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### 医院无形资产投资运营的影响因素:以声誉为例 [点此下载全文](#)

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#### 摘要:

目的:分析医院无形资产投资运营的影响因素,提出建立健全医院无形资产投资运营体制的对策。方法:以医院声誉为例,利用Shapiro模型和博弈论,对医院进行无形资产投资、维护其品牌声誉的实质进行经济分析。结果:医院对未来的看法、医疗质量信息传递效率、成本差异等因素都会影响医院声誉的构建。结论:卫生领域必须确立稳定的产权制度,积极培育市场信息中介,依法规范卫生主管部门的行政行为,完善公立医院治理结构。[

**关键词:** [医院](#) [无形资产](#) [声誉](#) [品牌](#) [信息不对称](#) [产权](#) [医疗质量指标](#) [价格管制](#)

**Influence factors of investment management of hospital intangible assets: take reputation as an example** [Download Fulltext](#)

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#### Fund Project:

#### Abstract:

Objective: To analyze the influencing factors of investment management of hospital intangible assets, so as to provide countermeasures for establishing and optimizing the investment management system of hospital intangible assets. Methods: Taking hospital reputation as an example, we analyzed its role in the investment management of hospital intangible assets and the maintenance of hospital reputation in an economic perspective using Shapiro model and game theory. Results: The factors, such as the blueprint of hospital, efficiency of medical quality information transmission, and cost variance, all influenced the reputation of hospital. Conclusion: In the health care field, stable property right system should be established and market information agents should be cultivated. The administrative actions of involved departments should abide by the related regulation and the running system of hospitals should be optimized. [

**Keywords:** [hospitals](#) [intangible assets](#) [reputation](#) [brand](#) [information asymmetry](#) [property rights](#) [index of medical quality](#) [price regulation](#)

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