

# 工商管理（1202）

## Business Administration

学科门类：管理学（12） 一级学科：工商管理（1202）

Discipline Category: Management (12)

First-Class Discipline: Business Administration (1202)

### 一、学科简介

本学科起源于 1952 年的水利水电管理专业方向，于 1993 年获批为技术经济及管理硕士学位授权点、1998 年技术经济及管理获批为博士学位授权点、新增了企业管理硕士学位授权点，2003 年新增了会计学硕士学位授权点、MBA 专业学位硕士授权以及工商管理博士后流动站。2006 年工商管理一级学科博士学位授予权点获批，本学科步入了新的发展历史阶段，2007 年技术经济及管理被评为国家重点(培育)学科、2010 年新增 MPAcc 专业学位硕士授权，2011 年我校工商管理学科成为江苏省重点一级学科、2014 年技术经济管理进入江苏省重点序列学科，2016 年教育部第四轮学科评估位列 B+，位列全国前 20%。

本学科坚持主流与特色的发展路径，在国家重点实验室、国家工程中心拥有具有全国影响力的水经济管理研究方向，拥有江苏省高校协同创新中心等省部级科研平台 16 个，建设有大数据中心和云平台教学实验室、商务数据实验室、竞争情报实验室、管理行为实验室等前沿研究平台，理论和实践研究方面在相关行业和区域处于领先优势。承担国家社科基金重大项目、国家重点研发计划、国家科技支撑计划项目等国家省部级基金项目 100 项以上，现有各类国家级和省部级专家人才数十人。博士毕业生的主要就业方向是高校教师、科研院所研究人员、大型企业的管理人员等。

#### I. Discipline Overview

The discipline originated from the major of Water Resources and Hydropower Management since 1952. It was authorized to award the master's degree of Technical Economy and Management in 1993 and the

doctoral degree in 1998. In 1998, it was authorized to award the master degree of Business Management. In 2003, it also had the authorization for awarding a master's degree, MBA professional degree, and became postdoctoral station for Industrial and Commercial management. In 2006, the Business Administration first-level discipline was approved, and this discipline entered the historical stage of new development. In 2007, the Technical Economy and management were rated as a national key (cultivated) discipline. In 2010, the discipline added the authorization for master degree of MPAcc. In 2011, the discipline of Business Management become the key first-level discipline in Jiangsu Province. In 2014, the Technical Economy and Management was awarded as the key first-level discipline in Jiangsu Province. In the fourth-round discipline evaluation of Ministry of Education, it was ranked as B+, which was the top 20% of this discipline among all the universities in China.

The Discipline of Business Administration adheres to the development path of combining the academic mainstream with its own special features. We have the direction of Water-Economic Management research in the National Key Laboratory, the National Engineering Center with the national influence. We also have 16 provincial and ministerial level research platforms such as Collaborative Innovation Center in Jiangsu Province. We have advanced research platforms, i.e. Big Data Center, Cloud Teaching Platform, Business Intelligence Lab, Competitive Intelligence Lab, Management Behavior Laboratory, etc. With leading position in related industries and academic research areas, we have undertaken more than 100 national and provincial fund projects supported by National Social Science Foundation, National Key R & D plans, and Natural Science Foundation of China, etc. We also have dozens of National and Provincial-level experts. The main career directions for doctoral graduates are university faculty, researchers in scientific research institutes, managers in large scale enterprises and institutions, etc.

## 二、培养目标

1. 河海大学博士层次外国留学生应当在工商管理领域中具有宽阔的国际视野，能够在世界范围

内创新运用和发展工商管理的理论、技能和方法，在国际事务中具有竞争优势。

2. 以英语为专业教学语言的学科中，外国留学生毕业时，博士研究生的中文能力应当至少达到《国际汉语能力标准》三级水平。

3. 工商管理学科博士留学研究生旨在培养工商管理学科领域的高层次人才。培养在工商管理学科上掌握坚实宽广的基础理论和系统深入的专门知识；具有独立从事科学研究工作的能力；在工商管理科学研究或专门管理技术上做出创造性的成果；能够熟练应用管理研究方法开展科学研究和英语进行学术交流，了解中国文化并具备汉语日常交流能力的高层次学术型人才。

## II. Training Objectives

1. International PhD graduates of Hohai University are expected to have broad international view in the relevant academic fields; to creatively apply and develop the theories, skills, and methodologies of the relevant disciplines in the world, and to obtain competitive advantage in the international academic affairs.

