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研究领域

讲授课程

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刘朝

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博士，湖南大学工商管理学院教授（“岳麓学者”）、博士生导师，湖南省杰出青年基金获得者，曾任湖南大学MBA、EMBA项目管理要研究领域为情绪劳动、跨文化管理与行为、能源效率与环境绩效评价。独著《情绪劳动理论与实证研究》，参编多本《组织行为学》。办公室：工商管理学院B401-1、移动电话：13973145207、E-mail：liuzhao@hnu.edu.cn

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### 个人简介

刘朝，博士，湖南大学工商管理学院教授（“岳麓学者”）、博士生导师，湖南省杰出青年基金获得者，曾任湖南大学MBA、EMBA项目管理中心主任。主要研究领域为情绪管理与行为、能源效率与环境绩效评价。独著《情绪劳动理论与实证研究》，参编多本《组织行为学》教材。

近年来主持国家社科基金项目(16BGL142)、湖南省自然科学杰出青年基金项目(2018JJ1010)、教育部人文社科基金项目(15YJC630071)、湖南省软科学基金项目、湖南省项目等7项研究课题；参与国家自然科学基金重点项目（No.71431008）、国家自然科学基金项目（No.70802020）、教育部创新团队项目(No. IRT0916)和湖南省自然科学基金项目(No. 09JJ7002)等8项研究课题；此外，还主持和参与了政府机关、企事业单位横向课题8项。

截止2017年底，刘朝博士已以第一作者或通讯作者在《Economic Modelling》(SSCI Q2,IF=1.46)、《Ecological Indicators》(SCI Q1, IF=3.89)、《Energy Policy》(SCI/SSCI Q1, IF=4.14)、《Natural Hazards》(SCI/SSCI Q2,IF=1.83)、《中国软科学》、《管理学报》、《湖南大学学报》(社科版)、《财经理论与实践》等经济管理类上发表学术论文18篇，2篇论文上榜ESI数据库的热点论文或高被引论文。

曾获“湖南省青年教师教学能手”、“湖南大学刘奎雄本科教学优秀青年教师”、“湖南大学研究型教学比赛一等奖”等称号和奖励，并连续多次进入湖南大学教学评价前成绩为全校第二名)。

### 教育背景

2007.09-2013.09	工商管理专业博士	湖南大学工商管理学院
2004.09-2005.09	企业管理专业硕士	英国诺丁汉大学商学院
2002.09-2004.09	企业管理专业硕士	湖南大学工商管理学院
1995.09-1999.07	企业管理专业学士	湖南财经学院

### 职业经历

2005.09- 至今	湖南大学工商管理学院讲师、副教授、教授
2002.01-2002.9	某电子公司总经理助理
1999.07-2002.01	银行系统

### 招收学生的要求

有梦想，爱生活。

## 研究领域

- 1、情绪劳动
- 2、能源效率与环境绩效评价

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## 讲授课程

本科生课程：组织行为学、现代企业理论、人力资源管理

研究生课程：组织行为学

MBA课程：组织行为学、团队管理与执行力

EDP与企业内训课程：组织行为学精髓、激励与领导艺术、员工行为管理与激励、情商与领导力提升、高绩效团队建设、团队建设与执行力提升、卓越领导力与高绩效团队确引导与管理85-90后等课程。

## 研究成果

### 1、著作

[1]刘朝. 情绪劳动的理论与实证研究. 北京: 科学出版社, 2015

简介：本书首先对组织情绪管理等核心概念的产生、内涵、发展历程、现状和前沿动态进行了总结回顾；进而从概念和本质、维度、研究现状和发展三个方面对组织中情绪分析；接着以资源保存理论、情感事件理论、情绪调节理论、控制论和行动理论为基础，分别从情绪劳动对资源的损耗与获得、工作事件对情绪的影响、调节情绪使其与组织一致、情绪劳动过程经历的心理状态和行动五个不同的角度解释情绪劳动影响因素和影响结果模型；在上述基础上，采用定性和定量相结合的方法对情绪表现规则与情绪系、情绪劳动对工作幸福感和离职意向的影响、情绪劳动与情绪状态对工作退缩行为的影响、领导风格与情绪劳动对组织公民行为的影响进行深入探讨和分析；最后对本书总结，并提出研究展望。

