

# 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
- 中国人文社科期刊(AMI)引文数据库收录期刊
- 中国学术期刊全文收录期刊
- 中文期刊数据库收录期刊
- 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

运动产品的品牌经营模式分析

军校学员消费心理及教育引导的基本原则浅析

中国酒店共享平台发展前景研究

农村电商大趋势下的农产品物流转型发展

“互联网+”时代消费类电子商务纠纷解决路径  
创新

公平-效率分析框架下我国旅游业改革研究述评

## No.5



● 欧洲小镇

# 江苏商论

创刊于 1984 年

2016 年第 5 期(总第 379 期)

中国学术期刊综合评价数据库来源期刊  
中国人文社科期刊(AMI)引文数据库收录期刊  
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 运动产品的品牌经营模式分析 陈 曦  
07 军校学员消费心理及教育引导的基本原则浅析  
陈伟英  
10 中国酒店共享平台发展前景研究  
蔡冬冬,李秀辉  
13 桐城与安庆收入与消费反差现象研究 陈 健  
17 农村人情消费研究演进综论及未来展望  
俞杰龙,占 辉,钱大可

- 21 基于 BP 神经网络的青海省藏药产业价值链价值  
增值研究 余 璐,陈雪梅  
25 鲜活农产品拍卖保留价与流拍机制 朱苗绘

### 电子商务 DianZiShangWu

- 28 “互联网+”时代消费类电子商务纠纷解决路径创新  
王立菲  
31 大数据背景下第三方电子商务平台的企业商业  
秘密保护研究 彭海静,郇 丽  
34 区域性电子商务发展的实事求是  
——以江苏吴江为例 马小勇  
36 大学生微信营销接触和使用情况调查研究  
——以山西省大学生为例 付焕兰

### 现代物流 XianDaiWuLiu

- 40 农村电商大趋势下的农产品物流转型发展  
王 康,陈修颖  
44 基于 FQFD 和 TFAHP 的第三方物流服务供应商  
选择研究 顾 婷,王燕茹

### 国际商务 GuoJiShangWu

- 48 从工业区到园区的发展路径与我国园区发展态势  
分析 谭裕华

### 服务经济 FuWuJingJi

- 52 公平-效率分析框架下我国旅游业改革研究述评  
唐 唯,刘少和  
59 旅游业“营改增”的必要性及可行性分析  
官 波,刘春花

### 商业财会 ShangYeCaiKuai

- 61 论产权对国企改革中的资产评估影响  
杨芳芳,姬 敏  
63 我国新型农村金融机构发展状况及其监管问题研究  
边雷博  
66 对政府审计机关人才培养机制的研究  
何梦颖  
70 直销银行的发展模式与前景展望  
宣怡彤

### 商企管理 ShangQiGuanLi

- 73 职业技能竞赛平台建设的创新与实践  
——以浙江为例 徐 艳  
76 探究技术引进转为人才引进带来的经济效益  
——以南京为例 杨舒菲,梁 潇,唐宏怡  
79 如何控制中小企业员工过高流失  
吴 倩,殷建平  
82 云南省矿产资源型企业产业创新与重构思路探索  
薛琰如

### 热点探讨 ReDianTanTao

- 86 新常态下我国村居经济责任审计实施路径探讨  
徐博雅

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, 2016 (Sum No.379)

## CONTENTS

### Commercial Economy

- 03 Analysis Of Brand Management Mode Of Sports Products *Chen Xi*
- 07 An Analysis On The Military Cadets' Consumption Psychology And The Basic Principles Of Education And Guidance *Chen Wei-Ying*
- 10 Research On The Development Prospect Of China's Hotel Sharing Platform  
*Cai Dong-dong, Li Xiu-hui*
- 13 Research On The Contrast Between Income And Consumption In Tongcheng And Anqing  
*Chen Jian*
- 17 Research On The Evolution Of Human Consumption In Rural Areas And Future Prospects  
*Yu Jie-Long, Zhan Hui-Bin, Qian Da-Ke*
- 21 Research Of BP Neural Network To Add Industrial Value Chain Of Chinese-Tibetan Medicine In Qinghai Province *Yu Lu, Chen Xue-Mei*
- 25 Reservation Price And Abortion Disposal Mechanisms In Auction Market *Zhu Miao-Hui*

