



北京财贸职业学院学报 (双月刊)

ISSN1674-2923

CN11-5679/F

人大复印报刊资料转载期刊  
北京市社科一级期刊  
中国期刊全文数据库收录期刊  
万方数据库收录期刊  
中文科技期刊数据库收录期刊  
《中国人文社会科学期刊AMI综合评价报告》A刊

JOURNAL OF BEIJING COLLEGE OF  
FINANCE AND COMMERCE

# 北京财贸职业学院 学报

关于构建与优化金融科技机制与体制研究  
智慧经济时代区域经济创新体系机制研究  
互联网+背景下餐饮企业竞争力影响因素研究

ISSN 1674-2923



双月刊

06

2019

二一九年 第35卷 第6期

## 目 录

## 【专家特稿】

- 关于构建与优化金融科技机制与体制研究 ..... 陆岷峰(5)

## 【财经观察】

- 智慧经济时代区域经济创新体系机制研究  
——以廊坊市为例 ..... 李 玮 孙小清(12)
- “电商+互联网”金融扶贫研究 ..... 袁凤英(17)
- 新疆上市公司成长性评价研究  
——基于因子分析法的 Topsis 评价法 ..... 姚步晨(21)
- 多元化经营和公司价值的关系研究 ..... 杨晓丹(27)

## 【流通论坛】

- “互联网+”背景下餐饮企业竞争力影响因素研究 ..... 包 翼(33)
- 扬州市乡村旅游游客动机与行为分析 ..... 梁传波 焦世奇(38)

## 【教育教学】

- 高职院校中华优秀传统文化育人体系建设 ..... 平若媛 任丽敏(42)
- 税制改革背景下《税法》课程“四阶段案例教学法”的应用研究 ..... 韩育晟 王玉峰(47)
- 金融专业混合式教学的改革与实践  
——以《商业银行信贷业务》教学为例 ..... 乔 睿(51)

## 【“双高计划”研究】

- “双高计划”建设背景下高职学生分类治理研究 ..... 武 岳(55)
- 以项目化管理推进“双高计划”的几点思考 ..... 李昱言 牛增辉 周莉娟(59)
- 现代学徒制中利益均衡分析 ..... 刘 华(63)
- 1+X 证书制度与高职人才培养方案的融合性研究 ..... 邵名果 李传伟(68)

## CONTENTS

Research on Constructing and Optimizing the Mechanism and System of Fintech .....	<i>LU Min-feng</i> (5)
Research on the Mechanism of Regional Economic Innovation System in the Era of Intelligent Economy —A Case Study of Langfang City .....	<i>LI Wei SUN Xiao-Qing</i> (12)
Research on Poverty Alleviation of E-commerce + Internet Finance .....	<i>ZHONG Feng-ying</i> (17)
Research on Growth Evaluation of Listed Companies in Xinjiang —Topsis Evaluation Method Based on Factor Analysis .....	<i>Yao Bu-chen</i> (21)
Research on the Relationship between Diversified Operation and Company Value .....	<i>YANG Xiao-dan</i> (27)
Research on Influencing Factors of Catering Enterprises' Competitiveness Based on Internet + .....	<i>BAO Yi</i> (33)
Analysis on Motivation and Behavior of Rural Tourists in Yangzhou .....	<i>LIANG Chuan-bo JIAO Shi-qi</i> (38)
Research on the Construction of Nurture System of Chinese Excellent Traditional Culture in Higher Vocational Colleges .....	<i>PING Ruo-yuan REN Li-min</i> (42)
Research on the Application of “Four-Stage Case Teaching Method” of Tax Law Course under the Background of Tax System Reform .....	<i>HAN Yu-sheng WANG Yu-feng</i> (47)
The Reform and Practice of Hybrid Teaching in Finance Major —Taking the Teaching of Credit Business of Commercial Banks as an Example .....	<i>QIAO Rui</i> (51)
A Study on Higher Vocational Students Classified Management Under the Background of “Double High-quality Plan” .....	<i>WU Yue</i> (55)
Some Thoughts on Promoting “Double High-quality Plan” with Management by Project .....	<i>LI Yu-yan NIU Zeng-hui ZHOU Li-juan</i> (59)
An Analysis of the Balance of Interests in Modern Apprenticeship .....	<i>LIU Hua</i> (63)
Research on the Integration of 1 + X Certificate System and Higher Vocational Talent Training Program .....	<i>SHAO Ming-guo LI Chuan-wei</i> (68)