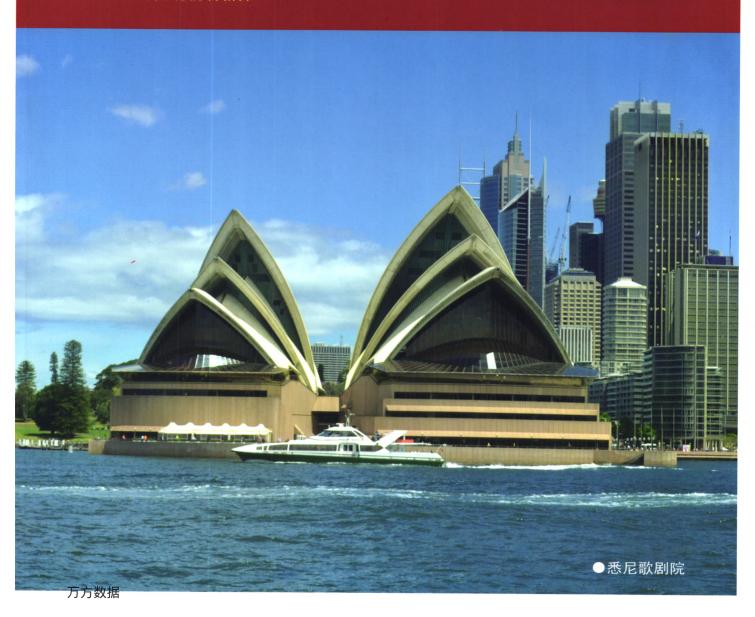
# JIANGSU COMMERCIAL FORUM

- ●中国学术期刊综合评价数据库统计源期刊
- ●中文期刊数据库收录期刊
- ●国际刊号 ISSN1009-0061
- ●国内刊号 CN32-1076/F
- ●广告许可证 3200004980429

电子商务繁荣下的零售业成本管理 双边平台战略研究综述 后危机时代外贸企业信用风险防范问题探究 旅游业发展要素实证研究 微旅游的概念、认知与发展思考 现代集体主义的实现机制新探

No. 1





# 江苏商论

创刊于 1984 年 2016 年第 1 期(总第 375 期)

### 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 电子商务繁荣下的零售业成本管理

王 铮,向 勇

06 扬州古城民居客栈发展研究

——基于网络文本分析

刘畅

10 大桥连通对地区物价和经济影响分析

——以浙江省舟山市跨海大桥连通为例

王洪清

14 中国大陆游客赴日旅游狂买潮探析

吴新兰

17 弘扬秦商精神振兴陕西经济

文炳洲

#### 电子商务 DianZiShangWu

20 双边平台战略研究综述

刘家明

25 基于顾客满意度的消费者网购影响因素研究

戚 蕾、孙文娴

29 我国生鲜电商供应链柔性的 ISM 模型构建研究

唐长虹,黄曦骏

33 第三方 B2B 平台视角下供方定价能力研究

李 媛,武 忠

37 中小企业协同制造平台服务质量的评价及完善

——以宁波市为例

李 伟、王 哲

#### 现代物流 XianDaiWuLiu

41 全球购背景下我国快递企业跨境发展的思考

陈海燕,常连玉

#### 国际商务 GuoJiShangWu

44 后危机时代外贸企业信用风险防范问题探究

邓志虹

49 我国玩具产业出口竞争力分析

赵晓斐

#### 服务经济 FuWuJingJi

51 基于生产性服务业与制造业互动发展

——扬州市传统产业转型升级对策研究

朱 萌,杨剑钧

55 旅游业发展要素实证研究

荆艳峰,陆跃祥

61 微旅游的概念、认知与发展思考

曾超

64 基于游客视角的旅游目的地旅游信息官方网站 评价研究

——以南京、杭州为例

何秋亚

70 民俗文化助推乡村旅游发展的实证研究

——以武义柳城畲族镇为例

张建宏

#### 商业财会 ShangYeCaiKuai

74 扬州市金融发展与产业结构关系的实证研究

史艳娜

#### 商企管理 ShangQiGuanLi

77 秦皇岛市装备制造业产业关联及波及效应分析

苏艳林、赫连志巍

#### 热点探讨 ReDianTanTao

81 现代集体主义的实现机制新探

白晓丽

85 科学构建公立高校固定资产配置标准研究

蒋科庆,赵善庆

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

投稿信箱:jsslwb@163.com

地 址:南京市中山北路 101 号

邮政编码:210009

刊 号: <u>ISSN1009 - 0061</u> 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.1, 2016 (Sum No.375)

