

# 高校本科毕业论文摘要抽样结果 (3)

高校本科毕业生英语写作能力评价

# 题名 【OAPS】 发起人特性对企业资产支持证券发行利差的影响； Originator's effect on ABS issue spread 责任者 陈翔 出版项 经管学院， 专业： 经济与金融 高峰 副教授

## ABSTRACT

ABS entered the Chinese market since 2005 and developed rapidly since 2014, becoming a new financing tool for Chinese companies. Theoretically, ABS conducts risk isolation between securities and originators through real sales, thus ABS issue spread is supposed to be weakly related to firm characteristics. However, uncertainty exists in the bankruptcy isolation of many ABS products, mainly due to originators' role as asset service agencies, provision of credit enhancement, and self-sustainment of inferior class securities. Besides, investors may be less concerned about the bankruptcy isolation characteristics of ABS due to cognitive bias, leading to the relationship between firm characteristics and ABS issue spread. There is no empirical research on this topic in the existing literature.

This paper studies the impact of firm characteristics on the issue spread of corporate asset-backed securities by studying the 2,147 ABS issued in Chinese market from 2014 to 2018. The results show that firm characteristics have a significant impact on the ABS issue spread, and the reason varies between different industries. For non-financial firms, investors focus on originators' financial quality when credit enhancement is provided, and focus on operation ability of the underlying assets when credit enhancement is not provided. For financial firms, credit enhancement does not lead to the correlation between firms' characteristics and ABS issue spread, mainly due to financial firms' intention to move assets out of balance sheets, which restricts the guarantee behavior. However, originators still act as asset service agencies and self-sustain inferior class securities, and investors may be less concerned about the bankruptcy isolation characteristics of ABS due to cognitive bias. Both reasons may cause firm characteristics to affect the ABS issue spread.

Keywords: asset-backed securities; issue spread; firm characteristics; risk isolation

## 中文摘要

ABS 自 2005 年开始进入中国市场，并从 2014 年起进入快速发展阶段，成为我国企业的新型融资工具。理论上 ABS 通过真实出售进行产品与发起人之间的风险隔离，ABS 定价与发起人特征关联弱。但由于发起人作为资产服务机构，并为 ABS 提供增信措施，且通常自持次级档产品，很多 ABS 产品的破产隔离存在不确定性；且投资者可能由于认知偏差，对 ABS 的破产隔离特性关注较低，此时发起人特征可能影响 ABS 发行利差。现有文献尚无针对企业 ABS 破产隔离效果的实证研究。

本文通过研究我国在 2014 至 2018 年发行的 2147 支企业 ABS 分层级产品，比较了发起人特性对企业资产支持证券发行利差的影响及路径。结果表明，发起人特性对企业 ABS 发行利差存在显著影响，而影响路径因发起人所属行业不同而存在差异。对于非金融公司，发起人提供增信时投资者更关注发起人财务质量，不提供增信时投资者更关注其资产运营能力；对于金融公司，由于出表需求对担保行为的限制，增信行为并非导致发起人特性对 ABS 利差存在影响的主要原因，但发起人仍然作为资产服务机构、自持次级档产品，且投资者可能由于认知不足而未对 ABS 的风险隔离属性给予特别关注，这两个原因均可能导致发起人特性对 ABS 发行利差存在影响。

关键词：企业 ABS；发行利差；发起人特性；风险隔离

# 【OAPS】清华大学学生干部领导力评价标准研究； A study on the Evaluation Standard of Student cadre leadership in Tsinghua University 责任者 郭健 出版项 经管学院， 专业：工商管理

## ABSTRACT

With the increasing influence of our country in the world, youth leadership will become an important factor affecting the future international development of our country. Tsinghua University is undoubtedly the most representative research sample of Chinese youth leadership.

Most of the existing leadership research theories and results are samples of adults who explore the business field, managers in the team, officers in the army, etc., but around college students, a youth group that has not yet entered the society. There is a lack of systematic research on the effective cultivation of leadership and the elements covered by leadership at home and abroad.

