

JIANGSU COMMERCIAL FORUM

江苏商论

国际刊号 ISSN1009-0061 国内刊号 CN32-1076/F 广告许可证 3200004980429 邮发代号 28-492

- 中国人文社科(AMI)核心期刊扩展版期刊
- 中国学术期刊全文收录期刊
- 中国学术期刊综合评价数据库(知网)来源期刊
- 中国学术期刊全文数据库收录期刊

乡村振兴战略下农产品区域品牌培育与发展研究
 顾客体验对感知价值和顾客忠诚的影响
 茶叶网络创业绩效提升机理的探究
 中非茶叶贸易的竞争性与互补性分析
 论我国现存旧当铺建筑的旅游开发
 人人应有定盘针：当代大众传媒的德性追寻

No.9

2019 · 总419期

ISSN 1009-0061



投稿邮箱: jsslwb@163.com



英国牛津购物街

江苏商论

创刊于1984年 2019年第9期(总第419期)

国际刊号 ISSN1009-0061 国内刊号 CN32-1076/F

国家首批认定学术期刊

中国人文社科(AMI)核心期刊扩展版期刊

中国学术期刊综合评价数据库(知网)来源期刊

中国学术期刊全文数据库收录期刊

全文经过中国知网检测

目 录

商业经济 Shang Ye Jing Ji

- 03 乡村振兴战略下农产品区域品牌培育与发展研究
——以新郑枣业为例 刘 婷
- 08 顾客体验对感知价值和顾客忠诚的影响 千鹏程
- 12 钻石模型角度下青岛啤酒分析 敖 杰
- 16 文化自信背景下的国兰文化体系研究
——以舟山为例 朱 婷,陈 默

电子商务 Dian Zi Shang Wu

- 19 茶叶网络创业绩效提升机理的探究
——基于大学生创业学习视角 叶邵勇,王佳妮
- 26 浅谈“互联网+”时代企业管理的创新 张 娟
- 29 刍议“新零售”风潮下电商客户服务策略的重构
贺祖松
- 31 大数据审计中的特征工程 曹 杰

现代物流 Xian Dai Wu Liu

- 35 GMS 景区停车场规划与管理研究
魏思宇,石小亮,李欣傲

国际商务 Guo Ji Shang Wu

- 40 中非茶叶贸易的竞争性与互补性分析
杨小钢,郭世杰,肖维歌
- 46 基于平台经济理论的自贸区研究述评
赵 薇,李秀辉
- 50 提升我国农产品出口竞争力的发展对策研究
田浩国,柳 婷
- 53 义乌市场常用小商品名称汉英平行语料库的创建及应用研究
平 萍
- 56 外商直接投资对中国技能劳动力收入分配的影响
苏崇华

旅游经济 Lu You Jing Ji

- 59 论我国现存旧当铺建筑的旅游开发
——以江苏省为例 许 莲
- 63 全域旅游视域下泰州市旅游产业融合发展探究
——基于灰色关联度分析 姚晓燕
- 68 互助式自驾游熟人关系建构的思考 张娟飞

服务经济 Fu Wu Jing Ji

- 71 城市知识产权布局质量评价研究
汤 璐,孙 莹,蔡正栋

- 74 政府购买公共服务绩效评估困境及对策 王 露
- 78 南通公共文化供给现状及需求分析
沈小虎,葛皎丽

- 81 基于全面质量管理的大型赛事志愿者服务研究
刘 嘉

- 83 江苏省文化创意产业人才培养思路探究 陈相芬

商业财会 Shang Ye Cai Kuai

- 86 军民融合产业融资问题研究 华晓龙
- 90 我国金融服务贸易国际竞争力统计方法研究
王宣涛,林静怡
- 93 我国绿色金融产品的发展路径探析 曹铭强
- 96 基于 VAR 模型的广西壮族自治区科技金融和科技创新分析
邓志文
- 98 基于非货币性资产交换的 PPP 项目税务处理问题研究
费 锐,殷 倩

商企管理 Shang Qi Guan Li

- 101 论内部审计在企业内部控制体系建设中的作用
崔 佳
- 104 总审计师制度对于国有企业内部控制有效性的研究与思考
王道澄
- 108 环境不确定性与组织柔性关系研究述评 朱爱强
- 112 青藏高原大学生创业激励问题调查研究
——以西宁市城东区大学生创业园为例
李 毅,刘 泽
- 117 委托代理理论在非营利组织中的应用综述
唐 煜,聂元昆
- 120 “职场囚徒”产生原因及激活方略探析
——从组织行为学视角 王喜凤