[2]袁凌,雷辉,刘朝. 组织行为学. 北京:中国人民大学出版社, 2012

简介：在组织行为学课程的建设与发展过程中，我们注重教学方法研究和教学内容的不断更新与充实。2005年以来，组建组织行为与人力资源管理教学团队，全面采用电段，改革教学方法和内容，加强和完善实践教育环节。教学方法从最早的老师单向讲课，转变为授课、案例分析与讨论、角色扮演、模拟和企业现场实习等多种方式；从单模式发展成为“理论教学——案例教学——模拟教学——实习教学”四位一体的互动式教学模式；从传统的以“教师为中心”转变为以“学生为中心”、以“教育为中心”以“学习为中心”。本书是在作者原有多本《组织行为学》教材基础上重新编写，虽沿用了国内普遍接受的个体行为、群体行为、组织行为的编写顺序，但在章节结构上作补充了组织行为学研究的最新成果。本书在每个章节中增加了有趣的知识卡片，拓展学生的知识面；每章附有案例研究，作为对理论的一个形象说明，巩固学生的知识点，距离感受组织行为为实际问题的复杂性；另外，每章后面还附有随堂测验，丰富课堂教学的内容。本书由袁凌教授负责编写大纲的设计以及全书书稿的组织 and 编纂工作。本人分别是：第三、五章由刘朝教授编写，第六、九章由雷辉教授编写，其余章节由袁凌教授编写。

### 2、部分论文

[1] Yue-Jun Zhang, Zhao Liu\*(刘朝),Si-Ming Zhou, Chang-Xiong Qin,Huan Zhang. The Impact of China's Central Rise Policy on Carbon Emissions at the Stage in Road Sector[J]. Economic Modelling, 2018, (4):159-173, (ESI,ECONOMICS&BUSINESS,SSCI, Q2, IF=1.46)(\*为通讯作者)

Abstract: The Central Rise Policy has been implemented by Chinese government since 2006, which includes a series of CO<sub>2</sub> emissions reduction measures for road sector so as to give full play to the advantage of transportation hubs in central China, as well as to coordinate the development of economy and environment. However, the effectiveness of these measures is still obscure. This paper first adopts the spatial difference-in-differences (SDID) model to evaluate the effect of Central Rise Policy on CO<sub>2</sub> emissions at the stage of operation in road sector in the six provinces in central China, then explores whether there is CO<sub>2</sub> rebound diminishing the effect of the Central Rise Policy based on the Linear Approximation of the Almost Ideal Demand System (LA-AIDS) model. The results show that the impact of the Central Rise Policy on CO<sub>2</sub> emissions at the stage of operation in road sector proves relatively weak during 2006-2015. Second, the energy intensity and, total turnover of the road sector, highway mileage, fuel mixture and population density produce negative spatial spillover effect, whereas the per capita CO<sub>2</sub> emissions of the road sector shows the opposite. Finally, the CO<sub>2</sub> rebound effect is an important factor for the effect of Central Rise Policy on CO<sub>2</sub> emissions at the stage of operation in road sector, and the average total CO<sub>2</sub> rebound effect for the road sector is 8.01% in the six central provinces.

