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Theory of Retail Institutional Change Review and Prospect

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Abstract This paper reviews comprehensively the formation and development of theories of retail institutional change and evaluates systematically these theories established by scholars from both western countries and China. Based on it it builds a theoretical framework for retail institutional change in China which covers four aspects including driving factors contents outcomes and mechanisms.

Key words retail institution institutional change retailing

1 研究背景

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60 90
90

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1958

1991

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theories of retail institutional change

theories of evolution of retail

competition

retail format

retail institution

2 西方零售业态演化理论

20 30 80 150

[1] 60 80 90 [2]

20 80 [3] 90

20 70 [4]

80 90

[5] [6][7][8]

Ulster Brown 20 80

[9] Brown

1

表 1 零售组织演化理论表

	macro retailing	Schiffman 1981	

		adjustment theory	Gist 1971 Roth Klein 1993 Evans 1993	
		institutional evolution	Dreesman 1968	
		ecological model	Markin Duncan 1981	
		retail accordion	Hower 1943 Brand 1963 Hollander 1966	
		wheel of retailing	McNair 1958	
		retail life cycle	Davidson Bates Bass 1976	
		multi-polarisation	Dressman 1968 Schary 1970 Kirby 1976	
		crisis-response model	Fink Baek Taddeo 1971	
		dialectic hypothesis	Gist 1971	
		vacuum hypothesis	Nielsen 1966	
		- environment-cycle	McNair Cox 1957 Deiderick Dodge 1983	
		- cycle-conflict	Martenson 1981 Izraeli 1970	
		- environment-conflict	Alderson 1957 McNair May 1976	
		- - environment-cycle- conflict	Ageragaard Olsen Allpass 1970 Beem Oxenfeldt 1966 1996	

2.1 环境理论

environmental theory

19

[10]

2.1.1 宏观零售理论

Rosenbloom Schiffman
(macro-retailing) [11]

[12-13]

Thomas

[14]

2.1.2 生物进化理论

Gist

[15] Roth Klein

[16] Evans Barnes Schlacter

[17]

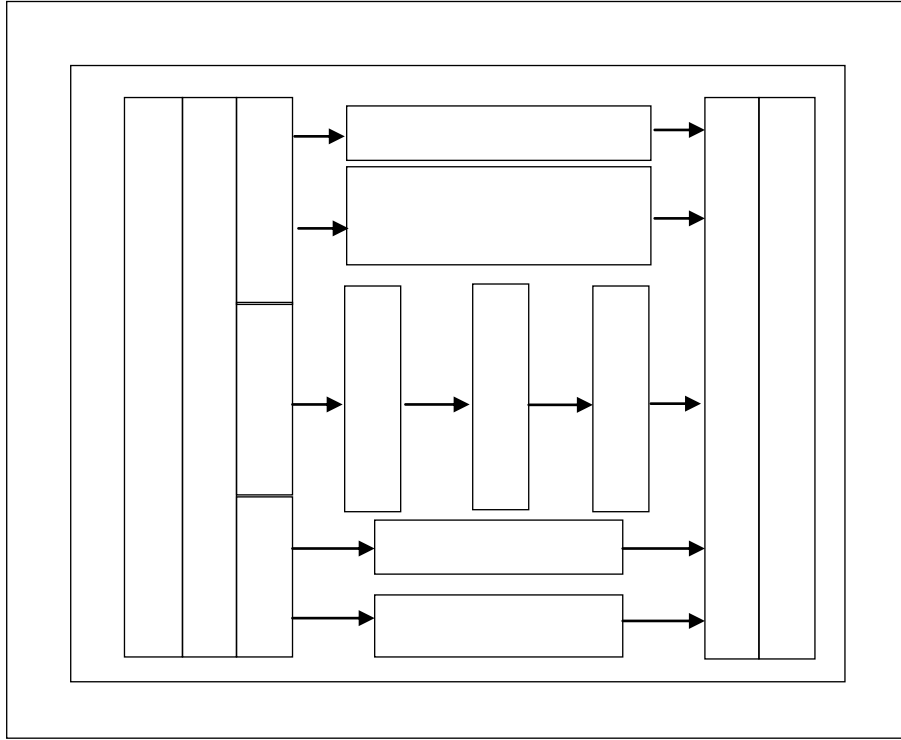
Dreesman

1968

[18]

