



全国优秀社科学报
 重庆市一级期刊
 RCCSE中国核心学术期刊(扩展版)
 中国人文社会科学期刊评价报告(2014年)扩展期刊
 人大“复印报刊资料”重要转载来源期刊

ISSN 1672-0598

重庆工商大学学报(社会科学版)

重庆工商大学学报

Journal of Chongqing Technology and Business University



第三十五卷第六期

二〇一八年十二月



6

社会科学版 2018
 Social Science Edition

第35卷 第6期
 Vol.35 No.6

经济研究

- 经济距离、董事会异质性与跨国公司股权进入模式 郭健全, 闰芹芹(1)
- 新生代农民工返乡创业的产业优化探析 崔学海(7)

管理论丛

- 在线个性化产品定制研究综述与展望 甄杰, 严建援(12)
- 我国沿海地区酒店产业效率时空差异及其影响因素研究
..... 焦念涛, 郑向敏, 殷杰(22)
- 旅游购物品研发体系构建探析
——以重庆旅游购物品研发为例 范春(31)
- 提高员工满意度一定能改善工作绩效吗
——基于不同价值观视角的实证研究 郝金磊, 尹萌(37)
- 民营企业的劳动雇佣与政治联系层级研究
——基于互惠视域的实证分析 李南海(47)

社会工作与社会治理

- 残障学生大学教育支持路径解析
——基于社会工作之构念 蔡翻飞, 李丽(54)

归位与合作:化解政府在购买社区教育服务中的角色挑战 陈晓岚(61)

高校贫困生心理健康状况与教育对策研究

——基于重庆高校贫困大学生的问卷调查数据 冉永琴(67)

传媒与出版

“一带一路”与新闻传播的研究综述 王芳(76)

互联网规范研究的回顾与前瞻 李伟(83)

建构华为:美国精英报纸媒体对华为报道的框架分析(2005—2015) ... 李亚飞(90)

数字图书馆建设中的孤儿作品利用模式研究 邵燕(97)

文史哲

麦金太尔美德论述要 曾晓强(104)

至善与趋恶:康德人性论下的意志选择 谢家建(110)

《桐城文学渊源考》阙误续补 陈开林(115)

国内 ESP 研究现状论析与前瞻 周晓春(121)

重庆工商大学学报(社会科学版)2018年总目录 IV

Contents

Economic Distance, Heterogeneity of the Board and MNE's Equity Entry Mode GUO Jian-quan, RUN Qin-qin (1)

Analysis of Industrial Optimization for Home-returning Entrepreneurship by New Generation Migrant Workers CUI Xue-hai (7)

A Literature Review of Online Product Personalization ZHEN Jie, YAN Jian-yuan (12)

A Research on Spatial-temporal Differentiation and Influencing Factors of Hotel Industrial Efficiency in China Coastal Areas
..... JIAO Nian-tao, ZHENG Xiang-min, YIN-Jie (22)

The Construction of Research and Development System for Tourism Products; Taking the Design of Chongqing Tourism Commodities as
an Example FAN Chun (31)

Can Employee Satisfaction Improvement Surely Improve Job Performance; An Empirical Study Based on Different Work Values
..... HAO Jin-lei, YIN Meng (37)

Level of Political Connection and Labor Employment of Private Enterprises; An Empirical Analysis Based on the Reciprocity Perspective
..... LI Nan-hai (47)

An Analysis of the Path on Educational Support to Disabled College Students; Based on a New Perspective of Social Work
..... CAI He-fei, LI li (54)

Return and Cooperation; To Defuse the Challenges of the Role of Government in Government Purchase of Community Education
..... CHEN Xiao-lan (61)

Research on Psychological Health and Education Strategies Targeting Impoverished College Students; Questionnaire Data Based on
Chongqing's Poor College Students RAN Yong-qin (67)

A Research Review of the Belt and Road and Journalism & Communication WANG Fang (76)

The Review and Prospect of the Network Norm Research LI Wei (83)

Framing Huawei; A Framing Analysis of American Elite Newspaper Media's Coverage of Huawei LI Ya-fei (90)

Study on the Copyright Problems of Orphan Works in the Construction of the Digital Libraries SHAO Yan (97)

A Summary of Macintyre's Virtue Theory ZENG Xiao-qiang (104)

Highest Good or Evil Propensity; Consciousness Choice Oriented by Kant's Treatise on Human Nature XIE Jia-jian (110)

Study of Tong Cheng Wen Xue Yuan Yuan Kao CHEN Kai-lin (115)

Analysis of ESP Research in China and the Prospect ZHOU Xiao-chun (121)