

# 江苏商论

- 中国贸易经济类核心期刊(北图1-5版)
- 中国学术期刊综合评价数据库统计源期刊
- 国际刊号 ISSN1009 - 0061
- 中文期刊数据库收录期刊
- 国内刊号 CN32 - 1076 / F
- 广告许可证 3200004980429

## 2015.5

总367期

ISSN 1009-0061



9 771009 006003

- 中国商业史述评
- 慢食文化：罗马Eataly美食超市的经营特色与优势分析
- 景区周边商业经营行为的“正”与“邪”
- 第三方物流主导供应链金融的运作模式架构
- 基于社区居民和游客感知的旅游节事影响综合评价



# 江苏商论

创刊于 1984 年

2015 年第 5 期(总第 367 期)

国家第一批认定学术期刊

中国贸易经济类核心期刊(北图 1-5 版)

中国学术期刊综合评价数据库来源期刊

中国学术期刊全文收录期刊

中文期刊数据库收录期刊

## 目 录

### 商业经济 ShangYeJingJi

- 03 中国商业史述评  
——兼论对商业模式研究的启示 王 勇
- 08 慢食文化:罗马 Eataly 美食超市的经营特色与  
优势分析 邵万宽
- 11 景区周边商业经营行为的“正”与“邪”  
——以上海佘山国家旅游度假区为例 宋长海
- 15 古镇型旅游地旅游商品的特征及其驱动机制研究  
——以周庄、锦溪、千灯为例 吕 龙
- 21 济宁儒文化产业核心竞争力形成机理和培育途径  
研究 杨书娟,吴春华,邢晓玉

### 电子商务 DianZiShangWu

- 23 互联网金融对中小企业融资的影响分析  
狄亚飞,赵 渤

### 现代物流 XianDaiWuLiu

- 25 第三方物流主导供应链金融的运作模式架构  
马 娟
- 32 以建设长三角北翼经济中心为契机加快推进  
南通海铁联运大体系建设 黄 健

### 国际商务 GuoJiShangWu

- 35 “一带一路”战略:企业“走出去”的机遇  
吕 佳
- 38 中国制造业国际竞争力再考察  
——基于增值贸易与传统贸易统计方法比较视角  
李 春,周升起
- 42 优惠原产地规则的促进机制及其对我国的实践  
意义 杨 光,熊 锋

### 服务经济 FuWuJingJi

- 44 基于社区居民和游客感知的旅游节事影响综合评价  
——以扬州“烟花三月”国际经贸旅游节为例  
朱 涛
- 48 江苏沿海旅游带旅游企业品牌建设研究  
顾至欣
- 51 云南省矿业旅游发展模式分析  
李春燕,宋焕斌,范淑萍
- 54 辽宁省科技服务业的现状与发展对策研究  
王吉发,敖海燕,陈 航

### 商业财会 ShangYeCaiKuai

- 58 第三方支付监管中存在问题的博弈分析及对策  
王 星 明,卢 独 景
- 63 金融支持江苏农村城镇化的问题及对策  
张 行
- 66 中国房地产市场与金融市场关系的研究  
武宇琼,赵 媛

### 商企管理 ShangQiGuanLi

- 69 基于国有高新技术企业特点的人力资源管理与  
开发策略 刘 倩
- 72 自主式资助在文化产业发展中的应用研究  
——以无锡为例 朱佳俊,程 蓉
- 75 我国 KAB 创业教育开展情况与推广策略研究  
伍卓深,许中华

### 热点探讨 ReDianTanTao

- 78 基于单一生态视角的简单 GEP 研究  
——以绿色南京为例 王 丽
- 81 中国历次 CPI 波动周期的分析  
钱淑芳
- 84 广西高校开展国际合作办学的实践  
——基于改进的三重螺旋模式的分析  
刘志雄,张凌生

主 管:江苏省哲学社会科学界联合会  
主 办:江苏省商业经济学会  
出版单位:《江苏商论》编辑部  
联系电话:(025)83312864  
主 编:王 波  
投稿邮箱:jsslwb@163.com  
地 址:南京市中山北路 101 号  
邮 政 编 码:210009

刊 号:ISSN1009 - 0061  
CN32 - 1076/F

广告证号:3200004980429

出版日期:每月 20 日

制版印刷:南京南海彩色印刷有限公司

订 阅:本刊编辑部

全年定价:100 元(含邮资)

本期定价:10 元

# JIANGSU COMMERCIAL FORUM

Started in 1984 No.5, 2015 (Sum No.367)