Markin Duncan 1981

1^[19]



1

2.2 循环理论

4

[9]

2.2.1 零售手风琴理论

1943 Hower

[20] Hall Knapp Winsten^[21] 1961

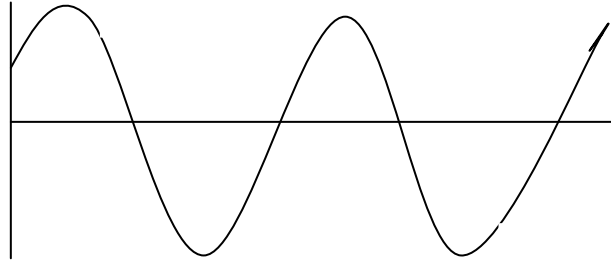
Brand 1963

[22] Hollander 1966

[23]

2

[23]



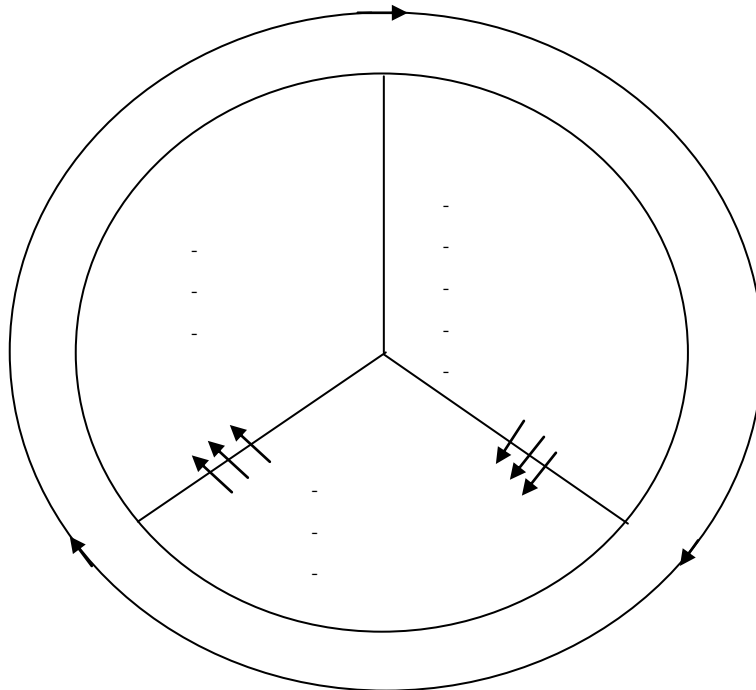
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2. 2. 2 零售轮理论

McNair 1958

[24]

3 [9]



3

[25]

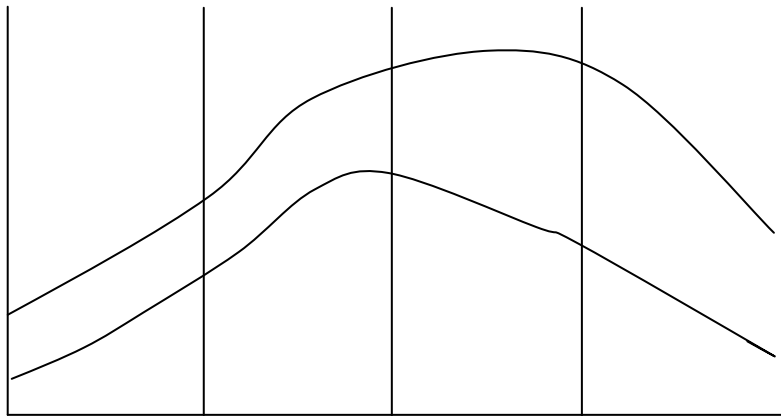
2.2.3 零售生命周期理论

1976 Davison Bates Bass

[26]

4

4^[26]



