

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
- 投稿邮箱 jsslwb@163.com

江苏 商论

No.3



非政府组织参与食品安全治理探析
江苏省第三产业内部结构优化问题研究
重庆市餐饮垃圾回收体系构建研究
促进农村电商可持续发展探讨
电子商务平台新媒体联动的超现代管理维度
越南钢铁行业竞争力分析
智慧养老：养老体系需要顶层设计



江苏商论

创刊于 1984 年

2016 年第 3 期(总第 377 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 非政府组织参与食品安全治理探析
时洪洋,刘路华,吴亚平
- 06 江苏省第三产业内部结构优化问题研究
李 猛,王爱民
- 10 重庆市餐饮垃圾回收体系构建研究
方 浩,梅洪常

电子商务 *DianZiShangWu*

- 14 促进农村电商可持续发展探讨
——从贯彻 2016 年中央一号文件出发
洪 勇
- 17 电子商务平台新媒体联动的超现代管理维度
周 妍
- 21 三网融合下电信市场竞合关系分析 郭 燕
- 24 网络经济对江苏经济发展的影响 李晓钟,黄 蓉
- 27 纷享科技:企业用户移动协同办公营销策略
刘 宇

国际商务 *GuoJiShangWu*

- 30 越南钢铁行业竞争力分析 越南·陈中孝

服务经济 *FuWuJingJi*

- 33 智慧养老:养老体系需要顶层设计 白 玫
- 37 西柏坡红色旅游景区服务供给质量感知研究
马 莹,刘志华,沈和江

- 41 旅游文化观研究及其对经济影响的探讨 汪 鸿
- 44 基于旅游行为意象图研究的夫子庙开发规划设想
颜 敏
- 48 区域旅游规划对区域旅游竞争力影响研究
——以鄂西生态文化旅游圈为例 刘 畅

商业财会 *ShangYeCaiKuai*

- 51 分级基金的设计演变、理论定价方法及投资价值
分析 徐 溪
- 57 构建特派办审计人才五维空间流动机制的几点思考
郝柏村
- 61 浅谈审计对防范地方政府债务问题的建议
蒋 笑
- 66 微众银行发展模式与前景探究 汪国钦

商企管理 *ShangQiGuanLi*

- 69 国家审计与内部审计趋同性研究 李启中
- 72 谦卑型领导、员工心理安全与知识分享的关系研究
施郁文
- 75 试论如何实现内控制度的有效实施
潘心月
- 77 新常态经济下扬中工程电气区域品牌建设的思考
李菲菲,田 剑

热点探讨 *ReDianTanTao*

- 82 英德日澳高职校企合作体制机制的经验对我国的
启示 李 衡
- 86 加强公立高校固定资产管理绩效工作的建议
赵善庆,蒋科庆

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.3, 2016 (Sum No.377)

CONTENTS

Commercial Economy

- 03 Analysis Of Food Safety Governance Participation Of Ngos
Shi Hong-yang, Liu Lu-hua, Wu Ya-ping
- 06 Study On The Optimization Of The Internal Structure Of The Third Industry In Jiangsu Province
Li Meng, Wang Ai-Min
- 10 Research On The Construction Of Food Waste Recycling System In Chongqing
Fang Hao, Mei Hong-Chang

Electronic Commerce

- 14 Discussion On Promoting The Sustainable Development Of Rural Electricity Suppliers
—Starting From The Implementation Of The Central Document No. 1 Document Of 2016
Hong Yong
- 17 Ultra Modern Management Dimension Of New Media Linkage Of Electronic Commerce Platform
Zhuo Yan
- 21 Analyze Of Telecom Market's Competition And Cooperation Under Network Convergence
Guo Yan
- 24 The Influence Of Network Economy On The Economic Development Of Jiangsu
Li Xiao-Zhong, Huang Rong
- 27 Enjoy Science And Technology Of Dispute: Enterprise Users Mobile Collaborative Office Marketing Strategy
Liu Yu

International Business

- 30 Analysis On The Competitiveness Of The Steel Industry In Vietnam
Vietnam·Chen Zhong-Xiao

Service Economy

- 33 Wisdom Of Pension: Pension System Needs Top-Level Design
Bai Mei
- 37 Xibaipo'S Red Tourism Scenic Spot Service Supply Quality Perception Research
Ma Ying, Liu Zhi-Hua, Shen He-Jiang
- 41 Study On The Concept Of Tourism Culture And Its Influence On Economy
Wang Hong

- 44 The Imagination Of Confucius Temple Development Planning Based On The Research Of Tourism Behavior Image Map
Yan Min
- 48 Study On The Influence Of Regional Tourism Planning On Regional Tourism Competitiveness
—Taking Ecological And Cultural Tourism Zone Of Western Hubei As An Example
Liu Chang

Business Accounting

- 51 Analysis Of The Evolution Of Design, The Classification Of The Fund's Pricing Method And Investment Value
Xu Xi
- 57 Some Thoughts On Constructing Tepasban Audit Personnel Flow Mechanism Of A Five Dimensional Space
Hau Bo-cun
- 61 Suggestions On Auditing To Prevent The Problem Of Local Government Debt
Jiang Xiao
- 66 Micro Development Patterns And Prospects Of Public Bank Inquiry
Wang Guo-Qin

Business Management

- 69 The National Audit And Internal Audit Of Convergence
Li Qi-zhong
- 72 The Effects Of Humble Leadership And Psychological Safety On Knowledge Sharing
Shi Yu-wen
- 75 How To Realize The Effective Implementation Of Internal Control System
Pan Xin-yue
- 77 On The Construction Of Regional Brand In Electrical Engineering Of Yangzhong Under The New Normal Economy
Li Fei-fei, Tian Jian

Hot Discussion

- 82 Experience Of Yingde Japan And Australia Vocational School Enterprise Cooperation System And Its Enlightenment To China
Li Han
- 86 Suggestions On Strengthening The Performance Of Fixed Assets Management In Public Colleges And Universities
Zhao Shan-qing, Jiang Ke-qing



Jiangsu Commercial Forum

Started in 1984, No.3, 2016 (Sum No.377), Published 20 Per Monty on the same day

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 E-mail: jsslwb@163.com

万方数据

Address: Zhongshan North Road 101 of Nanjing China Editor in Chief: Wang Bo