

# 《多元化文化与市场信息交流行为》

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## 前言

对外经济贸易大学出版社最新推出了大型外语学术专著系列——《当代外国语言文学学术文库》，邀请我为文库写序，借此机会，谈谈我个人对外国语言文学研究的一些认识和感受。综观21世纪的外国语言文学研究，就语言学研究而言，形式语言学理论和功能语言学理论继续对抗和对话，认知语言学理论和社会文化理论发展迅速，各种语言学的理论思潮试图从不同的角度解释语言事实；在应用方面，语言学更加广泛地与多学科交叉，运用和借鉴包括数理逻辑、计算机科学、心理学、神经科学、认知科学、生态科学、经济学等各学科在内的研究成果和方法，不断凸显出语言学作为人文科学和自然科学交叉学科的地位。就文学研究而言，英美文学研究受经济全球化浪潮的冲击，文学及文论研究都关注文化全球化与本土性的关系。文化全球化的研究引发了文学现代性、后现代性和后殖民性的思考。文学和语言学的研究相互影响和交融日益明显，文学研究越来越多地引入语言学研究的方法，如话语分析等，反之亦然。我国的外国语言文学研究在全球化和中国入世以后与国际学术界的交流更加密切，发展更加迅速。同时，我们仍清楚地看到，国内的外国语言文学研究依然存在“三张皮”现象：第一张皮是“汉语与外语”研究的合作与交流不够。

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## 内容概要

《多元化文化与市场信息交流行为》涵盖了语言学、文学、翻译等领域，体现了包容并蓄、博采众长、学科融通的思想。进入文库的研究成果都经过精心挑选，出自学有专长的博士、学者。本套文库是各位学者的家园，是一个开放和创新的学术平台。

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1998 ; Kotter & Heskett , 1992 ) , these models and their concepts have been applied in one way or another in related studies. Dennison and Mishras ( 1995 ) model of organizational culture has been applied extensively in business management and consultancy. By the year 2000 , as Fisher and Alford ( 2000 ) reported , " Dennisons model was applied in more than 1400 companies ranging in size from 10 to 300 , 000 employees , representing all ages , industries and sectors" ( p. 208 ) . A number of articles also used Dennison and Mishras ( 1995 ) model to facilitate their findings. For example , Juchter , Fisher and Alford ( 1998 ) identify five conditions for high-performance cultures associated with Dennisons ( 1995 ) model. With measuring items developed from Dermison and Mishras ( 1995 ) model , Mobley , Wang and Fang ( 2005 ) conducted a field survey on organizational culture at five multinational firms operating in China and concluded that organizational culture can be another determining source of competitive advantage. This conclusion is supportive of the rationale used in Dennisons ( 1995 ) model. Using Dennison and Mishras ( 1995 ) model as their own theoretical framework , Fey and Dennison conducted a survey in 179 companies operating both in Russia and the US in 2003 and found that "adaptability proved to be the most useful dimension in the model to understand the overall effectiveness of an organization" ( p. 701 ) .

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