信息系统学报

(第31辑)

目 录

主编的话········· XI
研究论文
基于影响力加权的在线投资者情绪对股票收益的影响/王高山,王越,董宜麟,张新 ······················1 基于财经新闻的金融领域负面情感词典构建研究/赵又霖,林怡妮,孙虹,程丽洁, 徐竞楠,陆颖隽 ····································
更高的门槛塑造更好的消费者?——消费者努力对线上内容社区顾客公民行为的影响/张悦言,
直播电商服务失败与顾客流失:基于消费者思维认知方式和直播平台类型的调节/彭宇泓, 赵娜亨····································
差异化费率影响下平台销售模式选择研究/郭强,杨媛斐,刘震69
移动应用创新策略与市场表现:一个三维交互模型/陈瑾,李欣欣,康乐乐84
数字化转型影响中小企业创新绩效的机理研究:数字化业务战略匹配的视角/李立威,成帆 102
平台产品盗版背景下政府监管措施和创新激励策略/史倚凡,李常洪,王佳洛118
不同首播权下劣势网络视频运营商的节目播出模式与宣传策略/吴昊, 谭德庆139
审稿专家······· 165

China Journal of Information Systems

Issue 31

CONTENTS

ARTIC	CLES
Effect	of Influence-based Online Investor Sentiment on Stock Returns/ WANG Gaoshan, WANG Yue,
	DONG Yilin, ZHANG Xin····
Resear	ch on the Construction of Negative Sentiment Dictionary in Finance Based on Financial News/
	ZHAO Youlin, LIN Yini , SUN Hong , CHENG Lijie , XU Jingnan , LU Yingjun ······2
Do Hig	ther Entry Criteria Lead to Better Consumers? The Impact of Consumer Effort on Customer
	Citizenship Behavior in Online Content Sharing Community/ ZHANG Yueyan, JIANG Yushi,
	SONG Jing, GUO Qin ······40
Livestr	eaming E-Commerce Service Failure and Customer Churn: The Moderating Effect of Consumers'
	Cognitive Thinking Style and Platform Type/ PENG Yuhong, ZHAO Naheng······50
Resear	ch on Platform Sales Mode Selection Under the Influence of Differential Commission Rates/
	GUO Qiang, YANG Yuanfei, LIU Zhen 69
Mobile	Application Innovation Strategy and Market Performance: A Three-dimensional
	Interactive Model/CHEN Jin, LI Xinxin, KANG Lele ·····84
How do	oes Digital Transformation Affect the Innovation Performance of SMEs: A Perspective of
	Digital Strategy Alignment/LI Liwei, CHENG Fan · · · · 102
Govern	mental Supervision and Innovation Incentives for Platforms in the Presence of Goods Piracy/
	SHI Yifan, LI Changhong, WANG Jialuo · · · · 118
Prograi	m Broadcast Mode and Promotion Strategy of Inferior Online Video Operators Under Different
	Premiere Rights Situations/WU Hao, TAN Deqing ······ 139