

JIANGSU
COMMERCIAL FORUM

江苏 商论

- 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
- 投稿邮箱 jsslwb@163.com

开放式创新驱动生产性服务业转型升级的机理及
对策研究

论新常态下我国商业文化的变革

法兰克福展览公司国际化战略研究：二元性视角

网上店铺印象与消费者惠顾意向的关系研究

快递企业员工离职的“推拉模型”及验证

基于网络分析法的第四方物流企业竞争力评价

No.2



江苏商论

创刊于 1984 年

2016 年第 2 期(总第 376 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 开放式创新驱动生产性服务业转型升级的机理及
对策研究 彭本红,王 萍
- 09 论新常态下我国商业文化的变革 张建华
- 12 法兰克福展览公司国际化战略研究:二元性视角
马如锦,李艳霞
- 19 关于促进农村消费的思考
——以江苏农村消费市场发展为例
崔苏卫,夏网生

电子商务 DianZiShangWu

- 21 网上店铺印象与消费者惠顾意向的关系研究
曾 智
- 25 大数据时代网络差评对顾客购买行为影响研究
刘伏英,邓 亚
- 29 旅游政务机构微博营销研究
——以南京市旅游委微博为例
王亿思,程艳丽,丁 斌
- 34 网络群体在“话语权营销”中的驱动与利用
——以《西游记之大圣归来》为例 徐 洁

现代物流 XianDaiWuLiu

- 39 快递企业员工离职的“推拉模型”及验证
——基于展开模型与工作嵌入理论
赵 波,李瑞芝
- 45 基于网络分析法的第四方物流企业竞争力评价
徐 莹,李 瑞

国际商务 GuoJiShangWu

- 50 简化归类在小商品出口通关过程中的应用研究
蒋 伟

服务经济 FuWuJingJi

- 53 国内邮轮游客特征研究
——以歌诗达大西洋号为例 朱 琳,杨志猛
- 57 浅议扬州市区银发旅游者旅游产品优化设计
李 莎,陈肖静
- 61 太原市发展工业遗产旅游的 SWOT 分析
耿娜娜,杨 璐

商业财会 ShangYeCaiKuai

- 65 上市公司财务业绩、IPO 抑价与融资成本的关系研究
——基于 2010-2013 年创业板经验数据
陈 裕
- 69 运用税收杠杆调节企业内部薪酬差距的思考
黄馨怡,树友林

企业管理 ShangQiGuanLi

- 72 基于偏离-份额分析法的陕西省文化产业结构效益
研究
占绍文,居玲燕,茹宇星
- 75 基于混沌理论的企业演化机理研究
——从资源视角出发 施 杰
- 79 河南省小微企业专业化经营保障机制研究
王喜凤,高会静,王亚丹

热点探讨 ReDianTanTao

- 82 社会治理新模式:社区网格化服务管理
——以枣庄市市中区为例 耿格峰
- 86 从历史经验看国家治理构造、监督构造和国家审计
的关系 朱 云

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.2, 2016 (Sum No.376)

CONTENTS

Commercial Economy

- 03 Study On The Mechanism And Suggestions Of Transformation And Upgrading For Producer Services Driven By Open Innovation

Peng Ben-hong Wang Ping

- 09 On The Transformation Of Chinese Commercial Culture Under The New Normal Condition

Zhang Jian-hua

- 12 A Study On The Internationalization Strategy Of Frankfurt Exhibition Company: A Dual Perspective

Ma Jin, Li Yanxia

- 19 Thoughts On Promoting Rural Consumption
—The Consumption Market In Jiangsu Rural Development As An Example

Cui Su-Wei, Xia Wang-Sheng

Electronic Commerce

- 21 The Research On The Relationship About Online Store Image And Consumer Willingness Patronage

Zeng Zhi

- 25 Research On The Impact Of Network Poor Evaluation On Customer Purchase Behavior In Big Data Era

Liu Fu-ying, Deng Asia

- 29 Research On Microblog Marketing Of Tourism Administrative Agencies

—Taking Nanjing Municipal Committee Microblog For Instance

Wang Yi-Si, Cheng Yan-Li, Ding Bin

- 34 The Motivation And Utilization Of Net Group In Discourse Right Marketing

—Taking Monkey King: Hero Is Back As An Example

Xu Jie

Modern Logistics

- 39 Verification On The "Push And Pull Turnover Model" Of The Staff Of Express Enterprises; Based On The Unfolding Model And Job Embeddedness Theory

Zhao Bo, Li Ruizhi

- 45 Model And Algorithms Of The Fourth Party Logistics Enterprises' Competitiveness Based On ANP Theory

Xu Ying, Li Rui

International Business

- 50 The Application Of Simplified Classification In The Process Of Small Commodity Export Customs Clearance

Jiang Wei

Service Economy

- 53 Research On The Characteristics Of Domestic Cruise Tourists In The Atlantic, Costa As An Example

Zhu Lin, Yang Zhi-meng

- 57 The Optimization Design Of Yangzhou Urban Tourism Product Silver

Li Sha, Chen Xiao-jing

- 61 The SWOT Analysis On Industrial Heritage Tourism In Taiyuan City

Geng Na-Na, Yang Lu

Business Accounting

- 65 Research On The Relationship Between Financial Performance, IPO Underpricing And Financing Cost Of Listing Corporation

—Based On 2010-2013 Years Of Experience In The GEM Board

Chen Yu

- 69 Thinking Of Using The Tax Lever To Adjust The Internal Salary Gap

Huang Xin-yi, Shu You-fan

Business Management

- 72 Shanxi Provincial Cultural Industry Structure Benefits Of Shift-Share Analysis Method

Zhan Shao-wen, Ju Ling-yan, Mao Yu-xing

- 75 Research On Enterprise Evolution Mechanism Based On Chaos Theory

—From The Perspective Of Resources

Shi Jie

- 79 Research On The Specialization Operating Guarantee Mechanism Of The Small- And Micro-Sized Enterprises In Henan Province

Wang Xi-feng, Gao Hui-jing, Wang Ya-dan

Hot Discussion

- 82 New Model Of Social Governance: Community Grid Service Management

—Taking Zaozhuang City As An Example

Geng Ge-feng

- 86 From The Historical Experience To See The Relationship Between The State Governance Structure, The Supervision Structure And The National Audit

Zhu Yun

总376

江苏商论

2016. 2



● 山东长岛月牙湾公园

Jiangsu Commercial Forum

Started in 1984, No. 2, 2016 (Sum No. 376), Published 20 Per Monty on the same day

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

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

Postcode: 210009

Tel: 025-83305207, 83312864

E-mail: jsslwb@163.com

Editor in Chief: Wang Bo