[2] Yue-Jun Zhang, Zhao Liu\*(刘朝),Chang-Xiong Qin,Tai-De Tan.The direct and indirect CO<sub>2</sub> rebound effect for private cars in China [J].Energy Policy,2017,10选ESI 热点论文,(管理科学一区, SCI/SSCI Q1, IF=4.14),(\*为通讯作者)

Abstract: The quantity of China's private cars has increased dramatically in the past decade, which has become one of the key sources of carbon emission pollution in the cities of China. In theory, to improve energy efficiency can reduce carbon emission significantly, but the result may be affected by the rebound effect. This paper utilizes a two-stage Almost Ideal Demand System (AIDS) model to estimate the total CO<sub>2</sub> rebound effect for China's private cars during 2001-2012 at provincial level, then uses a panel data model to analyze its impact factors. The results suggest that, first, the CO<sub>2</sub> emissions of private cars exist the super rebound effect, partial rebound effect and backfire effect among provinces in China. And the direct CO<sub>2</sub> rebound effect plays a dominant role in the total CO<sub>2</sub> rebound effect in most provinces. Second, the total CO<sub>2</sub> rebound effect of private cars among China's provinces presents an overall convergence trend over time. Finally, the expenditure and the population density have a negative and positive influence on the total CO<sub>2</sub> rebound effect for China's private cars, respectively.

[3]Zhao Liu\*(刘朝), Chang-Xiong Qin, Yue-Jun Zhang. The energy-environment efficiency of road and railway sectors in China: Evidence from the provincial level[J]. Ecological Indicators, 2016,69: 559-570 (SCI 论文, IF=3.89)

Abstract: The transportation sector, particularly the road and the railway sectors, is an important source of CO<sub>2</sub> emissions in China. This study combines the data envelopment analysis (DEA) model with window analysis to measure the energy-environment efficiency of the road and railway sectors of 30 provinces in China. Then uses the Tobit regression model to analyze the factors affecting the energy environment efficiency. The findings suggest that, first of all, although these

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efficiency, followed by the central and the eastern regions. Third, the relationship between energy environment efficiency and income level in the road and air transport sectors follow the U-shaped and inverted U-shaped curves, respectively.

[4] ZHANG Yuejun, PENG Huarong, LIU Zhao (刘朝), TAN Weiping. "Direct energy rebound effect for road passenger transport in China: A dynamic panel quantile regression approach" [J]. Energy Policy, 2015, 87: 303-313 (SCI/SSCI 论文, IF=4.14)

Abstract: The transport sector appears a main energy consumer in China and plays a significant role in energy conservation. Improving energy efficiency proves an effective way to reduce energy consumption in transport sector, whereas its effectiveness may be affected by the rebound effect. This paper proposes a dynamic panel quantile regression model to estimate the direct energy rebound effect for road passenger transport in the whole country, eastern, central and western China respectively, based on the data of 30 provinces from 2003 to 2012. The empirical results reveal that, first of all, the direct rebound effect does exist for road passenger transport and on the whole country, the short-term and long-term direct re-bounce effects are 25.53% and 26.56% on average, respectively. Second, the direct rebound effect for road passenger transport in central and eastern China tends to decrease, increase and then decrease again, whereas that in western China decreases and increases, with the increasing passenger kilometers. Finally, when implementing energy efficiency policy in road passenger transport sector, the effectiveness of energy conservation in western China proves much better than that in central China overall, while the effectiveness in central China is relatively better than that in eastern China.

[5] LIU Zhao\* (刘朝), LI Ling, ZHANG Yuejun. Investigating the CO2 Emission Differences among China's Transport Sectors and Their Influencing Factors [J]. Natural Hazards, 2015, 77: 1323-1343. (SCI, IF=1.83)

Abstract: China's transport industry is a priority area for energy conservation and CO2 emission reduction due to its great carbon emissions. Based on the 2012, this study first analyzes the CO2 emission differences among China's four transport subsectors, i.e., road, waterway, aviation and railway, using the r-c and b-convergence methods. Subsequently, it explores the influencing factors for CO2 emissions in China's four transport sub-sectors, respectively, with the mean Divisia index method. The following results are obtained. First, road and waterway are the major sources for China's transport CO2 emissions, and the road transport acts as the relatively largest CO2 emitter. In 2012, the CO2 emissions of road, waterway, aviation and railway accounted for 65.21, 29.07, 3.61 and 2.11 % of the total respectively. Second, the CO2 emission differences among China's transport sectors gradually shrank during the period 1980-1996, while gradually widened during 1996-2012. Third, the economic growth served as one of the most important factors, driving China's transport CO2 emission growth over the period 1980-2012. In this period, the CO2 emissions of road, waterway, aviation and railway sectors increased by 561.71, 265.27, 54.07 and 28.28 Mt, respectively.