#### **CONTENTS**

#### Commercial Economy

03 Cost Management Of Retail Industry Under The Prosperity Of E-Commerce

Wang Zheng, Xiang Yong

- 06 The Development Research Of Yangzhou Resi dence Inn
  - ---Based On The Analysis Of Network Text

Liu Chang

- 10 The Analysis Of The Effects Of The Oversea Bridge On The Prices And Economics
  - ——In The Case Of Oversea Bridge Built In Zhou Shan Zhe Jiang Province Wang Hong-qing
- 14 The Overwhelming Buying Tide Among Mainland
  Chinese Tourists In Japan:Internal And External
  Reasons
  Wu Xin-lan
- 17 Inherited The Qinshang 'S Spirit Promotethe Economy Of Shaanxi Province Wen Bing-Zhou

#### Electronic Commerce

- 20 Summary Of Bilateral Strategic Research Platform

  Liu Jia-ming
- 25 Research On Influential Factors Of Online Shopping: Based On Customer Satisfaction

Qi Lei, Sun Wen-Xian

29 Research On Building ISM Model About Chinese Fresh Product E-Commerce Flexibility Of Supply Chain

Tang Chang-Hong, Huang Xi-Jun

33 A Research On Suppliers' Pricing Ability From The Perspective Of Third-Party B2B Platform

LI Yuan, WU Zhong

- 37 Evaluation And Improvement Of Service Quality Of Small And Medium Sized Enterprise Coll – aborative Manufacturing Platform
  - ----Taking Ningbo City As An Example

Li Wei, Wang Zhe

#### Modern Logistics

41 Consideration On The Cross-Border Development Of Our Express Delivery Business Under The Back – ground Of Global Purchasing

Chenhai-Yan Chang Lian-Yu

#### International Business

44 The Post-Crisis Era Of Foreign Trade Enterprise Credit Risk Prevention Issues To Explore

Deng Zhi-hong

49 Analysis On The Export Competitiveness Of China's Toy Industry

Zhao Xiao-fei

#### Service Economy

- 51 Traditional Industry Transforma-tion And Upgrading In Yangzhou City
  - —Nteractive Development Of Producer Service And Manufacturing Industry Research On The Coun-termeasures

Zhu Meng, Yang Jian-Jun

55 Empirical Research of Tourism Essence and the Elements of Development

Jing Yan-feng Lu Yue-xiang

61 The Concept, Status And Trend Of Micro-Travel

Zeng Chao

- 64 Research On Evaluation Of Official Tourism Information Websites Based On Tourists Demand
  - ——Taking The Official Tourism Information
    Websites Of Nanjing And Hangzhou As An Example

    He Oiu—ya
- 70 An Empirical Study On The Development Of Rural Tourism In The Development Of Folk Culture

Zhang Jian-Hong

#### Business Accounting

74 The Empirical Study Of Relationship Between Financial Development And Industrial Structure Of Yangzhou

Shi Yan-na

#### Business Management

77 Industry Linkage And Industry Spread On Equipment Manufacturing Industry In Qinhuangdao City

Su Yan-Lin, Helian Zhi-Wei

#### Hot Discussion

- 81 A New Discussion On The Realization Mechanism
  Of Modern Collectivism

  Bai Xiao-Li
- 85 Configuration Standard Of Public Universities Scientific Construction Of Fixed Assets

Jiang Ke-Qing, Zhao Shan-Qing

总375 **江苏商记** 2016. 1



● 悉尼 风 光

## Jiangsu Commercial Forum

Started in 1984,No.1,2016(Sum No.375),Published 20 Per Monty on the same day

Administrated by: Jiangsu Province Federation of Philosophy

ce Federation of Philosophy and Social Sciences Circles Tel: 025-83305207

Sponsored by: Jiangsu Institute of Business Economics Joint Address: Zhongshan North Road 101 of Nanjing China Tel: 025-83305207,83312864 E-mail: jsslwb@163.com Editor in Chief: Wang Bo