheng Kong Wei Qian**
- 
- 78** The Effect of Firm Green Integration on Eco-Innovation  
**M Zhaof a g ng**

- 
- 91** Research on the Mechanism of the Effect of Organizational Identity Difference and Conflict on Cross-border M&A Integration  
**Bo Yang Xiaojun Du Yanhua Shi Fei Feng**
- 
- 113** Customer Delight and Outrage in the Service Encounter: An Exploratory Study by Using Critical Incident Technique  
**Yuexian Zhang Yong Yang Xiaofei Zhang**
- 
- 135** Review of Research on Entrepreneurship Behaviors with Disruptive Technology in Pyramid-distributed Market  
**Junguo Shi Peili Yu Guangsheng Sun**
- 
- 148** The Impact of Product Evaluation Reports on Consumer Behavior  
—In the Perspective of Online Word of Mouth  
**Qiyong Shi Chengkai Miu Xue Yang Chengde Zheng**
- 
- 168** The Empirical Research of the Customers Purchase Intention Factors under the Wechat Marketing  
—Based on the Communication and Persuade Model  
**Xiaoying Huang**
-