2. International PhD graduates must meet the requirement of Level 3 in Chinese Language Proficiency Scales upon graduation if they conduct their coursework in English.

3. Doctoral programs of business administration aim to cultivate high-level talents in the field of business administration. The doctoral students will master the fundamental theories and systematic research methodology in business administration disciplines. They will be trained to have the ability to independently engage in scientific research and make creative achievements in business management scientific research. They are able to communicate with other scholars for academic exchange, understand Chinese culture and have daily communication skills in Chinese.

## 三、主要研究方向

1. 战略管理与协同治理
2. 人力资源与组织管理
3. 技术经济与创意创新创业

4. 会计、财务与金融管理
5. 营销管理与商务智能

### III. Research Directions

1. Strategic Management and Collaborative Governance
2. Human Resources and Organization Management
3. Economics of Technology, Creativity, Innovation and Entrepreneurship
4. Accounting, Finance and Financial Management
5. Marketing Management and Business Intelligence

### 四、学制和学习年限

学术学位全英文博士留学研究生的标准学制为 4 年。实行弹性学制，学习年限最短不少于 3 年，最长不超过 6 年。

### IV. Number of Years Requirement

The PhD program typically requires 4 years to complete. However, the completing time may vary to 3 years as the minimum and 6 years as the maximum.

### 五、学分要求和课程设置

1. 学术学位全英文博士留学研究生课程总学分为 15 学分，其中学位课程为 10 学分，非学位课程为 5 学分。另设教学环节。所有课程学习一般应在入学后 1 年内完成。
2. 汉语课每学分为 24 学时，中国概况课每学分为 18 学时，其他课程每学分为 16 学时。
3. 中国国情教育（水韵课堂）为系列专题讲座，要求学生按照要求完成规定的学习任务。
4. 对于汉语水平已达到毕业要求的学生，可申请免修汉语，具体要求详见留学生课程免修有关规定。

具体课程设置如下：

## V. Credit Requirements and Curriculum

1. International academic PhD students will complete 15 credits, 10 of which are from degree courses, and 5 of which are from non-degree courses. Students will also complete academic activities. Coursework will be completed in one year after registration.

2. Each credit of Chinese language course is 24 credit hours. Each credit of Introduction to China is 18 credit hours. For other courses, each credit is 16 credit hours.

3. “Water Harmony Lectures” is a series of seminars, which require students to complete the specified learning tasks.

4. For students who have met the Chinese language requirement for the PhD degree, Chinese language courses can be exempted, of which the details can be referred to in relevant regulations.

The specific curriculum is as follows:

工商管理全英文学术型留学博士研究生课程设置

Curriculum for English Taught International Academic PhD Students in Business Administration

课程类别 Category		课程代码 Course Code	课程名称 Course Name	学分 Credit	学时 Hours	开课学期 Term	备注 Remarks
学位课程 Degree Course 10 学分	公共课程 General Course	2022LD000001	汉语 I Chinese Language I	2	48	秋 Autumn	必修 Compulsory
		2022LD000003	中国概况 Introduction to China	2	36	秋 Autumn	
		2022LD110001	论文写作指导 Guide of Thesis Writing	2	32	秋、春 Autumn/ Spring	
	基础课程 Basic Course	2022LD550001	战略、技术与与管理 Strategy, Technology and Management	2	32	秋 Autumn	选修 2 学分 Optional 2 credits at least
		2022LD550002	高级宏观经济学 Advanced Macro-Economics	2	32	秋 Autumn	
	专业课程 Major Course	2022LD150201	人力资源与组织管理 Human Research and Organization Management	2	32	春 Spring	选修 2 学分 Optional 2 credits at least
		2022LD150101	可持续发展：理论与实践 Sustainable Development: Theory and Practice	2	32	秋 Autumn	
		2022LD150202	高级会计学 Advanced Accounting	2	32	春 Spring	
		2022LD150205	企业经营与市场营销 Business Management and Marketing	2	32	春 Spring	
	非学位课程 Non-degree Course 5 学分	2022LD110002	中国国情教育（水韵课堂） Water Harmony Lectures	1	16	秋、春 Autumn/ Spring	必修 Compulsory
2022LD000002		汉语 II Chinese Language II	2	48	春 Spring		
2022LD150204		财务管理理论 Theory of Financial Management	2	32	秋 Autumn	选修 2 学分 Optional 2 credits at least	
2022LD150203		高级运营管理 Advanced Operations Management	2	32	春 Spring		
2022LD150102		高级运筹学 Advanced Operations Research	2	32	秋 Autumn		
选修博士课程 Optional courses for PhD						选修 Optional	
教学环节 Academic Activity	学术活动（含博导讲座） Seminar and Conferences (including seminars by PhD advisors)					必修 Compulsory	
	实践活动 Practice Activity						
	科学研究 Scientific Research						

