



ลิขสิทธิ์ของมหาวิทยาลัยราชภัฏรำไพพรรณี

บรรณานุกรม

- Abernathy, W. J., & Utterback, J. M. (1978). Patterns of industrial innovation. *Technology review*, 80(7), 40-47.
- Alves, C. F., & Silva, A. L. (2021). Corporate communication and media coverage of abnormal returns–evidence from the Portuguese capital market. *Corporate Communications: An International Journal*, 26(2), 248-264.
- Amabile, T. M. (1988). A model of creativity and innovation in organizations. *Research in organizational behavior*, 10(1), 123-167.
- Arsanjani, A., & Holley, K. (2005). Increase flexibility with the service integration maturity model. *IBM developer works*, 3.
- Arundel, A., Bloch, C., & Ferguson, B. (2019). Advancing innovation in the public sector: Aligning innovation measurement with policy goals. *Research policy*, 48(3), 789-798.
- Bellini, E., & Lo Storto, C. (2006). The impact of software capability maturity model on knowledge management and organizational learning: empirical findings and useful insights. *International Journal of Information Systems and Change Management*, 1(4), 339-373.
- Berg, D., Supprian, T., Hofmann, E., Zeiler, B., Jäger, A., Lange, K. W., ... & Becker, G. (1999). Depression in Parkinson's disease: brainstem midline alteration on transcranial sonography and magnetic resonance imaging. *Journal of neurology*, 246, 1186-1193.
- Bilinski, P. (2022). The content of tweets and the usefulness of YouTube and Instagram in corporate communication. *European Accounting Review*, 1-33.
- Bright, J. R. (1969). Some management lessons from technological innovation research. *Long Range Planning*, 2(1), 36-41.
- Caballero-Morales, S. O. (2021). Innovation as recovery strategy for SMEs in emerging economies during the COVID-19 pandemic. *Research in international business and finance*, 57, 101396.
- Chouaibi, J. (2021). Innovation and financial performance in manufacturing companies: An empirical study Tunisian. *Journal of the Knowledge Economy*, 12, 1870-1890.
- Christiansen, J. (1999). *Competitive innovation management: techniques to improve innovation performance*. Springer.
- Cornelissen, J. P. (2020). Corporate communication: A guide to theory and practice. *Corporate Communication*, 1-336.

- Curtis, P., Michael Phillips, D., & Wieszka, J. (2002). CMMISM—The evolution continues. *Systems engineering*, 5(1), 7-18.
- Daft, R. L. (1978). A dual-core model of organizational innovation. *Academy of management journal*, 21(2), 193-210.
- Dodgson, M. (1993). Organizational learning: a review of some literatures. *Organization studies*, 14(3), 375-394.
- Dodgson, M., Gann, D. M., & Salter, A. J. (2002). The intensification of innovation. *International Journal of Innovation Management*, 6(01), 53-83.
- Drucker, P. F. (1987). Social innovation—management's new dimension. *Long Range Planning*, 20(6), 29-34.
- Du, P., Tian, K., & Wang, Y. (2022). Independent Innovation Incentive Mechanism of the National Independent Innovation Demonstration Zone of China Based on Evolutionary Game. *Complexity*, 2022.
- Duncan, R. B. (1976). The ambidextrous organization: Designing dual structures for innovation. *The management of organization*, 1(1), 167-188.
- Duneva, E. (2021). Principles and Methods of Corporate Communications Management. *InterConf*, 62-71.
- Elegbe, O., & Dooshima, S. A. (2021). Influence of Internal Corporate Communication on Employee's Job Performance Improvement. *Journal of Management and Social Sciences*, 10(3).
- Frandsen, F., & Johansen, W. (2014). Corporate communication. In *The Routledge handbook of language and professional communication* (pp. 220-236). Routledge.
- Gupta, P., Lanca, C., Gan, A. T., Soh, P., Thakur, S., Tao, Y., ... & Lamoureux, E. L. (2019). The association between body composition using dual energy X-ray absorptiometry and type-2 diabetes: a systematic review and meta-analysis of observational studies. *Scientific reports*, 9(1), 12634.
- Gutiérrez-García, E., Recalde, M., & Alfaro, J. A. (2021). Corporate communication in open innovation: a case-study of three multinationals. *Corporate Communications: An International Journal*, 26(2), 348-364.
- Hage, J. T. (1999). Organizational innovation and organizational change. *Annual review of sociology*, 25(1), 597-622.
- He, P., Pei, Y., Lin, C., & Ye, D. (2021). Ambidextrous marketing capabilities, exploratory and exploitative market-based innovation, and innovation performance: an empirical study on China's manufacturing sector. *Sustainability*, 13(3), 1146.

