
" " " " " "

2014 2015 2017 16% 2017 2016 600 977

" " " Hymen 1976 " " "

"

2016 30%
 92%
 " "
 " "
 2013 2015 [1][2][3]
 " " " "

Brouthers K D 2002

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

1 2013—2015

2015

33 2013 30

2013 2014

2015

10

2

2

2 69369.99079

5 1113870.362

26 1606780.795

27 1482711.781

35 1649651.055

57027

47132

3

46.3%

1926316.804

2013—2015

1.

Y

Y

[1]

[2]

BVD

4

2. CD DIS
 1 CD 1998
 IDV PDI UAI MAS

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

$$V_i = \sqrt{(I_{ij} - \sum_{i=1}^4 I_{ij}/4)}$$
 I_{ij} j i V_i i C CD

2 DIS
 [1] [2]

" " " 1 0

" " " 1
 0

5

1 0

" "

+ "

3.

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

1 0

5

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

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

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

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

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

$k=1,2,3,\dots,n \quad \mu$

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 R² 3 0.170
 0.21 5 GCI CD GCI
 0 DIS 2 -0.334 -0.163
 GCI

3
 7 3 24% TV 0.299 5%
 -0.326 8 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%

		M1a	M1b	M2a	M2b	M3a	M3b	M3c	M4a	M4b	
fsQCA	Ragin	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)

1.

DIS×AST

M1a M1b

2.

M2a M2b

~CD

GCI TV

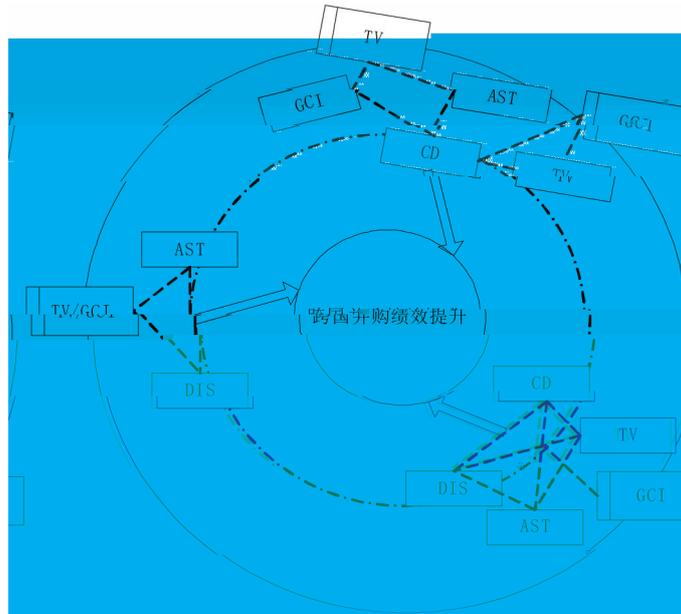
M2a M3a M3c ~CD×AST

M2b M3b M3c ~CD×TV

3.

~CD×~DIS

M3a M3c



1

" " "

" "

" "

" "

3

" "

4

" "

5

" "

2013 ^[1]

2009

6

"

+