## 六、教学环节

### 1. 个人培养计划

学术学位博士研究生入学后，应在导师指导下，在规定时间内按照培养方案和学位论文工作有关规定，结合研究方向和本人实际情况制定个人培养计划，其中学习计划在入学 2 个月内提交。

### 2. 学术活动

学术学位博士研究生学术活动包括参加国内外学术会议、专家学术讲座、博士生导师讲座，以及研究生学术研讨活动等。申请学位论文答辩前必须参加 20 次以上的学术交流活动，其中博士生导师讲座至少 8 次，由本人做的公开的学术报告 1 次（开题报告、中期检查、预答辩、答辩不计入）。本人做的学术报告由指导教师负责对其学术报告效果进行考核。研究生参加学术活动必须填写相关学术活动登记本。

### 3. 实践活动

为培养劳动实践能力和责任意识，学术学位博士研究生必须参加实践活动，实践活动形式包括助教、助管、助研、生产实践、社会实践等。由导师对学生实践环节的时长和效果进行考核和评价。

### 4. 科学研究

学术学位博士研究生应积极参加科学研究课题，并应具有在导师指导下独立负责某专题或子课题的研究工作经历。课题完成后由导师提出综合评审意见。

## VI. Academic Activities

### 1. Study Proposal

The PhD students must prepare a study proposal on how they will complete the PhD degree by considering their research interests, advice from their research advisors, and other requirements mentioned in this document. The proposal must be submitted in two months after official registration.

### 2. Seminars and Presentations

PhD students must participate in academic conferences, seminars by experts and PhD advisors, and discussion panels. Before their dissertation defense, PhD students must participate in seminars and

conferences over 20 times, including at least 8 seminars by PhD advisors, and deliver at least 1 academic presentation (the activities concerning with their dissertation are not counted). The presentations delivered by the PhD students will be evaluated by their own research advisors. All the seminars and presentations should be recorded in relevant record book.

### 3. Practice Activities

PhD students are required to participate in practice activities to prepare professional development. Practice activities include teaching assistantship, research assistantship, management assistantship, and industry engagement etc., which are to be assessed by the advisors.

### 4. Scientific Research

International academic PhD students should vigorously participate in scientific research projects, and shall be capable of conducting independent research on a particular topic or sub-topic under the guidance of their advisors. Their performance will be evaluated by their research advisors.

## 七、论文工作

学术学位博士学位论文研究工作必须经过文献阅读、论文选题、论文计划及开题报告、论文中期检查、科研成果产出、学位论文预审、学位论文评阅、学位论文答辩等环节。具体按照《河海大学博士学位论文工作管理办法》和学院相关文件执行。留学博士研究生可使用英文撰写论文。

## VII. Dissertation

The dissertations of academic PhD students are required to complete the stages of literature review, topic selection, dissertation plan and dissertation proposal, mid-term examination, output of scientific research achievements, pre-examination, review and assessment, and dissertation defense. Detailed requirements can be referred to in “Hohai University PhD. Dissertation Management Measures” and relevant documents in Business School. Dissertations in English is acceptable.

