“ ” “ ” “

”

2016

16% 2017

2017 600 977

2014 2015

“

” “ ” Hymen 1976 “ ” “

”

2016 30%

92%

“ ”

“ ” Brouthers K D 2002

2013 2015 [1][2][3]

“ ” “ ”

QCA

“ ” “ ”

2014 [4] web of science Hofstede

Clark 2001 [5] 2015 [6]

2014 [7] KSI

[1]Keith D Brouthers, Lance Eliot Brouthers, Steve Werner. Industrial sector,“ perceived environmental uncertainty and entry mode strategy ” Journal of Business Research, 2002, 55 6 , p.116.

[2] 2014 11

[3] 2015 5

[4] —— Web of Science

2014 7

[5]Timothy Clark, Derek S Pugh “ Foreign country priorities in the internationalization process: a measure and an exploratory test on British firms ” International Business Review, 2001, 10 3 , p.89.

[6] —— 2015

4

[7] OFDI ——

2016 [1]

2015 [2]

2017 [3]

Kearney

2016 [4]

1

2

3

[5]

95

2015

33 2013 30

2013 2014

2015

10

2

57027

47132

3

46.3%

1926316.804

2013—2015

1. Y

Y

[1] [2]

BVD

4

1 2013—2015

2

2	69369.99079	
35	1613870.362	G 0
26	1606780.795	
27	1482711.781	
35	1649551.055	

2. CD DIS

1 CD 1998

IDV PDI UAI MAS

$$CD=\sqrt{\sum_{i=1}^{4}[(I_{ij}-I_{in})/V_i]} \quad V_i=\sqrt{(I_{ij}-\sum_{i=1}^{4}I_{ij}/4}$$

I_{ij} j i V_i i C CD

2 DIS

[1] [2]

“ ” “ ” 1 0

“ ” “ ” 1 0

5

		A1 A2 A3 A4 A5 A6	B1 B2 B3 B4 B5 B6	
=/A−B/		A=sum (A1:A6)	B=sum (B1:B6)	

1 0

“ ” “

+ ” 1 0 5

3.

GCI

12

TV

[1] 2014 11

[2] 2009 2

AST

2015 2016 2017 [1][2][3]

6

6

	* GCI		BVD-EIU Market Indicators & Forecasts
	RIS		BVD-EIU Country Risk Model
	* TV		BVD-Osiris
	STK		BVD-Osiris
	* AST		
	AGE		
	EXPER		BVD-Zephyr

注:表中添加*的变量表示为调节变量,未添加的为控制变量。

“ ”

“ ”

1.

1

0

1 2 3

$$Y = \beta_0 + \beta_1 RIS + \beta_2 STK + \beta_3 AGE + \beta_4 EXPER + \mu \quad (0)$$

$$Y = \beta_0 + \beta_1 CD + \beta_2 RIS + \beta_3 STK + \beta_4 AGE + \beta_5 EXPER + \mu \quad (1)$$

$$Y = \beta_0 + \beta_1 DIS + \beta_2 RIS + \beta_3 STK + \beta_4 AGE + \beta_5 EXPER + \mu \quad (2)$$

$$Y = \beta_0 + \beta_1 CD + \beta_2 DIS + \beta_3 RIS + \beta_4 STK + \beta_5 AGE + \beta_6 EXPER + \mu \quad (3)$$

β_0 k=1,2,3,…,n μ

2

Aguinis 1995

GCI 3 4

GCI GCI CD 1 5 4 GCI

[1] 2015 1

[2] 2016 3

[3] 2017 10

“

2

4 GCI 4 R^2 3 0.170
0.21 5 GCI CD GCI
GCI 6
0 DIS 2 −0.334 −0.163

GCI

3

7 3 24% TV 0.299 5%
8 TV CD
−0.326 TV CD 9
−0.383 9 2 DIS 85.6%

4

1 11 −0.153 CD
1 64%
2 12 12 0 DIS
0.067

0.5

71.6%

Fiss[1]

9

	M1a	M1b	M2a	M2b	M3a	M3b	M3c	M4a	M4b
CD			⊗	⊗	⊗	⊗	⊗	●	●
DIS	●	●			⊗	⊗	⊗	⊗	●
GCI		•	●	○			•	⊗	⊗
TV	•		•	●		●	●	⊗	○
AST	●	●	●		●		●		⊗
CS	0.977	0.955	0.977	0.960	0.945	0.911	0.984	0.984	1
CV	0.445	0.227	0.446	0.408	0.124	0.101	0.229	0.229	0.223
NCV	0.533	0.456	0.534	0.511	0.507	0.588	0.664	0.664	0.664
OCS				0.86				0.873	
OCV				0.66				0.413	

注:(1)●及•表示该条件存在,⊗及○表示该条件不存在,“空白”表示构型中该条件可存在、可不存在;(2)●或⊗表示核心条件,•或○表示辅助条件;(3)CS表示一致率(Consistency

Ragin

fsQCA

0.8 1

9

7 2

1.

DIS×AST

M1a M1b

2.

M2a M2b ~CD GCI TV

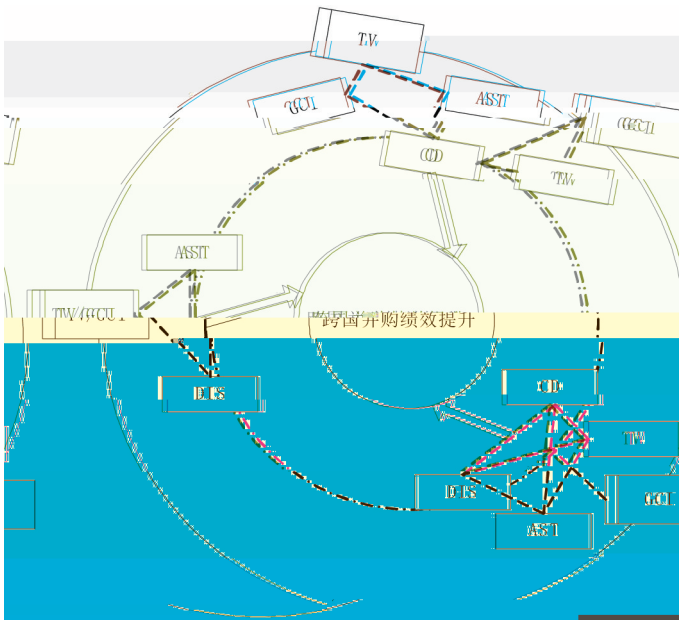
M2a M3a M3c ~CD×AST

M2b M3b M3c ~CD×TV

3.

~CD×~DIS

M3a M3c



1

“ ”

“ ” “ ”

“ ”

“ ”

3

“ ”

4

“ ”

5 “ ”

2013 [1]

2009

6 “

+