4

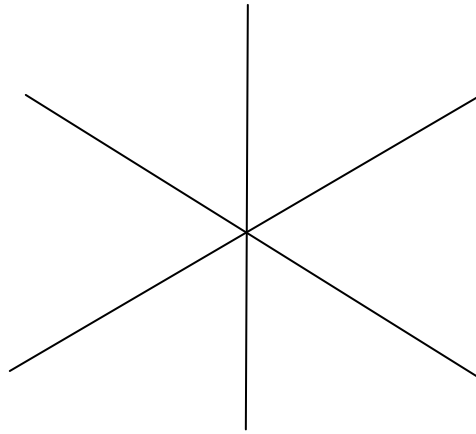
2.2.4 两极理论

Dressman^[18] Schary^[27]

Kirby 1976

[28]

5^[9]



5

2.3 冲突理论

3

2.3.1 危机反应模型理论

Taddeo

[10]

Fink Baek

4

2.3.2 辩证发展理论

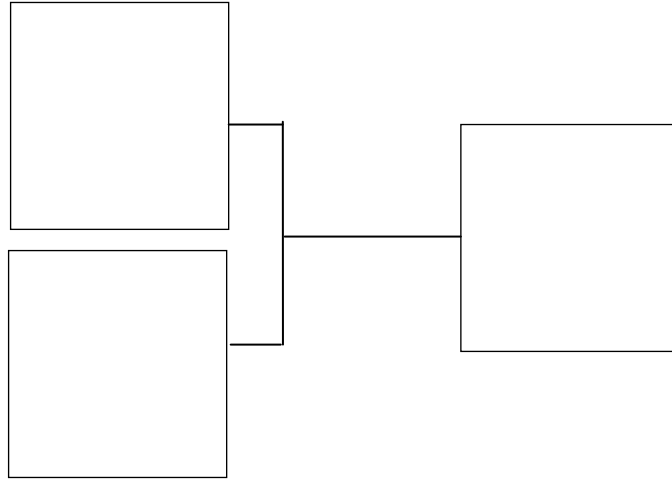
1968 Gist

[15]

Maronick Walker

[29]

6 [5]



6

2.3.3 真空地带理论

1966

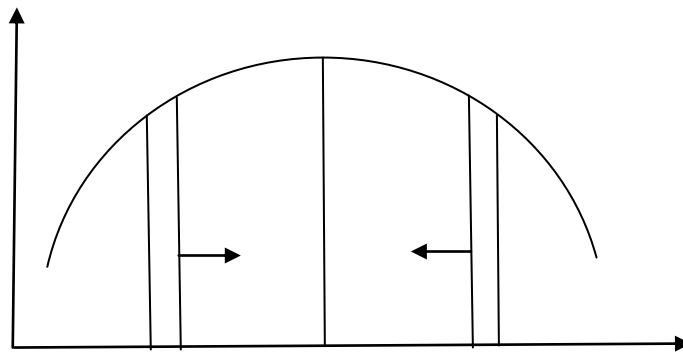
Nielsen

[30]

- -

7

[5]