The author uses semi-structured interviews and literature research to construct questionnaires, collects data through questionnaires, analyzes and explains the data by exploratory factor analysis, constructs and validates the structural model of student cadre leadership in Tsinghua University.

The main results of the study are as follows:

First of all, exploratory factor analysis is used to study the leadership composition of student cadres in Tsinghua University. The results show that the leadership of student cadres in Tsinghua University is composed of three dimensions, namely, vision encouragement, service dedication and task processing.

Secondly, from the perspective of dimension, Vision inspiration corresponds to the idealized influence of transformational leadership in the current western leadership research theory, and the relationship between service dedication and service-oriented theory corresponds to the dimension of the relationship between service dedication and service-oriented theory. And these two dimensions are applied in the current leadership model research.

Thirdly, the evaluation criteria of leadership of student cadres in Tsinghua University are basically verified with the leadership models that have been practiced at home and abroad, and correspond to the classification and summary of leadership behavior by transformational leadership theory and service leadership theory. The

quality of Tsinghua University student cadre leadership evaluation questionnaire is also supported by the data. The evaluation standard of the questionnaire is clear, the application is convenient, and it is suitable for large-scale evaluation in the school environment.

In the end, By the application of the characteristics and components of the leadership of the students in Tsinghua University, the departments at all levels of the school can focus on various programs to guide and improve the leadership of the college students.

**Key words:** scale development; leadership of college students cadres; Tsinghua University

## 中文摘要

随着我国在世界的影响力日趋加强，青年领导力将成为影响我国未来国际发展的重要因素，清华大学无疑是中国青年领导力最具代表性的研究样本。

现有的领导力研究理论和成果大部分都是探索商业领域的精英、团队中的管理者、部队中的军官等成年人样本，但是，围绕大学生这个并未步入社会的青年群体，关于领导力的有效培养、领导力所涵盖的要素，国内外系统的研究比较匮乏。

作者运用半结构化访谈和文献研究构造问卷，通过问卷调查来收集数据，采用探索性因子分析对数据进行分析解释，构建并验证了清华大学学生干部领导力的结构模型。

研究主要结果如下：

- 运用探索性因子分析研究清华大学学生干部领导力的构成。研究结果表明，清华大学学生干部领导力由三个维度构成，分别是愿景鼓舞、服务奉献、任务处理。
- 从维度上来看，愿景鼓舞与目前西方领导力研究理论中变革型领导力的理想化影响相对应，服务奉献与服务型理论的关系维度相对应，并且这两个维度在目前的领导力模型研究当中都有所应用。
- 本研究总结出的清华大学学生干部领导力评价标准与国内外已实践的领导力模型基本相验证，并且与变革型领导理论和服务型领导理论对领导力行为的归类总结相对应。构建的清华大学学生干部领导力测评问卷的质量也得到了数据的支撑。该问卷的评价标准清晰、应用便捷、适宜在学校环境中进行大范围的测评。
- 了解了清华大学学生干部领导力的特点和组成部分，学校的各级部门就可以有重点的实行各种方案来指导、提升大学生的领导力。

**关键词：**量表开发；大学生干部领导力；清华大学

# 【OAPS】 双边市场视角下平台企业的价格歧视行为； Price Discrimination of Platform Firms From the Perspective of Bilateral Market 责任者 韩海鹏 出版项 经管学院， 专业：经济与金融

## ABSTRACT

The rapid development of information technology has promoted the rise of platform enterprises. Also, the Internet and big data have made it possible for such platforms to conduct discriminatory pricing through user data. This paper aims at exploring the discriminatory pricing strategy of platforms in two-sided markets under the circumstance of duopoly and its impact. This paper analyzes the differences between the price of platforms in two-sided markets and traditional markets, and how the price discrimination will affect the platforms' profits. This study finds that the price of platforms in two-sided markets is usually lower than the optimal price in traditional markets under the same conditions. And the greater the cross-network externalities brought by user groups, the lower the price of platforms. In addition, for the traditional markets where users on both sides are single-homing, the optimal pricing strategy of the platforms should be uniform pricing. For the two-sided markets with single-homing users on the one side and multi-homing users on the other side, the optimal pricing strategy of the platforms in some cases should be discriminatory pricing, which mainly depends on the strength of the cross-network externalities of the markets.