[6] ZHANG YJ, LIU Z\* (刘朝), ZHANG H, TAN TD. The Impact of Economic Growth, Industrial Structure and Urbanization on Carbon Emission Intensity in China [J]. Natural Hazards, 2014, 73: 579-595 (SSCI/SCI, IF=1.83, 2016年9月、2017年9月两次入选ESI高被引论文, \*为通讯作者)。

Abstract: China's macroeconomic policy framework has been determined to ensure steady growth, adjust the industrial structure and advance the socio-economic reforms in recent years. And urbanization is supposed to be one of the most important socio-economic reform directions. Meanwhile, China also committed to reduce carbon emissions intensity by 2020, then it should be noted that what kind of impact of these policy orientations on carbon emission intensity. Therefore, based on historical data from 1978 to 2011, this paper quantitatively studies the impact of China's economic growth, industrial structure and urbanization on carbon emission intensity. The results indicate that, first, there is a long-term co-integrating relationship between carbon emission intensity and other factors. And the increase of tertiary industry [i.e., the ratio of tertiary industry value added to gross domestic product (GDP)] and economic growth (here we use the real GDP per capita) play significant roles in curbing carbon emission intensity, while the promotion of population urbanization (i.e., the share of population living in the urban region of the total population) may lead to carbon emission intensity growth. Second, there exists significant one-way causality running from the urbanization rate and economic growth to carbon emission intensity, respectively. Third, among the three drivers, economic growth proves the main influencing factor of carbon emission intensity change over the sample period.

[7] 刘朝, 张欢, 王赛君, 马超群. 领导风格、情绪劳动与组织公民行为关系: 基于服务型企业的实证研究[J]. 中国软科学, 2014(3): 119-134

Abstract: Based on the investigation of 500 employees from 42 service enterprises, this thesis explored the relationships among leadership style, emotional labor and organizational citizenship behavior. The results showed that laissez-faire leadership style positively predicts surface acting, but transactional and transformational leadership styles positively predict deep acting; surface acting negatively predicts the organizational citizenship behavior, but deep acting has a positive effect on organizational citizenship behavior. Laissez-faire leadership style has a significant negative effect on organizational citizenship behavior, while the transactional and transformational leadership styles positively predict it. Additionally, surface acting can strengthen the negative relationship between laissez-faire leadership style and organizational citizenship behavior and weaken the positive relationship between transactional leadership style and organizational citizenship behavior. These findings made a new addition to emotional labor theory, and had an important role in promoting the organizational citizenship behavior of service enterprises employees.

通过对42家服务型企业的500名员工进行实地抽样问卷调查, 探索领导风格与员工情绪劳动对组织公民行为的影响。研究发现放任型领导风格和浅层行为正相关, 交易型和变革型领导风格与深层行为正相关, 浅层行为和组织公民行为负相关, 而深层行为恰好相反; 放任型领导风格和组织公民行为负相关, 而交易型和变革型领导风格和组织公民行为正相关。同时, 浅层行为强化了放任型领导风格和组织公民行为的负向关系, 还会削弱交易型领导风格和组织公民行为的正向关系。上述发现从理论上对情绪劳动研究做了新的补充, 并对服务型企业的领导风格、管理员工情绪劳动、激发员工组织公民行为具有指导意义。