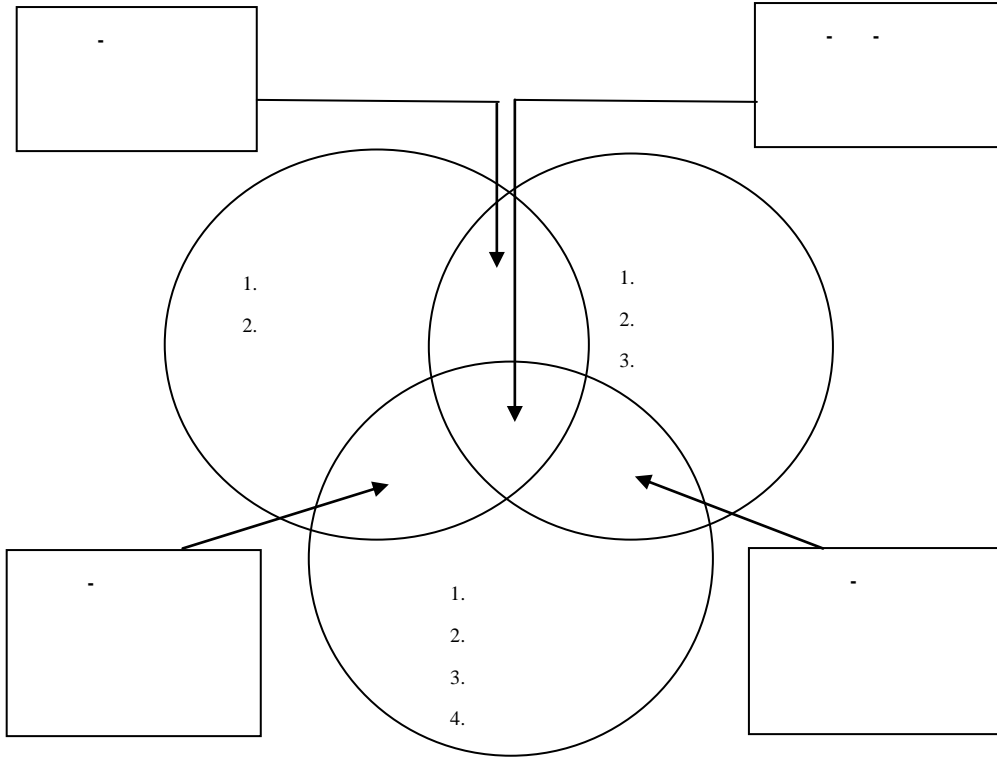
7

2.4 混合理论

[31]

[9] 4

8 8



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2.4.1 环境-循环理论

-

Cox

1958

[32]

Deiderick Dodge

3

[33]

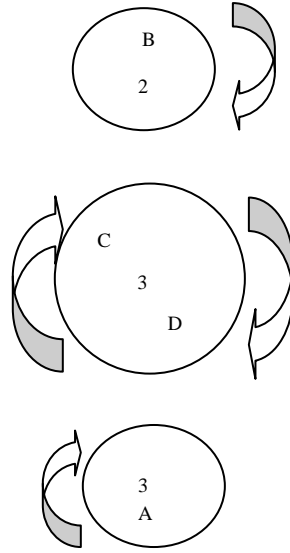
2.4.2 循环-冲突理论

Gist

[15]

Izraeli

9 [34]



9

2.4.3 环境-冲突理论

-
-
1 Alderson

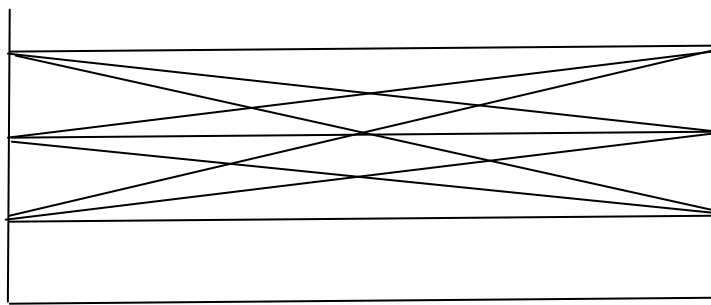
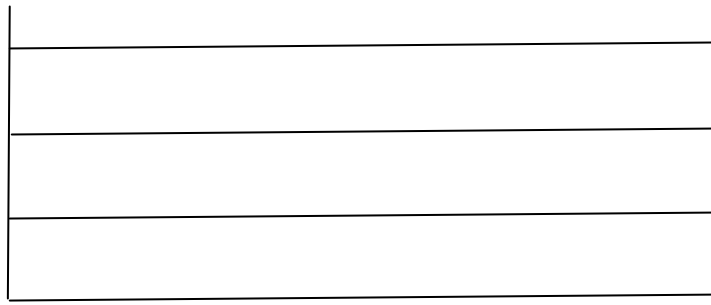
2 - Regan -

[35]

10

3

10 [36]



10

-

2.4.4 环境-循环-冲突理论

- -

3

1

Agergaard Olsen Allpass
[37]

2

[38]

Beem Oxenfeldt

3

[8]

3 中国零售业态演化理论

20 30

[39]

20

80

1987

Robert F Lucas

5 5

[40]

90

[31 41-50]

[41]

[42]

[43]

[44]

[45]

[46]

[47]

[48]

[49]

[50]

[31]

2000

2

表 2 中国学者对零售组织演化理论的研究文献归纳表

		2000	2001	
		2006		
		2007	2009	
		2009		
		2000	2003	
		2004		
		2004	2009	
		2001	2014	
		2002		
		2002		
		2006		
		2007		
	-	2004	2012	
	-	2011	2011	
	- -	2002		
		2006	2006	

3.1 环境理论

3.1.1 宏观环境

[51]

