

OA-025 论文题目: What is behind equity analyst recommendations?

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摘要: In order to examine the performance of security analysts covering stocks, firstly, this study proposes to construct a framework that enables extraction of analyst coverage from the news. This study furthermore sets out to undertake some preliminary investigations to recognize the predictive factors of the investment value of equity analyst recommendations.

This study finds the evidence of information leakage and opportunistic behavior on average regarding the analyst recommendations. Besides, the results reveal that trading volume increases with the dispersion of publication. Finally, the results suggest that our model is generally applicable for reflecting the valuation effects of analyst recommendations with highly accurate discriminatory power and prediction quality.

关键词: Analyst Recommendations; News

OA-026 论文题目: Effects of Initial Trust in Doctors on Medication Purchase Intention of Chronic Disease Patients in Mainland China: An Empirical Approach

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摘要: ~~In doctor~~ (ITID) and its corresponding ascendants namely, hospital institutional trust, trusting beliefs and trust propensity of patients, on the medication purchase intention of chronic disease patients in Mainland China.

Design/methodology/approach – Cross cities survey was conducted. 1500 self-administrated questionnaires were distributed to patient groups in 24 hospitals located in 20 cities of 14 provinces and 994 effective questionnaires were collected to test hypotheses.

Findings – According to the results, this research supported the hypothesized positive effect of ITID and the sequential effects of the corresponding ascendants of initial trust on medication purchase intention of chronic disease patient. Practical suggestions about how to foster ITID was proposed based on the insights from the research findings and the practitioners' point of view.

Originality/value – This research not only credits the validity of initial trust model proposed by Mcknight et al in 1998, in fact this study has extended the knowledge about the influence of initial trust on medication purchase intention to the context of healthcare service in China. It may be one of the first empirical researches describing the impact of ITID on chronic patients' medication purchase intention in China. Based on the insights of the findings, this paper also provided some practical suggestions for related stakeholders to foster ITID in China.

关键词: 无

OA-027 论文题目: Factors Influencing Environmental Sustainability in Chinese Companies

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摘要: China is facing the challenges of environmentally sustainable development. Businesses begin to integrate environmental sustainability into marketing strategies and business operations. This research explores factors influencing marketing and business strategies in Chinese companies, how environmental sustainability is defined in Chinese business world, and how environmental sustainability shifts and takes a different shape in various industries and geographic regions. The idea of being able to simultaneously address corporate strategy and sustainability strategy is an important concept in today's business world. This study addresses how this integration can be implemented and how this integration can shift the entire organization into a new direction forward.

关键词: China, Environmental Sustainability, Business Strategy