

Table of Contents

Volume 11 Number 1

January 2020

Green Marketing and Its Incidence in the Decisions of Purchase of Peruvian University Students

V. H. Fernández-Bedoya, A. T. Esteves-Pairazamán, R. V. Grijalva-Salazar, W. G. Ibarra-Fretell,
S. E. Paredes-Díaz, J. A. Suño-Vega, M. E. Meneses-La-Riva, J. L. A. Baldarrago-Baldarrago,
V. R. Reátegui-Paredes, R. W. Chávez-Mayta.....1

On the Wondrous Behaviour of Rats and Researchers

A. Villar.....10

Analysis on the Mode of Multinational Retail Enterprises Entering Chinese Market

Y. Q. Chang, J. M. Hu.....17

Literature Review of Audit Opinion

B. Lu.....28

Management Shareholding Incentives and Enterprise Environmental Investment—Evidence from A-Share Heavily Polluting Industry Listed Companies

H. Wu.....37

Asymmetric Momentum Threshold Effect of Copper Futures Returns on Spot Returns Volatility in London Metals Exchange under High Volatility

Y. J. Goo, C. C. Chen.....51

Mother Labor Participation and Family Education Investment Behavior: An Empirical Study Based on the 2010 Chinese Family Panel Studies (CFPS)

B. K. Dan.....62

An Examination of Greenhouse Gas Convergence in OECD Countries

C. Canel, S. Güriş, R. Öktem, B. Güriş, B. Öktem, Y. S. Yaşgöl, M. Tıraşoğlu.....79

Research on Management Accounting Practice: A Network Teaching Model Guided by Practical Simulation

Z. W. Huang, Y. Liu.....89

The Effect of Philanthropic Activities on Corporate Financial Performance: From the Perspectives of Charity Donation and Volunteer Service

F. F. Liao.....96

Can Environmental Subsidies Promote the Green Investment of Enterprises?

D. J. Dang.....109

Research on the Impact of Tax Shield Effect on Corporate Capital Structure

L. Lei.....126

The Perfection of Financial Subsidies for Urban and Rural Basic Endowment Insurance: Based on Research in Guangdong Province

Y. N. Chen.....140

Shadow Banking and the Commercial Bank Loan Loss Provisions

Q. F. Qiu.....155

“Internet+”, Entrepreneurs’ Investment and Audit Fee

H. Y. Tao.....165

Risk Attitude, Financial Knowledge and Commercial Life Insurance Needs

J. Y. He.....185

Study on the Development Strategy of Airport Economy in Dalian

S. X. Tan.....200