

## TABLE OF CONTENTS

### 目 录

<b>The Impact Study of Retail Employee’s Shift Work System with Work-Family Conflict-Work Stress and Social Support as Mediator</b> (零售人员工作轮班制对工作家庭冲突影响研究以工作压力与社会支持为中介检定)	
Y.-S. CHUANG, P.-C. LEE, Y.-C. LEI.....	1
<b>Research on Large-Volume Agricultural Product Prices Change Mechanism</b> (小宗农产品价格变动机制研究)	
W. ZHENG, K. W. WANG, H. GUO.....	7
<b>The Investigation of Human Capital Structure and the Study on Its Optimization Path</b> (人力资本结构调查与优化路径研究)	
H. A. CHEN, L. LI, Y. ZHENG.....	12
<b>Analyzing on Affecting Factors of Coal Industry Chain Extension Based on GEM Model</b> (基于 GEM 模型的煤炭产业链延伸影响因素分析)	
B. J. WANG, D. T. YANG.....	17
<b>Failure Case Study of the China Enterprise in Crisis Communication</b> (中国企业危机沟通失败典型案例研究)	
H. X. LI, X. CHEN.....	23
<b>The Effect of Different Types of Resource Structure on Ambidextrous Innovation Capabilities</b> (不同类型的资源构建对双元能力形成的影响研究)	
D. YANG.....	33
<b>Analysis of the Construction and Sharing of Telecom Infrastructure with Game Model</b> (电信基础设施共建共享博弈研究)	
M. H. ZHANG, X. C. YIN, D. H. CHU.....	39