[8] 刘朝, 范静, 张欢. 领导情绪劳动对员工组织认同的影响研究——变革型领导的中介作用[J]. 财经理论与实践, 2014(5): 121-126

Abstract: Based on the situation of Chinese culture, the hierarchical analysis method was used to examine the effect of emotional labor on transformational leadership and organizational identification. The results showed that surface acting was negatively related to organizational identification. Deep acting and the display of emotions were positively related to organizational identification. Transformational leadership mediated the relationship between leader emotional labor and organizational identification. Leader member exchange moderated the relationship between transformational leadership and organizational identification. As a result, in order to strengthen the staff organizational identification and improve management efficiency, managers should adjust their own emotional labor and display of emotions, and adopt transformational leadership style.

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[9]刘朝, 王赛君, 马超群, 刘沁薇. 基于多层线性模型的情绪劳动、情绪状态和工作退缩行为关系研究[J]. 管理学报, 2013, 10(4): 545-552.

Abstract: Based on the emotional labor theory and using hierarchical linear models, we examine the relationships between emotional labor, affective states and work withdrawal of public commercial bank counter service employees. Then we investigate the moderating role of gender in the multilevel field relationship. We find that the strategy of emotional labor vary within individuals as well as between individuals. And affective states can mediate the relationship between emotional labor and work withdrawal, and gender moderating this relationship.

基于情绪劳动理论, 建立多层线性模型, 对股份制商业银行柜台服务人员的情绪劳动、情绪状态和员工工作退缩行为之间的关系进行实证研究, 并探讨了性别对这一多层次作用。研究结果表明, 情绪劳动策略在个体内部以及个体之间存在差异, 积极情绪状态能够调节浅层行为、深层行为和工作退缩行为之间的关系, 并且这种调节作用存在性别差异, 消极情绪状态对情绪劳动和工作退缩行为不具备显著调节作用。

[10]刘朝, 夏妮. 变革型领导风格对员工工作满意度影响的实证研究——以组织公平为中介变量[J]. 湖南大学学报, 2013, 27(2): 42-48.

Abstract: Leadership style affects employee attitudes deeply. This research draws samples from the joint-stock banks employees in China to explore the mediating effect of organizational justice on transformational leadership and employee job satisfaction. The findings show that transformational leadership has a positive impact on employee job satisfaction; distributive justice and informational justice mediate the effect of transformational leadership on employee job satisfaction. The influence of procedural justice and interpersonal justice on employee job satisfaction is not significant.

领导风格是影响员工工作态度的重要因素。以我国股份制商业银行的员工为研究对象, 对变革型领导风格影响员工工作满意度的模型进行实证检验。结果表明变革型领导风格对员工工作满意度产生显著的直接正向影响, 而且还通过分配公平和信息公平对其产生间接影响。其中分配公平和信息公平起到了部分中介作用, 而程序公平和人际公平对员工工作满意度的影响不显著。

[11]刘朝, 刘沁薇, 王赛君. 银行柜员情绪表现规则对情绪劳动影响的实证研究[J]. 财经理论与实践, 2013, 34(183): 120-124.

Abstract: Emotional labor is one of important areas in organizational management of service companies. Through empirical studying of emotional display rules and emotional labor on the counters in banks, it is found that display rules to express positive emotions was significantly positively related to both deep and surface action. However, display rules to suppress negative emotions has positive effect on surface action, but has negative effect on deep action. The relationship between display rule to express positive emotions and deep action was stronger than that between display rule to express positive emotions and surface action. The relationship between display rule to suppress negative emotions and surface action were stronger than that between display rule to suppress negative emotions and deep action.

银行柜员情绪表现规则和情绪劳动的实证表明: 表达积极情绪的表现规则对浅层行为、深层行为具有正向影响; 抑制消极情绪的表现规则对浅层行为具有正向影响, 对深层行为具有负向影响, 深层行为和表达积极情绪的表现规则相关性较高, 浅层行为和抑制消极情绪的表现规则相关性较高。

[12]刘朝, 夏妮. 变革型领导与工作满意度相关关系的中介变量研究[J]. 财经理论与实践, 2012, 33(75): 91-94.

