

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

流通业和先进制造业协同性测度与评价
基于结构方程模型的社会生活质量影响因素分析
我国文化消费环境与前景探析
多因素视角下跨境电子商务出口选品策略研究
融合式物流可持续发展的思考
旅游线路质量的维度与属性构成

No.9

ISSN 1009-0061



2018 · 总407期



江苏商论

创刊于1984年 2018年第9期(总第407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
国家首批认定学术期刊·全文经过中国知网检测

目 录

商业经济 ShangYeJingJi

- 03 流通业和先进制造业协同性测度与评价
——基于浙江的实证分析 孙金秀,俞佳根
- 08 基于结构方程模型的社会生活质量影响因素分析
郭洪伟,李柏明
- 14 基于多元线性回归分析泰州市大学生消费
聂绪吉,贲悦涵,杨 琴
- 17 基于扎根理论的民宿游客满意度影响因素研究
卞玉婷
- 19 共享经济背景下民宿发展的新思路
——以深圳大鹏新区民宿为例 (香港)吕 静
- 22 我国文化消费环境与前景探析 徐 望
- 25 舟山外轮供应企业发展方向研究
翁晶晶,汤方华,邓佳佳

电子商务 DianZiShangWu

- 27 多因素视角下跨境电子商务出口选品策略研究
朱淑颜
- 31 当代大学生网购心理与行为研究
——以青岛市三所高校为例 张凯欣
- 35 大学生网购行为影响因素及实证研究
马颖莉,黄 燕,张爱国
- 39 数据挖掘在电视产品营销推荐上的应用
袁泽宇,邹振伟,钱 旭
- 42 山东省互联网+文化创意产业融合发展研究
吴春华
- 44 “互联网+”背景下浙江嘉兴市特色小镇存在的问题
及对策研究 周 鑫

现代物流 XianDaiWuLiu

- 48 融合式物流可持续发展的思考 张 静,董 鑫
- 52 电商发展背景下高校物流终端配送模式分析
叶婷婷,吴 婷

国际商务 GuoJiShangWu

- 55 经济新常态下中小城市外贸绿色发展之路径
——以衢州为例 鲍建军

服务经济 FuWuJingJi

- 59 旅游线路质量的维度与属性构成
——基于北京游客长三角区旅游体验视角
张潇伊,韩春鲜
- 64 论旅游公共服务水平的评价标准 常文娟
- 68 江苏省水利风景区客源市场与游憩者行为特征研究
冯英杰,刁碧澄,汤 澍
- 73 十里秦淮游船旅游市场开发中的问题及对策
马晨阳,孙玉琴
- 77 南京市工业遗产旅游市场开发研究
——基于保护与再利用的视角
吕春英,丁笠华,李丹丹
- 80 基于社群旅游的成员认同感提升策略研究
张 明

商业财会 ShangYeCaiKuai

- 82 江西省金融产业与区域经济耦合协调度研究
朱 磊
- 86 中国商业银行风险溢出效应实证研究
——基于 CoVaR 技术分析 任志宇
- 89 审计专业认证与高校专业评估的协调机制研究
许 莉,纪 欢
- 93 “党员 1+6”升级品牌财会卓越人才培养特色模式研究
王建还,程嘉祥,东珠加
- 96 财务共享模式下管理会计信息化建设研究
树友林,陈静怡

商企管理 ShangQiGuanLi

- 99 转型升级时期制造业技术工人储备问题研究
余江霞
- 103 FS 旅行社员工满意度调查分析
严晓菁,石小亮,陈丹婧
- 106 应用型本科院校大学生工匠精神的培养研究
葛皎丽,沈小虎
- 109 基于风险评估的上市公司内部控制研究
——以乐视网为例 康舒瑶
- 112 阿里巴巴并购饿了么案例分析 金小康
- 114 江苏科技协同创新的途径探讨 温习章

热点探讨 ReDianTanTao

- 116 城镇化背景下从社区治理角度谈新市民的社区融入
吴 江,李力扬,范炜烽
- 122 浙江省各区域发展差距分析 王梦佳

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
学术编委: 潘宪生 薛茂云 乔均 王波
出版单位: 《江苏商论》编辑部
联系电话: (025) 83321560
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: 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(含邮资)

JIANGSU COMMERCIAL FORUM

Started in 1984, No.9, 2018 (Sum No.407), Contents

Commercial Economy

- 03 Coordination Measurement and Evaluation of Circulation Industry and Advanced Manufacturing Industry
—An Empirical Analysis Based on Zhejiang
Sun Jinxiu, Yu Jiagen
- 08 Analysis on the Quality of Life Based on Structural Equation Modeling
Guo Hongwei, Li Baiming
- 14 Analysis of College Students' Consumption in Taizhou City Based on Multiple Linear Regression
Nie Xuji, Yan Yuehan, Yang Qin
- 17 Research on Influencing Factors of Tourist Satisfaction in Home Stay Based on Grounded Theory
Bian Yuting
- 19 New Ideas for the Development of Housing in the Context of Sharing Economy
—Taking Shenzhen Dapeng New District B&B as an Example
Lu Jing
- 22 Analysis of China's Cultural Consumption Environment and Its Prospects
Xu Wang
- 25 Research on the Development Direction of Zhoushan Outer Shipping Supply Enterprises
Weng Jingjing, Tang Fanghua, Deng Jiajia