[52]

[53]

[54]

[55]

[56]

3. 1. 2 微观环境

[57]

[58]

[48]

[59]

[60]

[61]

3. 1. 3 综合环境

[46]

[62]

[63]

3.2 循环理论

1

[64]

2

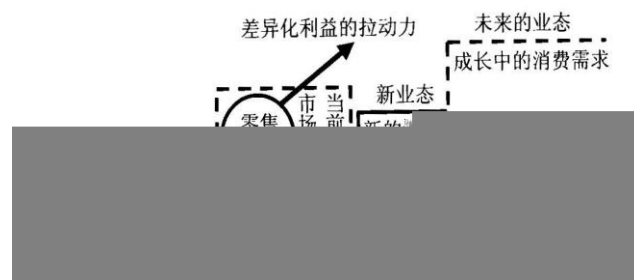
[65]

[66]

3.3 冲突理论

[67]

11



11

3.4 混合理论

3.4.1 环境-循环理论

[68]

[69]

3.4.2 环境-冲突理论

[70]

[71]

3.4.3 环境-循环-冲突理论

[72]

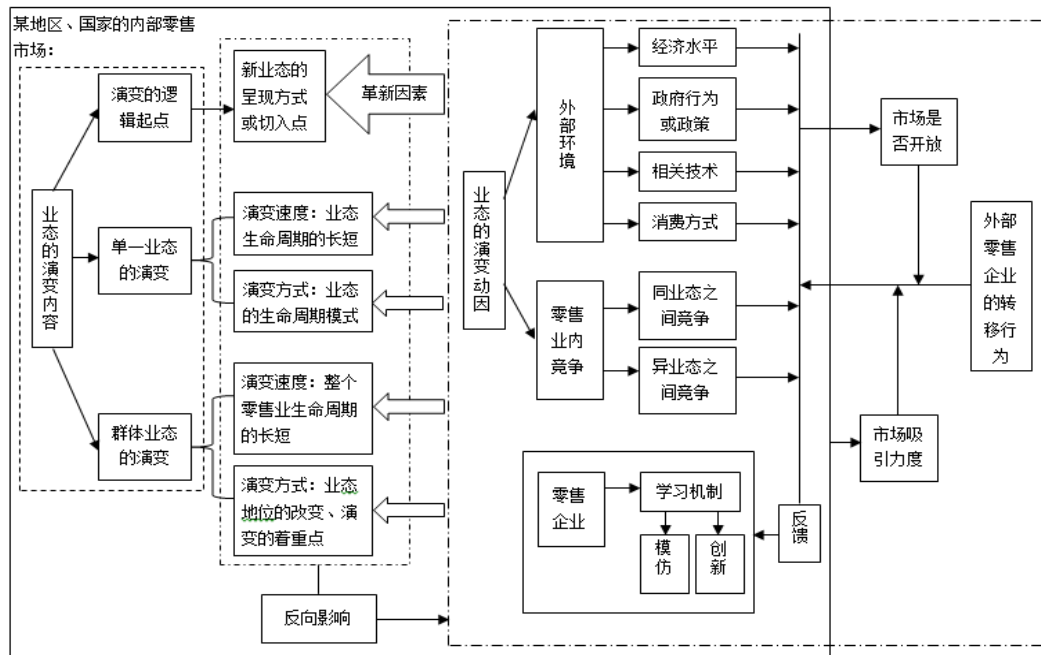
3.4.4 多理论综合模型

[73]

12 [74]