**Keywords:** two-sided market; duopoly; discriminatory pricing

## 中文摘要

信息技术的飞速发展促进了平台企业的兴起，同时互联网和大数据等事物的出现使得企业通过用户数据进行“大数据杀熟”等价格歧视行为成为可能。本文旨在探究双头垄断情况下的双边市场平台企业的价格歧视策略及其带来的影响。本文分析了平台企业在双边市场的定价与单边市场的区别，以及不同程度的价格歧视会对平台利润产生什么样的影响。研究发现，平台企业对于两边用户群体的定价往往要小于相同条件下单边市场的最优定价，且用户群体所带来的交叉网络外部性越大，平台对其定价越低。此外，对于两边用户都是单归属类型的双边市场，平台的最优定价决策应当是统一定价，对于一边用户群体是单归属类型，另一边用户群体是多归属类型的双边市场，平台在部分情况下的最优定价决策应当是价格歧视，主要取决于市场中交叉网络外部性的大小。

关键词：双边市场；双头垄断；价格歧视

# 【OAPS】 中韩麻姑女神形象比较研究； Research on the difference of Mago between China and Korea

## 摘 要

### ABSTRACT

This paper analyzes the distribution, formation, inheritance and distribution of Chinese and Korean Mago. According to Korean Mago of legend, there are many different kinds of names and legends. The Chinese Mago has always been regarded as a symbol of disaster prevention, security preservation, security protection and longevity. In this thesis, the Chinese government has compared the inheritance of the Chinese Mago inheritance and the inheritance of the Korean Mago, and finally discusses the differences between the two countries. At the same time, the author analyzes the significance of its own national identity.

本论文对中韩两国麻姑神话的分布、形成、传承，进行了比较分析。韩国麻姑婆的传说，多源于口碑传承，且不同的地域有不同的称呼与民间传说。例如在济州岛称麻姑为雪门台婆婆，全南海南郡称麻姑为麻姑婆。麻姑婆的传说体现出女性巨人、山神、创造神等形象。中国麻姑仙女一向被认为是消灾避讳、保境安全、庇护百姓的神仙和健康长寿的象征。中韩两国的麻姑为对象的神话中，有相似之处，如两者都是掌管婴儿的女神，代表生命之源等，但从外貌或传承形式的本质性等方面来看，韩国麻姑体现为年老以及女性巨人创造神的形象，后来逐渐变成了否定形象。中国的麻姑在文献中一开始就是美丽的女性，她是掷米成丹，假装发出鸡鸣声，照顾困苦百姓的女性形象，通过“东海桑田”展现出长寿形象，这些都与老百姓的生活有着密切关系。在本论中首先对中国麻姑的传承与韩国麻姑的传承进行比较，最终探讨出中韩两国的麻姑分别具备着何种不同的特征。且同时研究分析其各自都在自身的国家具有何种象征意义。



# 【OAPS】“去识别化的个人信息”不受刑法保护吗？； Is the "de-identifiable personal information" not protected by criminal law?

## ABSTRACT

Currently there is not enough concern on personal information, which is de-identified or re-identified, in China. However, personal information which are de-identified should be protected by criminal law. The legal interest of Article 253 (I) of criminal law is not public interest or mixed interests or citizens' privacy, but a new type of right to "citizen's personal information". Two attributes consist in the right to citizen's personal information. The first is the right to control and self-determinate the "sensitive information"; the second is the right to prohibit his/her "usual information" from being unreasonably used. Now the standard to distinguish between "sensitive information" and "usual information" is principle of "harm and probability". However, it is necessary to add another one: principle of "usual social interaction".

