

Journal of Beijing City University

- 移动互联网时代特色小镇品牌传播研究——以沙集电商小镇为例
- 美丽中国视域下高校生态文明教育机制建设的梗阻与改进
- 高新技术企业政府补助效率分析——基于北京上市公司的数据
- 国外专利分析研究综述
- 基于新时代背景下增强高校学生党员党性修养的实践探讨

No.6

双月刊
2020年第6期
总第160期



北京城市学院学报

Journal of
Beijing City University

No.6 2020

目 录

· 城市建设与发展 ·

- 移动互联网时代特色小镇品牌传播研究——以沙集电商小镇为例 李燕,李春雅,倪红叶(1)
- 基于场域理论的参与式社区文化实践研究 颜煌,王润清(11)
- 青年参与社区治理的路径和机制探析——以北京市东城区 B 街道为例 宋利,王雯(17)

· 高校教育教学改革 ·

- 美丽中国视域下高校生态文明教育机制建设的梗阻与改进 赵小彦,丁三青,熊韵波(22)
- 《跨境电子商务模拟实训》课程的混合式教学模式实践研究 刘畅(28)
- 基于移动学习共同体的英语词汇教学研究 乔兴兰(37)
- 大学英语混合式教学课程建设的实践研究 高丽群(46)
- 基于学生科研创新能力培养的信息素养课程内容研究 赵泉(51)
- 在线教学质量监测的探索——以北京城市学院为例
..... 石凤琴,刘雪梅,李延成,李鑫,孙媛媛(57)

· 理论研究与实践 ·

- 高新技术企业政府补助效率分析——基于北京上市公司的数据 王海霞,欧阳欣(65)
- 国外专利分析研究综述 刘玉林(69)
- 独立学院大学生职业决策困难及其规避策略 周芳(75)
- 浅析跨文化交际视域下的文化移情能力及其培养措施 付本静(80)

· 人才培养研究 ·

- 应用型大学顶岗实习管理的问题及路径探索 陶芳铭(85)
- 新时代高校的个性化人才培养策略 庄海刚(91)

· 思想政治理论专题 ·

- 基于新时代背景下增强高校学生党员党性修养的实践探讨 管乐(96)
- 建构新时代意识形态工作的科学机制 武晚霞,任引沁(100)

CONTENTS

A Study on Brand Communication of Featured Town in the Era of Mobile Internet——Taking Shaji E-commerce Town as an Example	LI Yan, LI Chunya, NI Hongye
A Study on Participatory Community Cultural Practice Based on Field Theory	YAN Huang, WANG Runqing
The Analysis of the Paths and Mechanisms of Youth Participation in Community Governance ——Taking B Street in Dongcheng District of Beijing as an Example	SONG Li, WANG Wen
On the Obstruction and Improvement of the Construction of Ecological Civilization Education Mechanism in Colleges and Universities from the Perspective of Beautiful China	ZHAO Xiaoyan, DING Sanqing, XIONG Yunbo
A Practical Study on Blended Teaching Model in the Course of Simulation Training on Cross-border E-commerce	LIU Chang
A Study on English Vocabulary Teaching Based on Mobile Learning Community	QIAO Xinglan
An Experimental Study on the Construction of Blended Teaching Course of College English	GAO Liquan
A Study on the Contents of Information Literacy Courses Based on the Cultivation of Students' Scientific Research and Innovation Ability	ZHAO Quan
Exploration of Online Teaching Quality Supervision——Taking Beijing City University as an Example	SHI Fengqin, LIU Xuemei, LI Yancheng, LI Xin, SUN Yuanyuan
An Analysis on the Efficiency of Government Subsidies for High-tech Enterprises——Based on the Data of Listed Companies in Beijing	WANG Haixia, OUYANG Xin
A Research Review of Foreign Patent Analysis	LIU Yulin
Difficulties in Career Decision-making of Students in Independent Colleges and Their Avoidance Strategies	ZHOU Fang
A Brief Analysis of Cultural Empathy Ability and Its Training Measures from the Perspective of Intercultural Communication	FU Benjing
Problems and Path Exploration of Post Internship Management in Application-oriented Colleges and Universities	TAO Fangming
Strategies of Individualized Talent Training in Colleges and Universities in the New Era	ZHUANG Haigang
On Strengthening the Study of Political Theory and Party Spirit Cultivation of College Students Party Members in the New Era	GUAN Yue
On the Construction of the Scientific Mechanism for Ideological Work in the New Era	WU Xiaoxia, REN Yinqin