- Heath, R. L. (2020). *Management of corporate communication: From interpersonal contacts to external affairs*. Routledge.
- Igor Ansoff, H. (1987). Strategic management of technology. *Journal of Business Strategy*, 7(3), 28-39.
- Jian-Zhong, X. U., Jun, G. U. A. N., & Xiao-ya, Z. H. U. (2017). Evolutionary game analysis on impacts of government regulation on enterprises' environmental innovation mode selection. *Operations Research and Management Science*, 26(9), 68.
- Kahn, K. B., & Candi, M. (2021). Investigating the relationship between innovation strategy and performance. *Journal of Business Research*, 132, 56-66.
- Kamien, M. I., & Schwartz, N. L. (1975). Market structure and innovation: A survey. *Journal of economic literature*, 13(1), 1-37.
- Kelly, B., Papanikolaou, D., Seru, A., & Taddy, M. (2021). Measuring technological innovation over the long run. *American Economic Review: Insights*, 3(3), 303-320.
- Kerzner, H. (2019). *Using the project management maturity model: strategic planning for project management*. John Wiley & Sons.
- Kim, J., & Wilemon, D. (2007). The learning organization as facilitator of complex NPD projects. *Creativity and Innovation Management*, 16(2), 176-191.
- Leifer, R., O'connor, G. C., & Rice, M. (2001). Implementing radical innovation in mature firms: The role of hubs. *Academy of Management Perspectives*, 15(3), 102-113.
- Loch, C. H., & Tapper, U. S. (2002). Implementing a strategy-driven performance measurement system for an applied research group. *Journal of Product Innovation Management: AN INTERNATIONAL PUBLICATION OF THE PRODUCT DEVELOPMENT & MANAGEMENT ASSOCIATION*, 19(3), 185-198.
- Lynn, L. H., Reddy, N. M., & Aram, J. D. (1996). Linking technology and institutions: the innovation community framework. *Research policy*, 25(1), 91-106.
- Mathisen, G. E., & Einarsen, S. (2004). A review of instruments assessing creative and innovative environments within organizations. *Creativity Research Journal*, 16(1), 119-140.
- Mathisen, G. E., & Einarsen, S. (2004). A review of instruments assessing creative and innovative environments within organizations. *Creativity Research Journal*, 16(1), 119-140.

- Matos, S., Viardot, E., Sovacool, B. K., Geels, F. W., & Xiong, Y. (2022). Innovation and climate change: A review and introduction to the special issue. *Technovation*, 117, 102612.
- Mikkola, J. H. (2001). Portfolio management of R&D projects: implications for innovation management. *Technovation*, 21(7), 423-435.
- Mills, D. Q., & Friesen, B. (1992). The learning organization. *European management journal*, 10(2), 146-156.
- Myers, S., & Marquis, D. G. (1969). *Successful industrial innovations: A study of factors underlying innovation in selected firms* (Vol. 69, No. 17). National Science Foundation.
- Nazari, F., Rahimipour Anaraki, A., Taghavi, S. S., & Ghasemi, B. (2021). The relationship among knowledge-based dynamic process capabilities, innovation processes and innovation performance: an empirical study of knowledge-based high-tech companies in Iran. *Kybernetes*, 50(5), 1379-1404.
- Nonaka, I., & Takeuchi, H. (2009). *The knowledge-creating company: How Japanese companies create the dynamics of innovation*. New York: Oxford university press.
- Oltarzhevskiy, D. O. (2019). Typology of contemporary corporate communication channels. *Corporate Communications: An International Journal*, 24(4), 608-622.
- Omri, A. (2020). Technological innovation and sustainable development: does the stage of development matter?. *Environmental Impact Assessment Review*, 83, 106398.
- Pappas, C. (1984). Strategic management of technology. *Journal of Product Innovation Management*, 1(1), 30-35.
- Pitt, M., & Clarke, K. (1999). Competing on competence: A knowledge perspective on the management of strategic innovation. *Technology Analysis & Strategic Management*, 11(3), 301-316.
- Pizzichini, L. (2020). *Corporate communication: aspetti evolutivi e strumenti operativi nelle fondazioni bancarie*. G. Giappichelli Editore.
- Popa, S., Soto-Acosta, P., & Palacios-Marqués, D. (2022). A discriminant analysis of high and low-innovative firms: the role of IT, human resources, innovation strategy, intellectual capital and environmental dynamism. *Journal of Knowledge Management*, 26(6), 1615-1632.
- Popper, K. R. (1934). *The Logic of Scientific Discovery*. Routledge.
- Porter, M. (1980). *Corporate strategy*. New York. New York, NY.