Nowadays, the technology of de-identification is not perfect, and the technology of re-identification is of high probability. Besides, we are lack of relevant laws to regulate the technologies above in China. Therefore, right to "citizen's personal information" can be easily infringed. If citizens want to control and self-determinate their personal information, the personal information which is de-identified must be protected by criminal law. The re-identification and the extent of difficulty are essential points that link the process of de-identification and identification. The providers and receivers of de-identified personal information should be regarded as the subjects in criminal law. Basing on the standard of "law and technology" that is applied to the de-identified personal information, we should expand the scope of "citizen's personal information" and "illegally obtaining" to construct a more efficient protecting pattern.

**Keywords:** Citizens' personal information; De-identification; Crime of infringing on citizens' personal information; Right to citizens' personal information

## 中文摘要

当下我国刑事司法实务界与刑法学界对于个人信息去识别化以及再识别化等极有可能侵犯公民个人信息的行为严重缺乏关切。但去识别化个人信息应当受到刑法保护。侵犯公民个人信息罪的法益既不是超个人法益，也不是混合法益或隐私权法益，而是个人信息权。个人信息权的核心包括两个方面：公民对“敏感信息”的支配权、自我决定权与防御权；以及公民对于“一般信息”的防御权。在既有的“侵害+概率”标准的基础上，应当添加“一般社会交往”标准用于界分“敏感信息”与“一般信息”。

去识别技术的不彻底性以及我国在规制去识别以及再识别等行为的规范与标准的匮乏，使得公民个人信息权始终面临着被侵害的巨大风险。公民对于个人信息的支配权、决定权和防御权决定了去识别化个人信息必须受到刑法保护。再识别行为及其难易程度是去识别化个人信息与可识别个人信息之间的关键联结点，刑法应当以去识别化个人信息提供者和接收者作为被规制的主体，在确立个人信息去识别化“法律-技术”标准的基础上，对“公民个人信息”和“非法获取”等构成要件要素进行适当地扩张解释，以此建构去识别化个人信息刑法保护的完善模式。

关键词：公民个人信息；去识别化；侵犯公民个人信息罪；个人信息权

# 【OAPS】 抖音橱窗广告实证研究； Empirical Research of Ads by Users on DOUYIN

## ABSTRACT

With the advent of the era of content e-commerce, many kinds of social content platforms have begun to gradually establish their e-commerce portals. For example, the "shopping cart" function of DOUYIN which is a short video platform has been launched in March 2018. The users can directly link to the e-commerce platform from the short video to learn about relevant goods, which will develop the profitability of the content flow. From the current academic research and industry observation, the research and analysis of content e-commerce is still relatively shallow, and there is a lack of empirical research. The content e-commerce of short video is in the state of "naturally growing" currently, the guidance and construction of a benign competitive environment is very important for both content authors and e-commerce businesses and consumers. Therefore, this paper will take the current situation and development of content e-commerce on DOUYIN as the research core, describe and summarize the overall appearance of content e-commerce on DOUYIN, and make some theoretical evaluation on it, in order to make some reference and contribution to the relevant research field.

This paper takes the hot video ads on DOUYIN as the research object, carries out the quantitative and qualitative content analysis of the samples through the mixed method of explanatory design, and interprets the samples by combining the MEC theory. The research samples show serious homogenization, and the communication effect difference between those samples is also large, indicating that the development of the hot ads on DOUYIN is not yet saturated, and there is a large room for improvement. In addition, the samples' communication effect is related to the combination of its content quality and advertising quality. Therefore, according to the requirements, the communication effect can be strengthened by controlling the quality and quantity of the content and advertising. A deep understanding of the organic combination between short video content and commodities is the key to improve the communication effect and promote profits.