Abstract: The issues of the effects of transformational leadership on employee work-related attitudes, job performance and behavior have been attracting much attention of scholars. Employee job satisfaction is crucial to the development of enterprises. Accumulating evidence suggests that transformational leadership significantly impacts on the employee's job satisfaction. And the impacts are taking place through some mediator variables such as efficacy, psychological empowerment, trust, work characteristics, and so on.

变革型领导对员工相关工作态度、工作绩效及行为等方面的影响效果及机制问题受到了越来越多学者的关注。工作满意度对企业的发展至关重要, 已有研究表明变革型领导对员工工作满意度有显著正向影响。但它们之间有时并不表现为必然的直接关系, 还可能受到中介变量的影响。已被证实具有中介作用的变量包括效能感、心理授权、信任和工作特征等。

[13] Tan TD, Liu Z\*(刘朝). Stochastic Modeling on the Emotional Contagion, Proceedings of the ASME 2014 International Mechanical Engineering Congress & Exposition, Nov 14-20, 2014, Montreal, Canada(IMECE 2014-36135).

Abstract: The effects of emotional contagion between leader and followers have been proven of great importance, especially on the outcomes and the work performance. The mechanisms of the multi level emotional infections have been analyzed. The stochastic modeling methods on emotional contagion have been reviewed. The advantages and disadvantages have been compared between these methods. A novel stochastic model based on cellular automaton (CA) has been presented. The simulation results have been shown and the simulation demonstrated the CA model is one of the ideal tools for the estimation of emotional contagion and to evaluate the influence of positive and negative emotions from the leader group.

[14] Liu Z(刘朝), Tan TD\*, Qin CX, Zhang H. A Cellular Automaton Model and its Application on Emotional Contagion, Proceedings of the ASME 2014 International Mechanical Engineering Congress & Exposition, Nov 14-20, 2014, Montreal, Canada(IMECE 2014-36136).

Abstract: Emotional contagion has been a focus problem in the current fields of psychology and organizational behavior. Based on the theoretical analysis of emotional contagion mechanisms and probabilistic theory, a cellular automaton (CA) model has been proposed to simulate the process of emotional contagion. With the help of this CA model, we study the gross features of employees' positive emotions in the evolution of emotional contagion and explore the effects of ability to transport emotion, susceptibility and intimacy on the reaction process. The results indicate that employees' ability to transport positive emotion, susceptibility and intimacy are positive related to the emotional contagion between employees.

### 3、研究项目

主持

湖南省自然科学基金杰出青年基金项目: 交通运输业能源回弹效应关键影响因素、区域差异与政策模拟研究, 2018-2020

国家社科基金项目: 交通运输业能源回弹效应与能源效率提升政策有效性研究, 2016-2019

教育部人文社科规划项目: 情绪感染交互循环演化机理与信息干预仿真研究, 2015-2017

湖南省社科基金项目: 领导者情绪劳动对领导有效性影响研究, 2014-2015

基本信息

研究领域

讲授课程

研究成果

烟草公司研究项目:卷烟零售服务体系研究与应用,2010-2011

烟草公司研究项目:烟草企业文化体系研究与应用,2011-2012

烟草公司研究项目:基于内部营销理论的人力资源开发与应用,2012-2013

参与

国家自然科学基金重点项目:高维度、非线性、非平稳及时变金融数据建模和应用(71431008),主持人:马超群教授,2014-2017

湖南省自然科学创新研究群体项目:经济管理复杂系统中的建模、优化与决策研究(09JJ7002),主持人:马超群教授,2012-2014

教育部创新团队项目:经济管理复杂系统中的建模、优化与决策研究(IRT0916),主持人:马超群教授,2010-2012

国家社会科学基金项目:国际石油价格变动对我国经济的影响,主持人:马超群教授,2006—2009

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