- Prahalad, C. K., & Hamel, G. (1990). The core competence. *Harvard Business Review*.
- Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). *Management*. Pearson Australia.
- Rockart, J. F. (1979). Chief executives define their own data needs. *Harvard business review*, 57(2), 81-93.
- Rogers, E.M. (1962). *Diffusion of Innovations*. Free Press, New York.
- Rothwell, R. (1992). Successful industrial innovation: critical factors for the 1990s. *R&d Management*, 22(3), 221-240.
- Rothwell, R. (1992). Successful industrial innovation: critical factors for the 1990s. *R&d Management*, 22(3), 221-240.
- Schon, D. A. (1963). Champions for radical new inventions. *Harvard business review*, 41, 77-86.
- Schumpeter, J. A. (1912). The theory of economic development, tenth printing 2004. *Transaction Publishers, New Brunswick, New Jersey*, 117, 118.
- Schumpeter, J. A. (1912). The theory of economic development, tenth printing 2004. *Transaction Publishers, New Brunswick, New Jersey*, 117, 118.
- Senge, P. (2001). Peter Senge and the learning organization.
- Solo, C. S. (1951). Innovation in the capitalist process: A critique of the Schumpeterian theory. *The quarterly journal of economics*, 65(3), 417-428.
- Sundström, P., & Zika-Viktorsson, A. (2009). Organizing for innovation in a product development project: combining innovative and result oriented ways of working—a case study. *International Journal of Project Management*, 27(8), 745-753.
- Tang, H. K. (1998). An inventory of organizational innovativeness. *Technovation*, 19(1), 41-51.
- Taques, F. H., López, M. G., Basso, L. F., & Areal, N. (2021). Indicators used to measure service innovation and manufacturing innovation. *Journal of Innovation & Knowledge*, 6(1), 11-26.
- Tidd, J. (1997). Complexity, networks & learning: Integrative themes for research on innovation management. *International Journal of Innovation Management*, 1(01), 1-21.
- Tidd, J. (1997). Complexity, networks & learning: Integrative themes for research on innovation management. *International Journal of Innovation Management*, 1(01), 1-21.

- Tidd, J. (1997). Complexity, networks & learning: Integrative themes for research on innovation management. *International Journal of Innovation Management*, 1(01), 1-21.
- Tushman, M. L., & Romanelli, E. (1985). Organizational evolution: A metamorphosis model of convergence and reorientation. *Research in organizational behavior*.
- Utterback, J. M. (1971). The process of technological innovation within the firm. *Academy of management Journal*, 14(1), 75-88.
- Van der Panne, G., Van Beers, C., & Kleinknecht, A. (2003). Success and failure of innovation: a literature review. *International journal of innovation Management*, 7(03), 309-338.
- Veselovsky, M. Y., IZMAILAOVA, M. A., Bogoviz, A. V., Lobova, S. V., & Ragulina, Y. V. (2018). System approach to achieving new quality of corporate governance in the context of innovation development. *Quality-Access to Success*, 19(163).
- Von Hippel, E. (1986). Lead users: a source of novel product concepts. *Management science*, 32(7), 791-805.
- Wang, C., & Hu, Q. (2020). Knowledge sharing in supply chain networks: Effects of collaborative innovation activities and capability on innovation performance. *Technovation*, 94, 102010.
- Wei, L. (2020). Examining corporate communications of environmental responsibility on corporate websites: Main themes, linguistic features, and text reuse. *Journal of Promotion Management*, 26(7), 1013-1037.
- West, R., Bowry, R., & McConville, C. (2004). Sensitivity of medial frontal cortex to response and nonresponse conflict. *Psychophysiology*, 41(5), 739-748.
- Wheatley, M. (2001). Innovation means relying on everyone's creativity. *Leader to leader*, 20, 14-20.
- Yun, J. J., Zhao, X., Jung, K., & Yigitcanlar, T. (2020). The culture for open innovation dynamics. *Sustainability*, 12(12), 5076.
- Zhang, T., Yue, H., Zhou, J., & Wang, H. (2018). Technological innovation paths toward green industry in China. *Chinese Journal of Population Resources and Environment*, 16(2), 97-108.
- 曾婧婧, 龚启慧, & 王庆. (2019). 中国高新技术企业认定政策绩效评估. *科技进步与对策*, 36(9), 118-125.
- 常青青. (2020). 税收优惠对高新技术企业创新效率的差异化影响. *财经科学*, (8), 83-92.