## 摘要

随着内容电商时代的来临，各类社交化内容平台开始逐步建立其电商入口，如抖音短视频平台于 2018 年三月上线“购物车”功能，用户可从短视频中直接链接至电商平台，了解相关商品，进而为内容流量变现开拓新的路径。“短视频+电商”的内容电商模式并不陌生，但倘若与现已高度发展的图文内容电商相比，其内容上的浅薄和缺陷则相形见绌，“快销”性质明显，还未能完整发挥内容电商的优势。从目前的学术研究和行业观察来看，对于内容电商的研究和分析尚较浅薄，并且缺乏实证研究。在短视频内容电商方面的研究更是屈指可数，而短视频内容电商正处于“野蛮生长”的状态，当前，引导和构造一个良性的竞争环境无论是对内容作者抑或电商商家和消费者而言都十分重要。因此，本文将以抖音短视频内容电商的现状和发展作为研究核心，对抖音内容电商的整体面貌作出描绘和概述，并对其进行一定的理论评估，力求对相关研究领域作出一点参考和贡献。

本文以抖音热门橱窗广告作为研究对象，通过解释式序列设计的混合研究方法，对所抽取的样本进行定量及定性的内容分析，并结合手段-目的链理论进行解读。研究样本呈现出较为严重的同质化内容，热门橱窗广告之间的传播效果差距也较大，说明抖音橱窗广告的发展尚不饱和，还有较大的上升空间。另外，通过定性分析，样本橱窗广告的传播效果与其内容质量与广告质量的结合呈现出一定的关联，在此基础上拓展和延申，笔者提出内容电商传播效果象限模式，强调内容电商中广告与内容之间的有机结合，通过控制两者间的平衡以适应不同的传播需求。另外，该传播效果象限模式也能促进内容电商对广告与内容的双向深耕有一个深刻的理解，这是提升传播效果、促进转化率的关键。

关键词：内容电商；抖音；短视频；橱窗广告

# 【OAPS】亲缘、地缘与社会关系网络：清至民国徽州“亲族先买”现象研究； Kinship, Geographical Relation and Social Network: A Look into the Rule of Kinship Pre-emption in Huizhou From Qing to Mingguo

## ABSTRACT

The rule of kinship pre-emption(亲族先买) refers to the phenomenon that in the trade of farmland and house, the original owner needs to ask whether his relatives have purchase intention first. Through a qualitative research on land deeds and confessions, the various representations of different relatives among the transaction parties were categorized. Next, through an overall statistical analysis and case study based on individual villages, the differences of transaction patterns of different villages were significant, which were impacted by the clan force and the degree of co-habitation of multiple clans. Therefore, the land transaction network of different villages can be generalized into type A and type Z, influenced by the factors aforementioned. In addition, the local *mediators*(中人) can either maintain the existing estate trade network, or push it beyond the geographical or familial boundaries.

**Keywords:** The rule of kinship pre-emption; kinship network; regional network; local *mediators*

## 中文摘要

“亲族先买”指唐宋以降，在田宅等“不动产”的交易过程中，原业主需要优先问询亲族是否有购买意愿的一种现象。通过对契约与诉讼等材料的质性研究，归纳出交易参与者可能身份关系的“关系表征”。基于整体的统计分析与个别村落的个案研究，看到不同村落间交易模式的差异是十分显著的，以当地宗族势力、多姓杂居程度等因素为转移。由此，把不同村落的交易网络归纳为 A 型与 Z 型，并归纳出相关影响因素。此外，中人群体在土地交易网络中具有其独特的能动性。对于“亲族先买”的惯俗来说，中人既可以作为同族人维持此种现象的延续，亦可以作为异姓亲眷参与其中，推动交易跨越亲缘与地缘的限制。

关键词：亲族先买；关系网络；亲缘；地缘；中人



# 【OAPS】 学前儿童对环境破坏行为的道德判断与惩罚； Preschoolers' moral judgment and punishment to environmental harm

## ABSTRACT

There is a growing concern for environmental problems and urgent need to establish a harmonious relationship between human and nature. Promoting environmental protection and positive reaction to environmental harm has been a new focus to researchers. Existing studies documented that environmental protection is closely related to moral issues and preschoolers have been capable to judge environmental harm as immoral behavior. However, little is known about the developmental changes of such capability as well as the behavioral results of children's moral judgment.

