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

国内外会展活动环境影响进展与展望 有限理性和前景理论下创新营销的路径探索 新冠疫情下中国农产品电商模式创新研究 大学生选择使用音乐App的影响因素调查分析 基于5G网络的即时配送效率提升研究 山西省黄河旅游板块全域旅游发展现状分析





莫斯科郊区卡若明斯克亚公园

江苏商论

创刊于1984年 2020年第5期(总第427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 国内外会展活动环境影响进展与展望

芦双双,王博宇

07 有限理性和前景理论下创新营销的路径探索

武翠

11 政府采购绩效审计的问题与对策 杨 洁.王正洁

14 苏州市异地商会发展现状、问题与对策 刘 东

17 茶文化特色小镇发展探讨

求 远

电子商务 Dian Zi Shang Wu

20 新冠疫情下中国农产品电商模式创新研究

26 大学生选择使用音乐 App 的影响因素调查分析

——以长沙市大学生为例

殷 婷.李 杨.冯双鹏

33 P2P 网络借贷平台"爆雷"的原因与对策

戴文桥

现代物流 Xian Dai Wu Liu

36 基于 5G 网络的即时配送效率提升研究 耿元芳

国际商务 Guo Ji Shang Wu

39 中国跨国企业经营问题与对策

邓小乐,白 雪,李建军

42 国际贸易对收入分配的影响

——基于劳动力异质性的角度 苏崇华

47 河南省外商直接投资对经济增长影响的实证分析

叶,张方园

旅游经济 Lu You Jing Ji

49 山西省黄河旅游板块全域旅游发展现状分析

赵 媛.闫 静

53 智慧旅游视域下茶卡盐湖景区生态旅游管理体系构建 杨亚丽.张俊英.杨 龙

57 乡村振兴背景下跨界乡村旅游业困境与路径探析

林 夜.汪 驰

61 我国主题公园的发展现状、趋势及策略研究

秘浠祺,全继刚

服务经济 Fu Wu Jing Ji

64 互助养老模式下农村目间照料中心运行研究

——以常州市郭塘桥村日间照料中心为例

杜偲偲.曹燕宁

67 社区养老模式中财政政策的研究

温世伟

商业财会 Shang Ye Cai Kuai

69 金融信息服务上市公司运营分析 李巧明,李文军

75 普惠金融助推"和美乡村"建设研究 ——以无锡农商银行为例

李今果,谢汪送

81 中国共享会计服务研究评述与展望

周显文,王晓妍,徐泽鑫

85 低碳经济背景下基于 ciespace 的国内环境会计研究 可视化分析 李冠斌 王敬勇

89 我国中小企业融资问题探讨

李 瑶

92 政府补助视角下新能源汽车上市公司绩效研究

——以上汽集团为例 邓 楠,姚晓林,曲云龙

95 对我国企业环境会计信息披露研究现状的探究

王晨光

98 风险导向审计模式在管理舞弊审计中的运用

王晓茜,徐志耀

商经管理 Shang Jing Guan Li

103 业财融合在企业中的应用研究

——以长虹集团为例

金

106 泰州技术产权交易发展路径研究

翟 菲

109 教练技术在企业中的应用及问题分析

张宁

112 加快培育新型农业经营主体的对策研究

谌力铭

115 南通华银毛绒制品的存货管理问题研究

张 雯

118 我国农村劳动力流失及现状问题分析

121 基于复杂适应系统的企业内部环境审计规制研究

潘兴蔚,陈 洁,单长吉

商业教育 Shang Ye Jiao Yu

125 应用型本科高校商科专业首岗竞争力调查分析

方 荃

理论热点 Li Lun Re Dian

129 沃尔特·费雷土地利用观点在少数民族城镇的实证 及扩展研究

——基于石林县鹿阜镇的实证调查

文洪睿.暴云英.秦 莹

134 利益相关者视角下的集体建设用地流转决策

张炳信

138 浅议推进宁镇扬地区高质量一体化发展的困境与路径

范 鑫

JIANGSU COMMERCIAL FORUM

Started in 1984, No.5, 2020 (Sum No.427), Contents

Commercial Economy

- 03 The Progress and Prospect of Environmental Impact of Domestic and Foreign Events
- 07 Marketing Innovation Path Exploration Based on Bounded Rationality and Prospect Theory
- 11 Problems and Countermeasures of Government Procurement Performance Audit
- 14 Development Status, Problems and Countermeasures of Suzhou Foreign Chamber of Commerce
- 17 Discussion on the Development of Tea Culture Characteristic Towns