- 陈建锋. (2019). *高科技企业知识型员工流失问题与对策研究* (Doctoral dissertation, 北京邮电大学).
- 陈文礼. (2022). 经济新常态背景下的企业管理创新策略. *商业文化*.
- 陈子韬, 孟凡蓉, & 王焕. (2020). 政府支持对高技术产业创新效率影响研究. *科学学研究*, 38(10), 1782-1790.
- 程曼丽. (2006). 国际传播中的企业传播探析. *广告大观: 理论版*, (002), 83-87.
- 迟英庆, 徐成葵, & 程虹. (2001). 企业市场拓展战略分析. *管理观察*, (5).
- 崔云茜. (2022). 数字化转型下企业用人的注意事项. *人才资源开发*.
- 丁建国, & 黄旭平. (2021). 高新技术产业园区创新活动内生性与效率——基于非平衡面板内生随机前沿模型的分析. *财经理论与实践*, (6), 132-138.
- 段勇倩, & 陈劲. (2021). 风险投资如何影响企业创新?. *外国经济与管理*, 43(1).
- 方伟, & 杨眉. (2020). 高新技术产业集群知识溢出对企业技术追赶的影响. *科技进步与对策*, 35(23), 66-74.
- 付东. (2020). 企业资源配置战略与科技创新产出: 基于营商环境调节效应的分析. *证券市场导报*, 11, 11-22.
- 付清芬, 谢伟, & 张娜娜. (2019). 企业管理创新采纳的动机, 时机及过程. *技术经济*, 38(3), 1-7.
- 甘瑶. (2020). 浅谈如何在企业中落实人力资源管理职能. *中文科技期刊数据库(全文版) 经济管理*, (01), 00261-00261.
- 高鸣, 魏佳朔, & 宋洪远. (2021). 新型农村集体经济创新发展的战略构想与政策优化. *改革*, 9, 121-133.
- 高雨果, & 张津铭. (2020). 大数据时代下企业营销战略思维探究. *现代企业*.
- 韩璐, 陈松, & 梁玲玲. (2021). 数字经济, 创新环境与城市创新能力. *科研管理*, 42(4), 35.
- 何琦. (2012). 浅谈企业经营战略构成要素. *科技创新与应用*, (12Z), 263-264.
- 洪素, & 封华. (2021). 浅析企业文化创新对企业管理创新的影响. *企业科技与发展*.
- 黄良炯. (2019). 高新技术企业研发费用核算与管理. *市场观察*, 8.
- 黄玲. (2020). *BF 公司基于战略转型的组织职能改进* (Master's thesis, 北京交通大学).
- 黄喆诚. (2022). 激励理论在企业管理工作中的原则与整合运用. *现代企业*.
- 江威. (2019). 基于精益思想下的制造业企业管理创新. *创新科技*, 4.
- 李健, 张杰, & 许翹楚. (2020). 京津冀高新技术企业创新效率评价及效率提升路径. *科技管理研究*, 40(12), 64-69.
- 李伟阳, & 肖红军. (2011). 企业社会责任的逻辑. *中国工业经济*, (10), 87-97.
- 李笑, & 华桂宏. (2020). 中国高科技企业 OFDI 速度对创新绩效的影响——基于总体创新, 颠覆式创新和渐进式创新视角. *南方经济*, 39(11), 28-46.