## 八、本学科推荐阅读的重要书目、专著和学术期刊

### VIII. Recommended Bibliographies, Monographs, and Academic Journals of the Discipline

1. Ahlstrand B, Lampel J, Mintzberg H. Strategy safari: A guided tour through the wilds of strategic mangament[M]. Simon and Schuster, 2001.
2. Anderson D R, Sweeney D J, Williams T A, et al. Statistics for business & economics[M]. Cengage Learning, 2016.
3. Babbie E R. The practice of social research[M]. Cengage learning, 2020.
4. Borenstein M, Hedges L V, Higgins J P T, et al. Introduction to meta-analysis[M]. John Wiley & Sons, 2021.
5. Burgelman R A, Maidique M A, Wheelwright S C. Strategic management of technology and innovation[M]. Chicago: Irwin, 1996.
6. Besanko D, Dranove D, Shanley M, et al. Economics of strategy[M]. John Wiley & Sons, 2009.
7. Corbin J M, Strauss A L. Basics of qualitative research: techniques and procedures for developing grounded theory[M]. 2014.
8. Cooper D R, Schindler P S, Sun J. Business research methods[M]. New York: Mcgraw-hill, 2006.
9. Fitzsimmons, James A. Service management: operations, strategy, and information technology[M]. China Machine Press: McGraw-Hill, 2002.
10. David F R, David F R, David M E. Strategic management: Concepts and cases: A competitive advantage approach[M]. Upper Saddle River: Pearson, 2013.
11. Dwivedi D N. Managerial economics[M]. Vikas Publishing House, 1980.
12. DM Hanssens, LJ Parsons, RL Schultz. Market response models: econometric and time series analysis (second edition)[M]. books.google.com, 2003.
13. Douma S, Schreuder H. Economic approaches to organizations[M]. Pearson Education, 2008.

14. Fabozzi F J, Peterson P P. Financial management and analysis[M]. John Wiley & Sons, 2003.
15. Griseri P. Management knowledge: a critical view[M]. Macmillan International Higher Education, 2017.
16. Glen Urban and John Hauser, Design and marketing of new products (2d edition) [M].Englewood Cliffs, New Jersey: Prentice Hall, 1993.
17. Hillier D, Grinblatt M, Titman S. Financial Markets and Corporate Strategy European Edition 2e[M]. McGraw Hill, 2011.
18. Hoyer W D, MacInnis D J, Pieters R. Consumer behavior[M]. Cengage Learning, 2012.
19. Hunter J E, Schmidt F L. Methods of meta-analysis: Correcting error and bias in research findings[M]. Sage, 2004.
20. Hitt M A, Hoskisson R E, Ireland R D. Management of strategy: Concepts and cases[M]. Thomson/South-Western, 2007.
21. Hellriegel D. Organizational behavior[M]. Cengage learning, 2010.
22. Jessup L M, Valacich J S. Information systems today: managing in the digital world[M]. Upper Saddle River: Pearson Prentice Hall, 2008.
23. Kuhn T S. The structure of scientific revolutions[M]. University of Chicago Press: Chicago, 1970.
24. Kotler P, Keller K L. Marketing management 12e[M]. New Jersey, 2006.
25. Lakatos I. The methodology of scientific research programmes[M]. Cambridge University Press, 1978.
26. Lawrence N W. Basics of social research: Qualitative and quantitative approaches[M]. 2007.
27. Mothersbaugh D L, Hawkins D I, Kleiser S B, et al. Consumer behavior: Building marketing strategy[M]. New York, NY, USA: McGraw-Hill Education, 2020.
28. Montet C, Serra D. Game Theory and Economics[M]. E. Elgar Pub. 2003.
29. Murray E J Knowledge management: concepts, methodologies, tools, and applications[M]. IGI

Global, 2008.