Electronic Commerce

- 20 Research on the Innovation of Chinese Agricultural Products E-commerce Model under the "COVID-19"
- 26 An Analysis of the Influencing Factors of College Students' Choosing to Us-e Music Application
 - ——Taking Changsha University Students as An Example
- 33 The Causes and Countermeasures of "Blasting Thunder" on P2P Lending Platform

Modern Logistics

36 Research on Improving the Efficiency of Instant Delivery Based on 5G Network

International Business

- 39 Management Problems and Countermeasures of Chinese Transnational Enterprises
- 42 Impact of International Trade on Income Distribution
 ——Based on the Perspective of Labor Heterogeneity
- 47 An Empirical Analysis of the Impact of Foreign Direct Investment on Economic Growth in Henan Province

Tourism Economy

- 49 Analysis of the Current Situation of Tourism Development in the Whole Area of the Yellow River Tourism Plate in Shanxi Province
- 53 Construction of Ecotourism Management System of Chaka Salt Lake from the Perspective of Smart Tourism
- 57 The Predicament and Path Analysis of Cross-Border Rural Tourism Under the Background of Rural Revitalization
- 61 Research on the Development Status, Trend and Strategies of Theme Parks in China

Service Economy

- 64 Research on the Operation of Rural Day Care Center under the Mutual Assistance Model
 - ——Taking Day Care Center of Guotangqiao Village in Changzhou as an Example
- 67 Research on Fiscal Policy in Community Pension Model

Business Accounting

69 Operational Analysis of Financial Information Service

- Listed Companies
- 75 Research on Inclusive Finance Promoting the Construction of "Hemei Village"
 - ——Take Wuxi Rural Commercial Bank as an Example
- 81 Review and Prospect of China's Shared Accounting Services Research
- 85 Visualization Analysis of Domestic Environmental Accounting Research Based on Ciespace in the Background of Low Carbon Economy
- 89 Discussion on the Financing of Small and Medium sized Enterprises in China
- 92 Research on the Performance of New Energy Vehicle Listed Companies from the Perspective of Government Subsidies
 - ----SAIC Group as an Example
- 95 Research on the Status Quo of Research on Environmental Accounting Information Disclosure in Chinese Enterprises
- 98 Application of Risk -Oriented Auditing Model in Management Fraud Audit

Business Management

- 103 Research on the Application of Industry-Financial Convergence in Enterprises
 - ——Taking Changhong Group as an Example
- 106 Research on the Development Path of Taizhou Technology Property Exchange
- 109 The Application and Problem Analysis of Coach Technology in Enterprises
- 112 Research on the Countermeasures to Accelerate the Cultivation of New-type Agricultural Management Subjects
- 115 Research on Inventory Management of Nantong Huayin Plush Products
- 118 Analysis of China's Rural Labor Loss and Status Quo
- 121 Research on Internal Auditing Regulation of Enterprise Based on Complex Adaptive System

Business Education

125 Investigation and Analysis of the First Job Competitiveness of Business Majors in Applied Undergraduate Universities

Theoretical Hotspot

- 129 Research on the Confirmation and Expansion of Walter Firely's Viewpoint in Land Use of Ethnic Minority Town in Yunnan Province
 - ——An Empirical Investigation Based on Lufu Town, Shilin County
- 134 Study on Decision-making of Collective Construction Land Transfer from the Perspective of Stakeholders
- 138 On the Difficulties and Ways of Promoting the Development of High Quality Integration in Ningzhenyang Region