- 李至圆, 钟熙, & 陈伟宏. (2022). 业绩期望差距, 管理自主权与企业竞争战略. *管理评论*, 34(9), 285.
- 刘兵, & 罗宜美. (2000). 论企业管理的崭新阶段——声誉管理. *中国软科学*, (5), 96-98.
- 刘超, & 孙晓鹏. (2020). 金融结构, 技术创新与金融风险——基于经济政策不确定性的分析. *当代经济研究*, 342(2), 116-128.
- 刘和东, & 杨丽萍. (2020). 高新技术产业创新产出空间集聚及关联性研究. *科技进步与对策*, 37(19), 51-58.
- 刘和东, & 杨丽萍. (2020). 高新技术产业创新产出空间集聚及关联性研究. *科技进步与对策*, 37(19), 51-58.
- 刘洋, 董久钰, & 魏江. (2020). 数字创新管理: 理论框架与未来研究. *管理世界*, 36(7), 198-217.
- 刘志迎, 沈磊, & 冷宗阳. (2020). 企业协同创新实证研究--竞争者协同创新的影响. *科研管理*, 41(5), 89-98.
- 柳卸林, 董彩婷, & 丁雪辰. (2020). 数字创新时代: 中国的机遇与挑战. *科学学与科学技术管理*, 41(6), 3-15.
- 卢向东. (1996). 优化企业职能部门管理的思考. *机械管理开发*, (3), 55-56.
- 罗百英. (2022). *金融支持, 政府补贴与高科技企业创新* (Master's thesis, 西南大学).
- 雒宏伟, & 温春晓. (2020). 创新管理体系的基本原则. *中国认证认可*, (6), 5-10.
- 吕斌, 李国秋, & 杨国庆. (2009). 组织危机管理过程中的危机信息流及其扩散研究——危机管理的信息流控制法研究. *情报理论与实践*, (1), 30-34.
- 马娟. (2019). *山西安装集团有限公司人才开发战略研究* (Master's thesis, 昆明理工大学).
- 娜娜郑. (2022). 柔性管理在企业经济管理中的作用探讨. *经济管理研究*, 4(6), 89-91.
- 裴克珺. (2023). 企业文化在企业管理中的作用探讨. *工程管理与技术探讨*, 5(4), 37-39.
- 彭冬林. (2019). 以客户为中心——企业增长新战略案例微探. *中国眼镜科技杂志*.
- 戚聿东, & 肖旭. (2020). 数字经济时代的企业管理变革. *管理世界*, 36(6), 135-152.
- 齐刚, 何月杰, 徐文鸿, 葛振宇, 高翔, & 张涛. (2020). 企业实施考核激励的原则与策略. *企业改革与管理*.
- 钱丽, 王文平, & 肖仁桥. (2019). 产权差异视角下我国区域高技术企业创新效率研究. *管理工程学报*, 33(2), 99-109.
- 邱洋冬, & 陶锋. (2021). 高新技术企业资质认定政策的有效性评估. *经济学动态*, 2, 16-31.

- 曲俊义. (2011). 企业传播——应运而生的传播新视角. *现代传播: 中国传媒大学学报*, (4), 157-158.
- 尚纯颖. (2013). 企业战略与企业技术开发. *现代商业*, (8), 121-121.
- 邵剑兵, & 吴珊. (2020). 高新技术企业股权激励与二元创新. *研究与发展管理*, (4), 176-186.
- 申光龙, & 曲飞宇. (2004). 企业传播新主体: 营销传播管理者. *中国软科学*, (4), 98-104.
- 盛宇华, & 朱赛林. (2020). 高技术企业多元化战略对创新持续性的影响——动态能力的调节作用. *科技进步与对策*, 37(17), 73-82.
- 宋玟静. (2019). 企业管理创新理论研究视角与方法综述. *现代经济信息*, 2.
- 苏蕊蕊, & 仲伟周. (2010). 企业传播, 企业社会责任与经济绩效关联性研究综述. *经济管理*, (7), 173-182.
- 苏钟海, 魏江, & 胡国栋. (2023). 企业战略更新与组织结构变革协同演化机理研究. *Nankai Business Review*, 26(2).
- 孙杰. (2003). *对企业传播及其要素的研究* (Master's thesis, 中国社会科学院研究生院).
- 孙凯, & 郭稳. (2021). 竞合视角下高技术企业创新联盟稳定性研究. *中国管理科学*, 29(3), 219-229.
- 覃莉萍. (2021). 企业改制背景下的管理创新研究. *中国中小企业*.
- 汤季安, 刘峰, & 王梦珂. (2019). 企业管理创新创业领域竞争力框架及机制探究. *Modern Management*, 9, 550.
- 田喜洲, 郭新宇, & 杨光坤. (2021). 要素集聚对高技术产业创新能力发展的影响研究. *科研管理*, 42(9), 61.
- 万佳戡, 周勤, & 肖义. (2020). 数字金融, 融资约束与企业创新. *经济评论*, 1, 71-83.
- 王金涛, 曲世友, & 焦国伟. (2019). 高新技术企业创新风险投资绩效研究——以我国新能源上市企业为例. *工业技术经济*, 38(10), 66-73.
- 王林松. (2020). 钢铁企业管理创新性探析. *冶金管理*.
- 王涛. (2022). 精细化管理要把握专业性和科学量化原则. *中国商人*.
- 王莹. (2022). 大数据时代背景下电商企业管理模式探究. *信息系统工程*.
- 王玉涛, & 段梦然. (2019). 企业战略影响管理层业绩预告行为吗?. *管理评论*, 31(2), 200.
- 夏文飞, 苏屹, & 支鹏飞. (2020). 基于组合赋权法的高新技术企业创新能力评价研究. *东南学术*, 33(3), 153-161.
- 许玲玲, 杨箐, & 刘放. (2021). 高新技术企业认定, 税收优惠与企业技术创新——市场化水平的调节作用. *管理评论*, 33(2), 130.

