JIANGSU COMMERCIAL FORUM

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

我国快速消费行业上市公司发展前景分析讨论 基于扎根理论的新零售客户满意影响因素研究 当前经济形势下我国提振内需的发展途径探讨 跨境电商感官营销模式研究 在华外商直接投资区位选择的影响因素研究 基于耦合协调度模型的河南省旅游产业与文化 产业融合的时空演变研究





婺源江湾

江苏商论

创刊于1984年 2020年第11期(总第433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

录

商业经济 Shang Ye Jing Ji

03 我国快速消费行业上市公司发展前景分析讨论

——以康师傅控股有限公司为例 倪铭鸿

07 基于扎根理论的新零售客户满意影响因素研究

——以盒马鲜生为例 宋昌静.杨 慧

10 当前经济形势下我国提振内需的发展途径探讨

沈艳兵

卿前江

13 航空客票销售人员胜任力模型构建研究

——以在路上大交通企业为例

王慧然、王 筱、王 露

16 中华老字号扬州三和四美品牌发展战略研究 唐彩虹

19 新时代"中国商魂"内涵新解

电子商务 Dian Zi Shang Wu

22 跨境电商感官营销模式研究

27 基于产品类别的消费者网购平台选择影响因素研究 苏 钰、张珊珊、李晓洁

31 基于互联网+的农产品微信营销研究

国际商务 Guo Ji Shang Wu

34 在华外商直接投资区位选择的影响因素研究

——基于东部省市面板数据的分析

39"一带一路"背景下中国钢铁产品多边贸易影响因素 周 瑛.杨 彦 分析

旅游经济 Lu You Jing Ji

42 基于耦合协调度模型的河南省旅游产业与文化产业 融合的时空演变研究 赵俊远

陈红玲 47 防城港滨海旅游可持续发展评价研究

50 自贸区背景下舟山海洋旅游的探索与创新

付丽,郭旭,杨浩

杨新利

53 宁镇扬旅游协同发展的优势及对策研究 建

56 长江经济带下游沿线省市的旅游合作路径研究

59 浅析常态化疫情防控下国内周边游发展对策 ——以浙江省为例 郑艳星,胡卫伟

服务经济 Fu Wu Jing Ji

62 中国内地与中国香港服务贸易出口影响因素的实证 白诗琪 分析

66 共享经济服务业发展现状分析

68 上海市健身休闲产业的特点、困境与对策

金岳凤,吴香芝

74 基于熵权-投影组合赋权的制造企业智能化发展水平 评价研究

——来自46家上市制造企业的数据

李玮玮

商业财会 Shang Ye Cai Kuai

76 我国商业银行向开放型银行转型的背景及策略分析 倪逸琪

80 中小企业融资影响因素分析

——基于西北五省互联网金融发展水平 纪塞

83 小额贷款公司发展对中小企业融资约束影响研究

——以西部地区为例 田建利

87 新冠肺炎疫情下我国农业保险发展的机遇与挑战

王家进、张孙博文

91 村企合一模式下的企业财务风险控制研究 尹译聆

94 金融科技文献综述 饶方利

商经管理 Shang Jing Guan Li

99 小米集团采用不同投票权架构的动因及影响研究

宋罗越

102 腾讯与老干妈合同纠纷案例研究

——基于内控和风险管理视角

刘敏文

104 上市公司员工持股计划方案要素研究

——以美年健康为例

程 越

108 苏州中小企业的信用评级现状与对策研究 陈相芬

112 多重战略机遇下电力企业转型发展研究

——以国网江苏省电力有限公司为例

郭 莉.王树华.孟 静

115 5G 时代基于敏捷绩效管理的丹阳电信人力资本价值 提升研究

商业教育 Shang Ye Jiao Yu

119 网络平台授课效果量化分析调查研究

123 应用型本科院校市场营销学翻转课堂教学设计

——以天水师范学院为例 马晓娟

127 新商科背景下的商贸类专业群人才培养模式改革与 创新

热点探讨 Re Dian Tan To

129 人口老龄化对产业结构升级的影响研究 周文文 135 山东特色小镇 IP 化建设路径研究 王爱鸟.魏 薇 139 江苏田园综合体全产业链模式构建研究

钱华生.何彦

JIANGSU COMMERCIAL FORUM

Started in 1984, No.11, 2020 (Sum No.433), Contents

Commercial Economy

- 03 Analysis and Discussion on the Development Prospects of Listed Companies in the Fast –Moving Consumer Industry in my Country
- 07 Research on Influencing Factors of New Retail Customer Satisfaction Based on Grounded Theory
 - ——Taking Hema Xiansheng as an Example
- 10 Discussion on the Development Approach to Boost Domestic Demand in China under the Current Economic Situation
- 13 Research on Competency Model of Air Ticket Salesman