In the present study, three experiments were designed to investigate 4~6 years old Chinese preschoolers' moral judgement and its behavioral consequences—punishment to environmental harm. Totally, 211 participants were enrolled to experiment 1, 2 and 3. In experiment 1, preschoolers making judgments to environmental behaviors, social-convention related behaviors and neutral personal-choice behaviors. Based on that, experiment 2 and 3 further induced the third-party punishment paradigm, probing into preschoolers' non-cost and costly punishment to environmental harm.

Our study illustrated that 4~6 years old preschoolers could differentiate between environmental protection and harm, judging the latter as morally wrong. Children showed an age-increase preference for environmental protection. We also demonstrated that all preschoolers could inflict direct punishment to environmental harm, whereas age differences showed when punishment need to be paid by personal cost. Four- and six-year-old children remained punitive while 5-year-old children swayed because of emphasis on personal benefit. Only 6-year-old children developed a foresight ability on punishment impact, suggesting their responsibility to the environment. In general, the present study is one of the first to demonstrate early developmental changes in children's preference and behaviors toward environmental-related actions. Young children are pro-environmental; with age, they become more concerned about the environment and consistently willing to punish the environment-harming actions even at a cost. These results have practical implications for young children's environmental education.

**Keywords:** Preschoolers; Environmental protection; Environmental harm; Moral judgment; Punishment

## 中文摘要

环境问题已成为全人类共同面临的挑战，如何应对并建立和谐的人与自然关系显得尤为重要，因此鼓励人们保护环境，积极应对环境破坏成为研究者关注的重点话题。已有研究表明，环境保护往往与道德行为相联系，学前儿童就已具有辨别环境破坏并对其做出消极判断的能力。但是研究者对这一能力的起源与发展变化认识有限，目前也没有研究探索这一道德判断可能的行为结果。

本研究通过三个实验，共测试了 211 名 4~6 岁儿童，首次探究学前儿童对环境破坏的道德判断及其行为结果——惩罚行为。实验 1 要求儿童对环境行为、社会规则有关行为和个人选择的中性行为做出道德判断。在道德判断的基础上，实验 2 和 3 引入第三方惩罚研究方法，进一步探究学前儿童如何对环境破坏行为实施惩罚，以及当实施惩罚需要付出代价时儿童如何选择。

研究发现，4~6 岁学前儿童能区分环境保护与环境破坏行为，并将后者判断为不道德行为，并且随着年龄增长越来越偏好环境保护行为。基于这一道德判断，4~6 岁学前儿童能对环境破坏实施惩罚，但当惩罚需要儿童牺牲个人利益为代价时，惩罚选择出现显著的年龄差异：4 岁和 6 岁儿童在行为选择上表现相同，愿意付出代价坚持惩罚，但 5 岁儿童的选择摇摆不定，倾向于维护个人利益而拒绝惩罚。另外，对儿童做出选择的理由进行编码发现，仅有 6 岁儿童发展出对惩罚效用的远见能力，即认识到惩罚可能减少肇事者未来的环境破坏行为，表现出对自然环境的责任感。这些结果说明，社会化程度有限的学龄前儿童就已经具有环境道德感、是亲环境的；随年龄增长，儿童越来越关注自然环境，理性而坚定地对环境破坏做出惩罚。本研究首次揭示 4~6 岁学前儿童对环境破坏的道德判断及其惩罚行为的发展变化，对于理解人类应对环境问题的行为起源与发展做出理论贡献，对早期儿童环境保护教育具有应用价值。

关键词：学前儿童；环境保护；环境破坏；道德判断；惩罚