



RCCSE中国核心学术期刊

AMI综合评价 (A刊) 扩展期刊

ISSN 1008-8105



# 电子科技大学学报 (社科版)

- 网格化管理视阈下大气污染协同治理模式探析 (高明 曹海丽)
- 精英治理、股利政策与企业绩效——基于A股与“A+H”股的比较研究 (陈 颀)
- 近年来网络意识形态研究：焦点与展望 (刘建伟 李 磊)
- 数字经济下不正当竞争行为分析——兼评新《反不正当竞争法》 (范卫红 王廷兴)
- 带模糊时间窗的多目标越库选址路径优化问题 (刘 虹)
- 药品网购中消费者特征与感知信任关系研究 (雷 东 张健豪)

2019年  
第5期  
总第110期



JOURNAL OF UNIVERSITY OF ELECTRONIC  
SCIENCE AND TECHNOLOGY OF CHINA  
(SOCIAL SCIENCES EDITION)



万方数据

二〇一九年

第二十一卷  
第五期

总第一百一十期

电子科技大学学报

社科版

## 目 录

### 公共管理

- 网格化管理视阈下大气污染协同治理模式探析·····高明 曹海丽(1)
- 精英治理、股利政策与企业绩效  
——基于A股与“A+H”股的比较研究·····陈 颀(8)
- 对我国1995~2017年妇幼保健服务相关研究的述评与趋势预判  
——基于文献计量的研究·····周美多 段 纯 方红力(16)
- 我国政府满意度研究的文献计量分析  
——基于CNKI的期刊计量及可视化分析结果·····贾寅龙(23)

### 数字经济与智慧经济

- 数字经济下不正当竞争行为分析  
——兼评新《反不正当竞争法》·····范卫红 王廷兴(31)
- P2P网络借贷的研究综述与现实发展·····李 强(37)
- 共享单车押金性质与法律规制之探讨  
——从共享单车押金退还案件说起·····王 雪(45)

### 网络文化

- 近年来网络意识形态研究:焦点与展望·····刘建伟 李 磊(52)
- 我国青少年网络行为特点及其引导策略·····谢玉进 曹乃馨(60)
- 试论网络生态的基本特征·····陈宗章(67)

### 管理科学与工程

- 带模糊时间窗的多目标越库选址路径优化问题·····刘 虹 林楚玥(72)
- 药品网购中消费者特征与感知信任关系研究·····雷 东 张健豪(79)
- 信息不对称下医疗服务供应链激励机制研究·····路应金 邓玉琴 徐雪颀(88)
- 社交网络下产品扩散研究进展和展望·····黄琦炜(96)
- 基于混合捆绑销售的在线旅游服务供应链策略研究·····孟 浩 周 刚(105)

## CONTENTS

- Analysis on the Collaborative Governance Model of Air Pollution from the Perspective of Grid Management  
.....GAO Ming , CAO Hai-li ( 1 )
- Elite Governance, Dividend Policy and Corporate Performance——A Comparative Study of A Shares and A+H Shares  
.....CHEN Yi ( 8 )
- Review and Trend Prediction of Researches on Maternal and Child Health Services in China from 1995 to 2017  
——Research Based on Bibliometrics .....ZHOU Mei-duo , DUAN Chun , FANG Hong-li ( 16 )
- A Bibliometric Analysis of the Research on Satisfaction of Chinese Government:  
Based on the Results of CNKI' s Bibliometrics and Visualization.....JIA Yin-long ( 23 )
- Analysis of Unfair Competition Behavior in the Digital Economy  
——Comments on the New Anti-Unfair Competition Law .....FAN Wei-hong , WANG Ting-xing ( 31 )
- P2P Lending: Literature Review and Practical Development  
.....LI Qiang ( 37 )
- Discussion on the Nature and Legal Regulation of Shared Bicycle Deposit  
——From the Case of Returning the Shared Bicycle Deposit.....WANG Xue ( 45 )
- Research on Network Ideology in Recent Years: Focus and Prospect  
.....LIU Jian-wei , LI Lei ( 52 )
- Behavioral Characteristics of Chinese Youth Network and Its Guiding Strategies  
..... XIE Yu-jin , CAO Nai-xin ( 60 )
- Discussion on the Basic Characteristics of the Network Ecology  
.....CHEN Zong-zhang ( 67 )
- Optimization for Multi-objective Location-routing Problem of Cross-docking with Fuzzy Time Windows  
..... LIU Hong , LIN Chu-yue ( 72 )
- Research on the Relationship Between Consumer Characteristics and Perceived Trust of Online Drug Shopping  
.....LEI Dong , ZHANG Jian-hao ( 79 )
- Research on Incentive Mechanism of Medical Service Supply Chain Under Information Asymmetry  
.....LU Ying-jin , DENG Yu-qin , XU Xue-feng ( 88 )
- Research Progress And Prospect of Product Diffusion Under Social Network  
.....HUANG Qi-wei ( 96 )
- Research on Online Tourism Service Supply Chain Strategy Based on Mixed Bundling Strategy  
.....MENG Hao , ZHOU Gang ( 105 )