30. Moyer R C, McGuigan J R, Rao R P. Contemporary financial management[M]. Cengage Learning, 2014.
31. Mathis R L, Jackson J H, Valentine S R, et al. Human resource management[M]. Cengage Learning, 2016.
32. Nechyba T. Microeconomics: an intuitive approach with calculus[M]. Cengage Learning, 2016.
33. Newport C. Deep work: Rules for focused success in a distracted world[M]. Hachette UK, 2016.
34. Nicholson W, Snyder C M. Microeconomic theory: Basic principles and extensions[M]. Cengage Learning, 2012.
35. North M J, Macal C M. Managing business complexity: discovering strategic solutions with agent-based modeling and simulation[M]. Oxford University Press, 2007.
36. Oliver E W Organization theory: from Chester Barnard to the present and beyond[M]. Oxford University Press, 1995.
37. Popper K. The logic of scientific discovery[M]. Routledge, 2005.
38. Pindyck R S, Rubinfeld D L. Microeconomics[M]. Pearson Education, 2014.
39. Rihoux B, Ragin C C. Configurational comparative methods: Qualitative comparative analysis (QCA) and related techniques[M]. Sage Publications, 2008
40. Robbins S P, Coulter M. Management 13E[M]. Noida, India: Pearson India, 2017.
41. Solomon M R, Dahl D W, White K, et al. Consumer behavior: Buying, having, and being[M]. Toronto, Canada: Pearson, 2014Shapiro A C, Hanouna P. Multinational financial management[M]. John Wiley & Sons, 2019.
42. Tolbert P S, Hall R H. Organizations: Structures, processes and outcomes[M]. Routledge, 2015.
43. Varian H R. Intermediate microeconomics: a modern approach: ninth international student edition[M]. WW Norton & Company, 2014.

44. Wren D A, Bedeian A G. The evolution of management thought[M]. John Wiley & Sons, 2020.
45. Zey M. Decision making: alternatives to rational choice models. [M]. Sage publications, 1992.
46. Chen Xiaoping, Xu Shuying, editor-in-chief of Fan Jingli. Empirical Methods in Organization and Management Research. Beijing: Peking University Press, 2010.(in Chinese)
47. He Silong, Shi Zuli. Introduction to Management in the Transition Era. Hohai University Press. 2001. (in Chinese)
48. Li C P, Xu S SY. 60 Theories commonly used in management and organization research. Peking University Press. 2019. (in Chinese)
49. Zhang Y, Zhou H W, Li M F. Strategy management[M]. Beijing: Science Press,2 019.
50. Zhang Y et al. Strategy management theories series[M]. Beijing: Science Press,2008.
51. Academy of Management Annals
52. Academy of Management Review
53. Academy of Management Journal
54. Administrative Science Quarterly
55. Academy of Management Perspectives
56. Organization Science
57. Organization Studies
58. Management Science
59. Management And Organization Review
60. Organization & Environment
61. Accounting and Business Research
62. Accounting and Finance
63. Accounting, Auditing and Accountability Journal
64. Auditing: A Journal of Practice and Theory

65. Business and Society
66. Business Ethics Quarterly
67. Business History
68. Business History Review
69. Business Horizons
70. Business Strategy and the Environment
71. Consumption, Markets and Culture
72. Corporate Governance: An International Review
73. International Journal of Research in Marketing
74. International Journal of Management Reviews
75. International Journal of Technology Management
76. Industrial and Corporate Change
77. Journal of Marketing Research
78. Journal of Consumer Psychology
79. Journal of Accounting and Public Policy
80. Journal of Advertising
81. Journal of Advertising Research
82. Journal of Business and Economic Statistics
83. Journal of Business Ethics
84. Journal of Business Finance and Accounting
85. Journal of Business Research
86. Journal of Business Venturing
87. Journal of Consumer Research
88. Journal of Human Resources

89. Journal of International Business Studies
90. Journal of International Marketing
91. Journal of Marketing
92. Journal of Management
93. Journal of Management Studies
94. Journal of Product Innovation Management
95. Journal of Retailing
96. Leadership Quarterly
97. Long Range Planning
98. Management Accounting Research
99. Marketing Letters
100. Marketing Science
101. MIT Sloan Management Review
102. Organization Science
103. Psychological Science
104. Psychology and Marketing
105. Review of Accounting Studies
106. Review of Corporate Finance Studies
107. Research Policy
108. R& D Management
109. Strategic Management Journal
110. Technovation
111. Technological Forecasting and Social Change
112. Tourism Management