- 严雯. (2020). 高新技术企业新生代知识型员工激励机制研究. *商场现代化*, 9, 69-70.
- 晏欣荣. (2020). 新时代企业人力资源管理创新问题. *现代营销(下旬刊)*, 6, 254-255.
- 杨晨欣. (2020). 企业管理职能的重要性分析. *造纸装备及材料*.
- 杨国超, & 芮萌. (2020). 高新技术企业税收减免政策的激励效应与迎合效应. *经济研究*, 55(9), 174-191.
- 杨吉. (2006). 明茨伯格的战略清算. *商学院*, (8), 86-87.
- 杨林, 和欣, & 顾红芳. (2020). 高管团队经验, 动态能力与企业战略突变: 管理自主权的调节效应. *管理世界*, 36(6), 168-188.
- 叶志伟, 张新民, & 胡聪慧. (2023). 企业为何短贷长投--基于企业战略视角的解释. *Nankai Business Review*, 26(1).
- 俞会新, & 邢丽云. (2019). 网络嵌入, 绿色创新与企业竞争优势关系研究. *技术经济与管理研究*, (9), 33-38.
- 张东阳. (2019). 企事业绿化单位推行市场渗透战略可行性策论. *财经界*.
- 张光明. (2001). 基于战略转移的撤退战略研究. *经济管理*, (12), 38-42.
- 张明. (2022). 数字化背景下高新技术产业创新生态圈的风险传播机制研究. *Operations Research and Fuzziology*, 12, 1190.
- 张娜, & 杜俊涛. (2019). 财税政策对高新技术企业创新效率的影响--基于交互作用的视角. *税务研究*, (12), 47-53.
- 张祺瑞, & 李根强. (2020). 制度趋同压力, 组织身份对企业社会责任信息披露的影响研究. *四川师范大学学报(社会科学版)*, 47(1).
- 张文. (2020). 新时代下中小民营企业管理创新探究. *财富时代*.
- 张晓丽. (2014). 浅析收缩型战略下的企业发展. *经济视野*, (14), 130-130.
- 张笑笑. (2020). *多元化经营战略对企业绩效的影响研究* (Master's thesis, 西北师范大学).
- 赵小双. (2020). 新能源汽车技术创新模式与绩效分析研究. *内燃机与配件*, (1), 174-175.
- 哲夫李. (2022). 基于精益化管理分析企业管理的革新思路. *经济管理研究*, 4(6), 82-85.
- 郑少波. (2021). 高科技企业的高技能人才培养问题及解决对策. *Advances in Social Sciences*, 10, 976.
- 周裕琼. (2007). 5W 模式下的企业传播技巧. *当代传播*, (3), 81-83.
- 朱珊珊. (2020). 国有企业监督制度的困局与策略. *经济体制改革*, (1), 29-35.
- 祝荀. (2012). 新媒体与公共关系. *国际公关*, (4), 94-95.