Electronic Commerce

- 27 Research on Cross-border E-commerce Export Selection Strategy from Multi-factor Perspective
Zhu Shuyan
- 31 A Study on Psychology and Behavior of Online Shopping for Contemporary College students
—Taking Three Universities in Qingdao as an Example
Zhang Kaixin
- 35 Influencing Factors and Empirical Study of College Students Online Shopping Consumer Behavior
Ma Yingli, Huang Yan, Zhang Aiguo
- 39 Application of Data Mining in TV Product Marketing Recommendation
Yuan Zeyu, Zou Zhenwei, Qian Xu
- 42 Industry Integrative Research on the "Internet+" and Culture Creative Industry of Shandong
Wu Chunhua
- 44 Research on Development Status and Countermeasures of the Characteristic Small Towns of Zhejiang Jiaying under the Background of "Internet+"
Zhou Xin

Modern Logistics

- 48 Thoughts on the Sustainable Development of Convergent Logistics
Zhang Jing, Dong Xin
- 52 Analysis of University Logistics Terminal Distribution Mode under the Background of E-commerce Development
Ye Tingting, Wu Ting

International Business

- 55 The Path of Green Development of Foreign Trade in Small and Medium Sized Cities under the New Economic Normal
—Taking Quzhou as an Example
Bao Jianjun

Service Economy

- 59 The Dimension and Attribute Composition of the Quality of Tourism Routes
—Based on the Perspective of tourism Experience in the Yangtze River Delta of Beijing Tourists
Zhang Yiyi, Han Chunxian

- 64 On the Evaluation Standard of Tourism Public Service Level
Chang Wenjuan
- 68 Research on the Tourist Market and Recreationists' Behavior Characteristics of Water Parks in Jiangsu Province
Feng Yingjie, Diao Bicheng, Tang Shu
- 73 Problems and Countermeasures in the Development of the Tourism Market of Shili Qinhuai Cruise Ship
Ma Chenyang, Sun Yuqin
- 77 Research on the Development of Industrial Heritage Tourism Market in Nanjing
—From the Angle View of Preservation and Reuse
Lv Chunying, Ding Lihua, Li Dandan
- 80 A Study of Promotion Strategy of Members' Identity Based on Community Tourism
Zhang Ming

Business Accounting

- 82 Study on the Coupling and Coordination Degree Between Financial Industry and Regional Economy in Jiangxi Province
Zhu Lei
- 86 Empirical Study on Risk Spillover Effect of Chinese Commercial Banks
—Analysis based on CoVaR technology
Ren Zhiyu
- 89 A Study on the Coordination Mechanism Between Audit Professional Accreditation and University Specialty Evaluation
Xu Li, Ji Huan
- 93 Research on the "Characteristics of Party Members 1+6" Upgraded Talents Cultivation Model of Brand and Accounting
Wang Jianhuan, Cheng Jiaxiang, Dong Zhujiahe
- 96 Research on Management Accounting Information Construction under Financial Sharing Mode
Shu Youlin, Chen Jingyi

Business Management

- 99 A Study on the Reserve of Technical Workers in Manufacturing Industry
Yu Jiangxia
- 103 FS Travel Agency Employee Satisfaction Survey Analysis
Yan Xiaojing, Shi Xiaoliang, Chen Danyu
- 106 Research on the Cultivation of Craftsman Spirit in Applied Undergraduate Colleges
Ge Jiaoli, Shen Xiaohu
- 109 Research on Internal Control of Listed Companies Based on Risk Assessment
—Taking LeTV as an Example
Kang Shuyao
- 112 Alibaba Mergers and Acquisitions Hungry Case Analysis
Jin Xiaokang
- 114 Discussion on the Ways of Collaborative Innovation
Wen Xizhang

Hot Discussion

- 116 The Community Integration of New Citizens from the Perspective of Community Governance within the Framework of Urbanization
Wu Jiang, Li Li-yang, Fan Wei-feng
- 122 Analysis of Development Gaps in Various Regions of Zhejiang Province
Wang Mengjia

江苏商论
2018.9 总407



Jiangsu Commercial Forum

Started in 1984, No. 9, 2018 (Sum No. 407). Published 20 Per Monty on the same day

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

Postcode: 210009

Tel: 025-83305207, 83312864

Sponsored by: Jiangsu Institute of Business Economics Joint

E-mail: jsslwb@163.com

Address: Zhongshan North Road 101 of Nanjing China

Editor in Chief: Wang Bo