## CONTENTS

### Commercial Economy

- 03 A Review Of The History Of Chinese Business: Enlightenment On Business Model Research  
Wang Yong
- 08 Slow Eat Culture: Research Based On Eataly Gourmet Supermarket's Operating Characteristics And Advantages In Rome  
Shao Wan-Kuan
- 11 Scenic Area Surrounding Commercial Management Behavior Of "Positive" And "Evil" In Shanghai She-shan National Tourist Vacation Areas, For Example  
Song Chang-Hai
- 15 Type Ancient Town Tourism Commodity Characteristics And Its Driving Mechanism Research  
—A Case Of Zhouzhuang, Jinxi, Qiandeng  
Lv Long
- 21 Jining Confucianism Culture Industry Core Competence Formation Mechanism And The Study Of Cultivating Way  
Yang Shu-Juan, Wu Chun-Hua, Xing Xiao-Yu

### Electronic Commerce

- 23 The Influence Of Internet Finance For Small And Medium-Sized Enterprise Financing Analysis  
Di Ya-Fei, Zhao Bo

### Modern Logistics

- 25 Model Establishment Of Supply Chain Finance Dominated By Third-Party Logistics Enterprises  
Ma Juang
- 32 With The Construction Of Nan Tong Of The Yangtze River Delta Economic Center As An Opportunity To Accelerate The Nantong Rail Sea Intermodal Transportation System Construction  
Huang Jian

### International Business

- 35 "Along The Way" Strategic: Enterprises "Going Out" Opportunities  
Lu Jia
- 38 The Inspection Of International Competitiveness About China's Manufacturing Industry  
—Based On The Comparative Perspective Between Value-Added Trade Statistical Methods And Traditional Trade Statistical Methods  
Li Chun, Zhou Sheng-Qi
- 42 Practical Meaning Research On The Promotion Mechanism Of Preferential Rules Of Origin  
Yang Guang, Xiong Feng

### Service Economy

- 44 Based On Community Residents And Tourists Perception Of Tourism Festival Things Affect The Comprehensive Evaluation  
—In Yangzhou "Fireworks In March" International Economic And Trade Tourism Festival As An Example  
Zhu Tao
- 48 Study On Brand Building Of Tourism Enterprises In Jiangsu Coastal Tourism Zone  
Gu Zhi-Xin
- 51 Analysis Of Mining Industry Of Yunnan Province Tourism Development Model  
Li Chun-Yan, Song Huan-Bin, Fan Shu-Ping
- 54 The Present Situation And Development Of Science And Technology Service Industry In Liaoning Province  
Wang Ji-Fa, Ao Hai-Yan, Chen Hang

### Business Accounting

- 58 The Third Party Payment Game Analysis Of Problems And Countermeasures In Supervision  
Wang Xing-Ming, Lu Du-Jing
- 63 The Financial Support Of Rural Urbanization In Jiangsu: Problems And Countermeasures  
Zhang Xing
- 66 Study On The Relationship Between China Real Estate Market And Financial Market  
Wu Yu-Qiong, Zhao Yun

### Business Management

- 69 Human Resources Management and Development Strategies Based on Characteristics of State-Owned High-Tech Enterprises  
Liu Qian
- 72 Research On Application Of Self Financing In The Development Of Cultural Industry  
—Taking Wuxi As An Example  
Zhu Jun-Jia, Cheng Rong
- 75 A Research Of The Condition Of Development And Promotion Strategy Of KAB Entrepreneurship Education In China  
Wu Zhuo-Shen, Xu Zhong-Hua

### Hot Discussion

- 78 Simple Single GEP Study Based On The Perspective Of Ecology  
—With Green Nanjing As An Example  
Wang Li
- 81 The Analysis of China's Previous CPI Fluctuation Cycle  
Qian Shu-Fang
- 84 Research On The Practice Of Carrying Out International Cooperation In Running Schools Of Guangxi  
—Based On The Improvement Of Three Triple Helix Model  
Liu Zhi-Xiong, Zhang Ling-Sheng

# 江苏商论

2015.5 总367



● 菖蒲花

## Jiangsu Commercial Forum

Started in 1984, No. 5, 2015 (Sum No. 367), Published on 2015-4-20

Administrated by: Jiangsu Province Federation of Philosophy  
and Social Sciences Circles

Postcode: 210009

Tel: 025-83305207, 83312864

Sponsored by: Jiangsu Institute of Business Economics Joint  
Address: Zhongshan North Road 101 of Nanjing China

E-mail: jsslwb@163.com

Editor in Chief: Wang Bo