

福建农林大学学报

(哲学社会科学版)

ISSN 1671 - 6922
CN 35 - 1258/C

(双月刊)

主任委员：陈永正

副主任委员：

翁善波 林和平 黄一帆

委员：

叶飞霞 华启清 刘健
刘义圣 刘伟平 庄祥生
许文兴 杨孔炽 杨江帆
杨建洲 余建辉 张文祺
张君良 张春霞 陈永正
陈泰丰 林卿 林和平
林国栋 郑又贤 郑庆昌
郑传芳 郑珠仙 赵捷
郭文硕 翁善波 黄一帆
黄家骅 黄陵东 黄鸿飞
雷德森 管宁 黎昕

主编：陈永正

副主编：翁善波 林和平
华启清(常务)

责任编辑：

华启清 庄艺真 林安红

目 次

第 14 卷 第 1 期

2011 年 1 月 5 日出版

海峡论坛

- 闽台旅游安全管理合作机制研究 郑向敏,王新建(1)
在厦门岛内外一体化进程中加强对台合作的思考 赵玉榕(5)
海西战略背景下厦漳泉行业协会互动分析——基于战略协同的视角 徐晞,詹彦凯(11)

社会主义新农村建设研究

- 中国农业银行服务“三农”发展的可行性探索——以福建省为例 李晓岚,董剑程,郑少红(16)
乡村社区合作经济组织引领农民创业的模式研究——以福建省为例 王阿娜(21)
福州市“菜篮子”工程——蔬菜产业发展研究 杨军,曾玉荣,刘景秀,柯文辉(25)
善治视阈下和谐农村权力格局的蕴涵 陈一收(30)

经济·管理

- 福建省水产品出口竞争力分析 蔡秋红,范永立,庄佩芬(34)
近十年来福建省旅游经济时空差异演变分析 林明水,谢红彬,陈文虹(39)
FDI 直接出口效应和间接出口效应——基于区域视角的实证研究 彭建平,李永苍(46)
测土配方施肥技术采纳意愿的影响因素分析——基于对福建省农户的问卷调查 高辉灵,梁昭坚,陈秀兰,徐学荣(52)
企业人力资本投资风险的理论分析与对策探讨 阙春萍,周毕芬(57)

哲学·法律

- 关于思想路线的新思考——解读《中国特色社会主义理论体系学习读本》 郑又贤(61)
林权概念的界定——《森林法》抑或《物权法》的视角 魏华(68)

教育·教学

- 大学生思想政治教育方式方法创新的四维视角——基于增强亲和力感染力的思考 叶飞霞,夏玉生(73)
试论导师制与园艺本科人才培养 陈清西,李冬香,关夏玉(78)
从教师期望到师生和谐共振——论高校师生心理契约的达成 蔡毅强(83)
文理科大学生英语词汇记忆策略培训研究 邱绍姬(87)
交通运输专业实践教学管理与改革研究 罗才英(92)
高校大学生就业创业教育亟待转变的几种方式 鲍振兴,曾丽萍(97)
在小城镇中开展民俗体育的途径与措施 张颖(100)

文学·艺术

- 信息时代的家具设计方案评价方法 何晓琴,陈金明(103)
框架理论对批评话语分析的启示 林敏(107)
海峡两岸专家热议农村金融服务与创新——2010 年“全国农村金融高层论坛”纪要 谢志忠(112)

【期刊基本参数】 CN35 - 1258/C * 1998 * b * A4 * 112 * zh * P * ¥5.00 * 1000 * 24 * 2011-01

JOURNAL OF FUJIAN AGRICULTURE AND FORESTRY UNIVERSITY (Philosophy and Social Sciences)

January, 2011 Volume 14, Number 1

CONTENTS

The Straits Forum

- Research on the cooperation mechanism of tourism safety management in Fujian and Taiwan ZHENG Xiang-min, WANG Xin-jian(1)
On Strengthening the cooperation with Taiwan in the course of the integration of inside and outside of Xiamen Island ZHAO Yu-rong(5)
Analysis of the interaction of industry associations among Xiamen, Zhangzhou and Quanzhou under the strategic background of building the economic zone on the west side of the Straits, from the perspective of strategic collaboration XU Xi, ZHAN Yan-kai(11)

Studies on building a new socialist countryside

- Feasibility analysis of Agricultural Bank of China to serve the development of agriculture, countryside and farmers—Taking Fujian Province as a case LI Xiao-lan, DONG Jian-cheng, ZHENG Shao-hong (16)
Business development programs for farmers assisted by economic cooperative organizations of rural communities as practiced in Fujian WANG A-na(21)
Shopping basket program in Fuzhou—A study on the development of vegetable industry YANG Jun, ZENG Yu-rong, LIU Jing-xiu, KE Wen-hui(25)
On the implications of harmonious rural power pattern in the visual angle of “good governance” CHEN Yi-shou(30)
Economics and management
On the export competitiveness of Fujian aquatic products CAI Qiu-hong, FAN Yong-li, ZHUANG Pei-fen(34)
Analysis of the evolution of the spatial-temporal variation of Fujian tourism economy in the past decade LIN Ming-shui, XIE Hong-bin, CHEN Wen-hong(39)
Direct export effect and indirect export effect of FDI—Empirical study based on local perspective PENG Jian-ping, LI Yong-cang(46)
Analysis of factors influencing adaptation of the technology of formula fertilization by soil testing—Based on the questionnaire survey of farmer households in Fujian GAO Hui-ling, LIANG Zhao-jian, CHEN Xiu-lan, XU Xue-rong(52)
Theoretical analysis of investment risks of enterprise human capital and the countermeasures QUE Chun-ping, ZHOU Bi-fen(57)

Philosophy and law

- New reflection about ideological line—After reading *the Learning Readers on the Socialist Theoretical System with Chinese Characteristics* ZHENG You-xian(61)

On the definition of the concept of forest tenure—From the standpoint of *Property Law* or *Forest Law* WEI Hua(68)

Education and teaching

- Four-dimension perspective of innovation in the methods of college students' ideological and political education—Based on appetency and attractiveness YE Fei-xia, XIA Yu-sheng(73)

- Discussion of the tutorial system and horticulture undergraduate talents training CHEN Qing-xi, LI Dong-xiang, GUAN Xia-yu(78)
From teacher expectation to harmonious resonance between teachers and students—Establishment of psychological contract between teachers and students at colleges and universities CAI Yi-qiang(83)

A study on English vocabulary memory strategy training of college students in humanities and sciences QIU Shao-ji(87)

Practice teaching management and reform in the discipline of traffics and transportation LUO Cai-ying(92)

College students' employment education to be urgently changed in several ways BAO Zhen-xing, ZENG Li-ping(97)

Approaches and measures to develop folk sports in towns ZHANG Ying(100)

Linguistics and art

- Evaluation method of furniture design scheme of information times HE Xiao-qin, CHEN Jin-ming(103)
Enlightenment of frame theory to critical discourse analysis LIN Min(107)

Experts from two sides of the Straits discussing about rural finance service and innovation: Summary of “National Summit Forum on Rural Finance, 2010” XIE Zhi-zhong(112)