

目 次

电子商务

- 国内众筹投资行为羊群效应实证分析
..... 赵保国,盖念(1)
- 电商环境下在线评论与探究学习的比较研究
..... 石文华,王星瑶(10)

互联网治理与法律

- 网络交易平台刷单行为的类型梳理与刑法评价
..... 汪恭政(18)

通信管理

- TD-LTE 分场景、分类型投资效益分析
..... 崔新凯,高向川(25)

经济与管理

- 商业活动场景对个人信息提供意愿的影响研究
..... 黄逸珺,姜淮,施成玉(33)
- 智慧时代互联网+居家养老服务的实现路径
..... 李攀,曾瑞明,许敏(43)
- 带时间窗的互联网租车调度策略研究
..... 何李凯,陈冬林,陈川(50)
- 社交媒体大数据、投资者情绪与 IPO 抑价
..... 杜伟岸,吕佳玲(59)
- 小微企业税收优惠政策效应评估
..... 田发,谢凡(69)
- 股权结构调节作用下的高管团队异质性与企业绩效
关系研究..... 陈慧,刘玉玲,徐慧娟(76)
- 中国金融-科技耦合脆弱性内涵及评价研究
..... 王仁祥,崔雅倩(87)

教育研究

- MOOC 学习者参与行为实证研究
——以“中国大学 MOOC”外语课程为例
..... 张璐妮,唐守廉,刘宇泓(97)
- 移动学习应用中积分激励机制设计
..... 李青,李莹莹(104)

北京邮电大学学报 (社会科学版)

(双月刊)

第 20 卷 第 3 期

2018 年 6 月

编辑部

主 编:苑春荟

副 主 编:李 钢 曾剑秋 吴 洪

张 彬 金永生 王文宏

郭玉锦 茶洪旺

本期执行主编:孙启明

编辑部主任:王琴秋

本期责任编辑:王琴秋 阿达来提

Journal of Beijing University of Posts and Telecommunications
(Social Sciences Edition)

The Third Issue 2018

Contents

Empirical Analysis of Herd Effect of Domestic Crowd-funding Investment Behavior
..... **ZHAO Bao-guo, GAI Nian**(1)

Comparative Study of Online Review and Inquiry Learning in E-Commerce Environment
..... **SHI Wen-hua, WANG Xing-yao**(10)

Type and Penalty Evaluation of Click Farming on Online Trade Platform **WANG Gong-zheng**(18)

Investment Benefit Analysis of TD-LTE Based on Scene and Type
..... **CUI Xin-kai, GAO Xiang-chuan** (25)

Impact of Business Scenarios on Users' Willingness to Provide Personal Information
..... **HUANG Yi-jun, JIANG Huai, SHI Cheng-yu**(33)

Realization Path of Internet + Home Care Service in the Era of Wisdom
..... **LI Pan, ZENG Rui-ming, XU Min**(43)

Internet Vehicle Rental Scheduling Strategy with Time Windows
..... **HE Li-kai, CHEN Dong-lin, CHEN Chuan**(50)

Social Media Big Data, Investor Sentiment and IPO Underpricing **DU Wei-an, LÜ Jia-ling**(59)

Evaluation on Preferential Taxation Policies for Small and Micro Businesses **TIAN Fa, XIE Fan** (69)

Relationship Between TMT Heterogeneity and Enterprise Performance Based on Moderating Role of
Ownership Structure **CHEN Hui, LIU Yu-ling, XU Hui-juan**(76)

Connotation and Evaluation of Vulnerability of China's 'Finance-Technology' Coupling System
..... **WANG Ren-xiang, CUI Ya-qian**(87)

Empirical Study of Students' Participation Behavior of MOOC
——Based on Foreign Language Courses on 'China University MOOC'
..... **ZHANG Lu-ni, TANG Shou-lian, LIU Yu-hong**(97)

Design of Point Incentive Mechanism in Mobile Learning Application **LI Qing, LI Ying-ying**(104)

Translated by MA Xiao-qian