 ——A Case Study of the Road Transportation
 Enterprises
- 16 Research on the Brand Development Strategy of Yangzhou Sanhe Simei, a Time-honored Chinese Brand
- 19 A New Explanation of the Connotation of "Chinese Business Soul" in the New Era

Electronic Commerce

- 22 Research on Sensory Marketing Model of Cross-Border E-Commerce
- 27 The Study of Influencing Factor of Consumer Online ShoppingPlatformSelectionBasedonProductCategory
- 31 Research on WeChat Marketing of A gricultural Products Based on Internet+

International Business

- 34 Research on Influencing Factors of Location Selection of Foreign Direct Investment in China
 - ——Analysis Based on Panel Data of Eastern Provinces
- 39 Analysis of Influencing Factors of China's Multilateral Trade of Steel Products under the Background of "One Belt One Road"

Tourism Economy

- 42 Research on the Spatio -temporal Evolution of the Integration of Tourism Industry and Cultural Industry in Henan Province Based on the Coupling Coordination Model
- 47 Study on Evaluation of Sustainable Development of Coastal Tourism in Fangchenggang
- 50 Exploration and Innovation of Zhoushan Marine Tourism under the Background of Free Trade Zone
- 53 Research on the Advantages and Countermeasures of the Coordinated Development of Tourism in Nanjing, Zhenjiang and Yangzhou
- 56 Research on the Path of Tourism Cooperation of Provinces and Cities along the Lower Yangtze River Economic Belt
- 59 Analysis on the Development Countermeasures of Domestic Peripheral Tourism Under Normal Epidemic Prevention and Control
 - ——Take Zhejiang Province as an Example

Service Economy

- 62 An Empirical Analysis on the Influencing Factors of Service Trade Exports between Mainland China and Hong Kong
- 66 Analysis on the Development Status of Sharing Economy Service Industry

- 68 The Characteristics, Difficulties and Countermeasures of the Fitness and Leisure Industry in Shanghai
- 74 Research on the Evaluation of Intelligent Development Level of Manufacturing Enterprises Based on Entropy Weight-Projection Combination Weighting
 - ——Data from 46 listed manufacturing companies

Business Accounting

- 76 Analysis on the Background and Strategy of My Country's Commercial Bank Transition to Open Bank
- 80 Analysis of Influencing Factors of Small and Mediumsized Enterprises' Financing
 - ——Based on the Development Level of Internet Finance in the Five Northwestern Provinces
- 83 Research on the Influence of the Development of Small Loan Companies on the Financing Constraints of SME
- 87 Opportunities and Challenges of the COVID-19 Epidemic in China's Agricultural Insurance Development
- 91 Research on Enterprise Financial Risk Control under the Model of Village–Enterprise Integration
- 94 Fintech Literature Review

Business Management

- 99 Research on the Motivation and Impact of Xiaomi Group's Adoption of the WVR Structure
- 102 Case Study on Contract Dispute between Tencent and Laoganma
 - ——Based on the Perspective of Internal Control and Risk Management
- 104 Research on the Elements of Employee Stock Ownership Plans of Listed Companies
 - ——Take Meinian Health as an Example
- 108 Research on the Status Quo and Countermeasures of the Credit Rating of Suzhou Small and Medium – sized Enterprises
- 112 The Transformation and Development of Electric Power
 Companies Under Multiple Strategic Opportunities
 - ——Take State Grid Jiangsu Electric Power Co., Ltd. as an Example
- 115 Research on Enhancement of Human Capital Value of Danyang Telecom Based on Agile Performance Management in the 5G Era

Business Education

- 119 Quantitative Analysis and Investigation of Teaching Effect on Network Platform
- 123 Teaching Design of Flipping Classroom of Marketing in Applied Undergraduate Colleges
 - ----Tianshui Normal University as an example
- 127 Reform and Innovation of Talent Cultivation Model for Business and Trade Professionals under the Back-ground of New Business

Theoretical Hotspot

- 129 Research on the Impact of Population Aging on the Upgrading of Industrial Structure
- 135 Research on the IP -based Construction path of Characteristic towns in Shandong Province
- 139 Research on the Construction of the Whole Industry Chain Model of Jiangsu Rural Complex