3

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12

4 中国零售业态演化理论展望

20

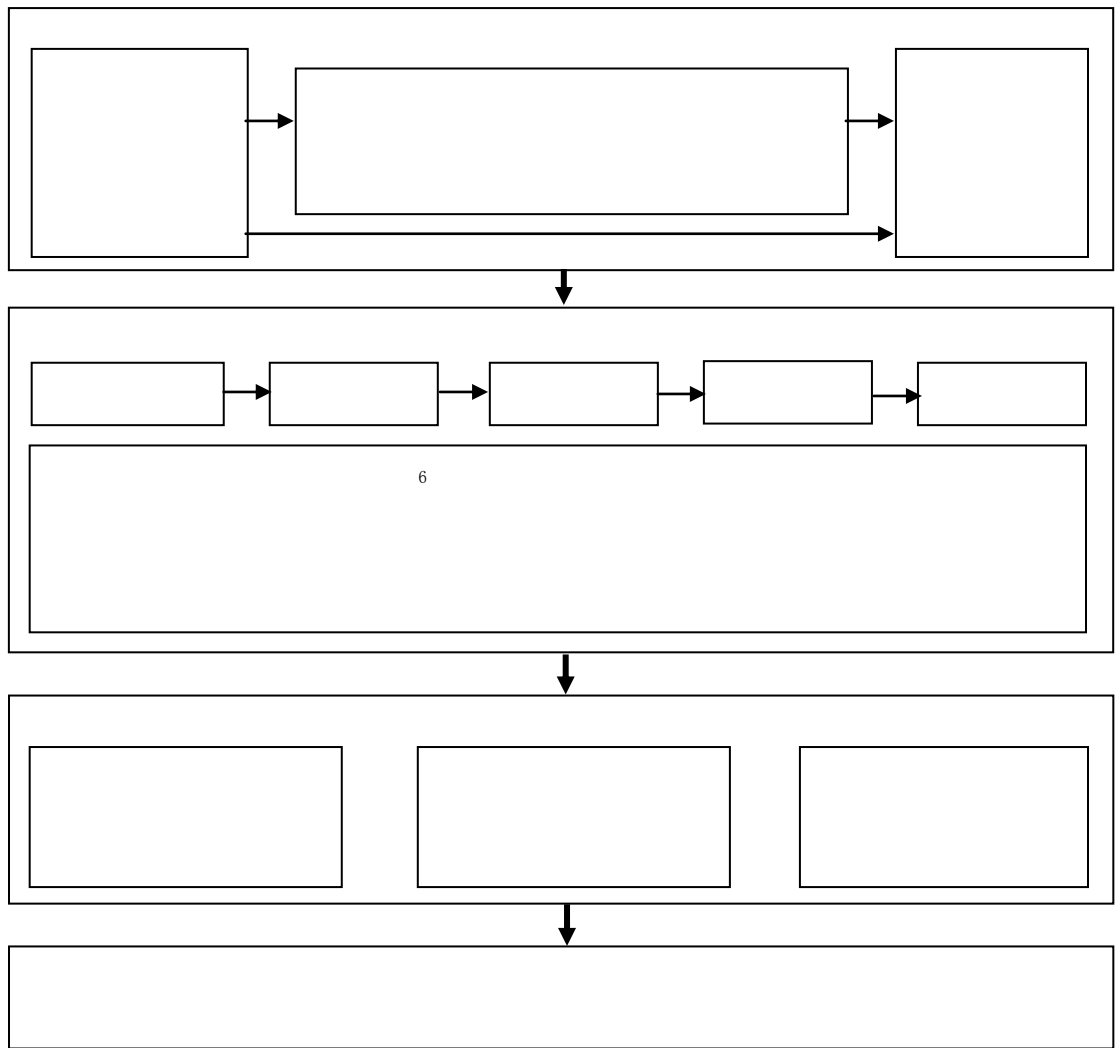
Christopher

[75]

[74]

13

4



13

4.1 中国零售业态形成和演化的动因

3

4.2 中国零售业态形成和演化的内容

6

4.3 中国零售业态形成和演化的结果

3

4.4 中国零售业态形成和演化的机理

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- [50] . [M]. 2009 85-96.
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- [52] . [J]. 2001 10 5-8.
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- [55] . [J]. 2009 1 1-5.
- [56] . [J]. 2009 1 25-29.
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- [60] . [J]. 2004 3 99-105.
- [61] . [J]. 2009 3 5-10.
- [62] . [J]. 2014 7 42-49.
- [63] . [J]. 2014 10 16-22.
- [64] . [J]. 2002 6 30-34.
- [65] . [J]. 2002 7 32-34.
- [66] . [J]. 2006 3 38-46.
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 2012 4 17-24.

[70] ——— [J].
 2011 4 5-12.

[71] [J]. 2011
 9 72-76.

[72] [J]. 2002 6
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[73] [J]. 2006 S2 654-660.

[74] [J]. 2006 4 48-51 94.

[75] [M].
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