### Electronic Commerce

- 28 The Innovation About Consumer Electronic Commerce Dispute Resolution Path In The Era Of "Internet +" *Wang Li-Fei*
- 31 Research On The Business Secret Protection Of The Enterprises In The Three Party E-Commerce Platform Based On Large Data  
*Peng Hai-Jing, Li Li*
- 34 The Development Of Electronic Commerce - Regional Facts Jiangsu  
—Taking Wujiang As An Example  
*Ma Xiao-yong, Peng Fang*
- 36 Investigation and Research on the marketing contact and usage of college students in WeChat  
—Taking College Students in Shanxi Province as an example  
*Fu Huan-lan*

### Modern Logistics

- 40 The Transformation And Development Of Agricultural Products Logistics Under The Trend Of Rural Electricity Suppliers  
*Wang Kang, Chen Xiu-ying*

- 44 Selection Of Third-Party Logistics Service Suppliers Based On FQFD And TFAHP  
*Gu Ting, Wang Yan-Ru*

### International Business

- 48 The History From Industry Zone To Industry Park And The Park's Situation  
*Tan Yu-Hua*

### Service Economy

- 52 A Commentary Of Tourism Industry Reform Under The Constraint Of Fair-Efficiency Framework  
*Tang Wei, Liu Shao-He*
- 59 The Tourism Industry "Replacing Business Tax With Value-Added Tax (VAT)" Necessity And Feasibility Analysis  
*Guan Bo, Liu Chun-hua*

### Business Accounting

- 61 The Influence Of Property Rights On The Assets Evaluation In The Reform Of State Owned Enterprises  
*Yang Fang-fang, Ji Min*
- 63 Research On The Development Of New Rural Financial Institutions In China And Its Supervision  
*Bian Yu-bo*
- 66 Research On The Talent Training Mechanism Of Government Audit Institutions  
*He Meng-ying*
- 70 Development Model And Prospect Of Direct Selling Bank  
*Xuan Yi-Tong*

### Business Management

- 73 Innovation And Practice Of The Construction Of Occupation Skill Competition Platform  
— Taking Zhejiang As An Example *Xu Yan*
- 76 The Introduction Of Technology Introduction To Explore The Economic Benefits Of Talent  
— Taking Nanjing As An Example  
*Yang Shu-fei, Liang Xiao, Tang Hong-yi*
- 79 How To Control The High Rate Of Leaving Employees In Small And Medium Enterprise.  
*Wu Qian, Yin Jian-Ping*
- 82 The Exploration Of Yunnan Mineral Resources Industry Innovation And Reconstruction  
*Xue Yan-Ru*

### Hot Discussion

- 86 The Implementation Path Of Economic Responsibility Audit In The Village Of Our Country Under The New Normal  
*Xu Bo-ya*

# 文化走进企业 企业建设文化



●江苏亚细亚龚国钧主席欣赏各位画家的作品



●江苏亚细亚龚国钧主席与姜西先生交流



●江苏亚细亚龚国钧主席、金昇贤书记与邵希平先生交流



●江苏亚细亚龚国钧主席、金昇贤书记与方澄清先生交流



●江苏亚细亚书记金昇贤与姜西先生交流

照片由江苏亚细亚集团提供

## Jiangsu Commercial Forum

Started in 1984, No.5, 2016 (Sum No.379), 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  
Address: Zhongshan North Road 101 of Nanjing China

E-mail: jsslwb@163.com  
Editor in Chief: Wang Bo