商业教育 Shang Ye Jiao Yu

- 124 高职会计专业“代理记账工作室”模式的产教融合实践
燕 峰
- 127 基于 CIPP 模型的人事测评课程研讨式教学评价研究
李 理,李莉萍

热点探讨 Re Dian Tan Tao

- 130 人人应有定盘针:当代大众传媒的德性追寻
笪 蕾
- 135 河南省区域文化综合竞争力评价研究
孟 展,王心雨,龙帆帆
- 138 高校基层党建与大学生就业工作融合的路径探索
倪 杨

JIANGSU COMMERCIAL FORUM

Started in 1984, No.9, 2019 (Sum No.419), Contents

Commercial Economy

- 03 *The Cultivation and Development of Agricultural Regional Brand Based on Rural Revitalization Strategy*
——Take Xinzheng Jujube Industry as an Example
- 08 *The Impact of Customer Experience on Perceived Value and Customer Loyalty*
- 12 *Analysis of Tsingtao Beer from the Perspective of Diamond Model*
- 16 *Study on the Cultural System of Guolan under the Background of Cultural Confidence*
——Take Zhoushan as an Example

Electronic Commerce

- 19 *Research on the Mechanism of Promoting the Performance of Tea Network Entrepreneurship*
——Based on the Perspective of College Students' Entrepreneurial Learning
- 26 *On the Innovation of Enterprise Management in the Era of "Internet +"*
- 29 *On the Reconstruction of E-commerce Customer Service Strategy under the New Retail Trend*
- 31 *Feature Engineering in Big Data Audit*

Modern Logistics

- 35 *Research on Parking Planning and Management of GMS Scenic Spot*

International Business

- 40 *Competitiveness and Complementarity of Sino-Africa Tea Trade*
- 46 *A Review of Free Trade Zone Research Based on Platform Economic Theory*
- 50 *Study of the Strategies of Enhancing the Competitiveness of Produce in China*
- 53 *A Study on the Creation and Application of Chinese-English Parallel Corpus of Common Commodity Names in Yiwu Market*
- 56 *The Impact of FDI on the Income Distribution of Skilled Labor Forces in China*

Tourism Economy

- 59 *The Tourism Development of Existing Old Pawnshops Buildings in China*
——Focusing on Jiangsu Province
- 63 *Research on the Fusion Development of Tourism Industry in Taizhou City from the Perspective of Global Tourism*
——Grey Relational Degree Analysis
- 68 *Thinking about Acquaintance Relationship in Mutual Aid Self-driving Tour based on Network Records*

Service Economy

- 71 *Research on Quality Evaluation of Urban Intellectual Property Layout*
- 74 *The Problems and Solutions of Performance Evaluation in Government Purchase Public Service*

- 78 *Present Situation and Demand Analysis of Public Culture Supply in Nantong*
- 81 *Research on Volunteer Service for Large-scale Events Based on Total Quality Management*
- 83 *Exploration on the Thought of Cultivating Talents in Cultural and Creative Industries in Jiangsu Province*

Business Accounting

- 86 *Research on Military and Civilian Integration Industry Financing*
- 90 *Research on Statistical Methods of International Competitiveness of China's Financial Service Trade*
- 93 *Analysis on the Development Path of Green Financial Products in China*
- 96 *Analysis of Science and Technology Finance and Science and Technology Innovation in Guangxi Zhuang Autonomous Region Based on VAR Model*
- 98 *Research on Tax Treatment of PPP Projects Based on Non-monetary Asset Exchange*

Business Management

- 101 *On the Role of Internal Audit in the Construction of Enterprise Internal Control System*
- 104 *Research and Thoughts on the Effectiveness of the Internal Auditor of State-owned Enterprises by the System of General Auditors*
- 108 *A Review of the Research on the Relationship between Environmental Uncertainty and Organizational Flexibility*
- 112 *Investigation and Research on Entrepreneurship Incentive of College Students in Qinghai-Tibet Plateau*
——Taking the College Students Pioneering Park of Chengdong District of Xining City as an Example
- 117 *A Summary of the Application of Principal-Agent Theory in Non-profit Organizations*
- 120 *Cause Analysis of "Workplace Prisoner" and Activating Strategies: the Perspective of Organizational Behavior*

Business Education

- 124 *Practice of Production and Education Integration in the "Accounting Studio" Mode of Accounting Major in Higher Vocational Colleges*
- 127 *Research on Seminar Teaching Evaluation of Personnel Assessment Course Based on CIPP Model*

Hot Discussion

- 130 *Everyone should have the Compass: the Pursuit of Virtue in Contemporary Mass Media*
- 135 *Research on the Evaluation of Regional Culture Comprehensive Competitiveness in Henan Province*
- 138 *Exploring the Path of Integrating Grassroots Party Construction and College Students' Employment Work in Colleges and Universities*