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# 江苏商论

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品牌拟人化对品牌忠诚的影响研究：消费者介入的中介作用  
基于重要度-满意度模型的经济型酒店满意度及对策分析  
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物流供应链数据化经营的创新优化路径研究  
“一带一路”倡议下中马经贸关系现状及动因解析  
全域旅游视域下丽江旅游产业融合发展实证研究



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全文经过中国知网检测和黑马校对

## 目 录

### 商业经济 Shang Ye Jing Ji

- 03 品牌拟人化对品牌忠诚的影响研究:消费者介入的中介作用 周竺,岳磊,杨芳
- 09 基于重要度-满意度模型的经济型酒店满意度及对策分析 胡译丹
- 12 城镇化下我国粮食有效供给的问题分析 刘标胜
- 16 乡村振兴战略视域下供销社发展电商的困境与对策 钟懿博,叶毅

### 电子商务 Dian Zi Shang Wu

- 19 我国高技术产业全球价值链分工地位测度及升级路径探讨  
——基于出口复杂度的研究 屠文娟,韩晓庆,吴星妍
- 27 银行业可扩展商业报告语言网络财务报告的优化研究 钱英,陈思伊

### 现代物流 Xian Dai Wu Liu

- 31 物流供应链数据化经营的创新优化路径研究  
——基于国内SL物流企业的运作模式 王恒田,杨晓龙
- 35 浅析物流企业生产与安全管理 李帷,王亚兰,范玲玲

### 国际商务 Guo Ji Shang Wu

- 38 “一带一路”倡议下中马经贸关系现状及动因解析 陈培昌,马健
- 42 新国际经济环境下绍兴市加工贸易探究 舒琪,贺天阳

### 旅游经济 Lu You Jing Ji

- 46 全域旅游视域下丽江旅游产业融合发展实证研究 齐丹
- 52 新基建视角下上海海洋旅游业智慧型创新策略研究 郑玉香,朱悦
- 57 中日两国旅游局官网的比较研究 鄢玲
- 62 基于体验式教学视角的红色研学旅游产品推广性研究  
——以井冈山革命传统教育基地为例 汤杨旻,林佳,乔婷婷
- 67 徐州市全域旅游发展现状及改革路径探析 张恒
- 70 基于网络游记的古村落旅游体验研究 张丽

### 服务经济 Fu Wu Jing Ji

- 74 长江大保护要求下洲岛规划建设探索  
——以南京八卦洲为例 陶修华
- 76 服务质量管理课程混合式教学模式探索  
——基于小规模限制性在线课程 吴俏,王钦安,郭爽

### 商业财会 Shang Ye Cai Kuai

- 79 日本中小企业出口信用保险分析及启示 郑秀君,缪梁庆,高煜君
- 84 业财融合背景下企业内部数据共享价值与机理 李永丽
- 87 哔哩哔哩财务报表分析及针对性财务管理措施研究 关新
- 90 D啤酒公司财务风险预警体系优化研究 李欣颖
- 94 商品房买卖型担保合同效力的认定  
——以葛桂芝案为例 凡帆
- 97 房屋买卖中担保合同的无效认定 林正正
- 100 新时代下我国金融监管体系的完善探究 张琳琳

### 商经管理 Shang Jing Guan Li

- 104 江苏优化营商环境的问题与对策研究 许露
- 108 兰州-西宁城市群发展问题研究 傅祥云
- 111 开放条件下减税降费对经济与福利的影响  
——基于寡占竞争模型的理论分析 刘雅,帅承露
- 116 连续创业研究回顾与展望  
——基于商业模式演化视角 单蓉
- 119 临沂市养猪产业研究  
——以西禅村为例 明月

### 商业教育 Shang Ye Jiao Yu

- 122 陶行知劳动教育思想试析:目的、内容及方式 焦颖,张雪蓉
- 127 基于成果导向教育理念的《计量地理学》混合式教学探索 李彦彦

### 热点探讨 Re Dian Tan To

- 130 基于我国海洋经济及环境现状的相关发展理念思考 宋伟鸣
- 133 中国房地产开发投资与能源消费的实证分析 常鑫焱
- 138 经济发展新常态下大学生就业困境与对策研究 彭仲生,刘珍,赵红

# JIANGSU COMMERCIAL FORUM

Started in 1984, No.4, 2021 (Sum No.438), Contents

## Commercial Economy

- 03 *Brand Personification and Brand Loyalty: The Mediating Effect of Customer Involvement*
- 09 *Analysis on Satisfaction Degree and Countermeasures of Budget Hotels Based on IPA Model*
- 12 *Analysis of China's Effective Grain Supply under Urbanization*
- 16 *The Dilemma and Countermeasures of Supply and Marketing Cooperatives' Development of E-commerce from the Perspective of Rural Revitalization Strategy*

## Electronic Commerce

- 19 *Research on the Measurement of the Division of Labor Status and Upgrade Path of my Country's High-tech Industry Global Value Chain*  
—Research based on Export Complexity
- 27 *Research on Optimization of Banking XBRL Network Financial Report*

## Modern Logistics

- 31 *Research on the Optimization Path of Data Management in Logistics Supply Chain*  
—Based on the Operation Mode of Domestic SL Logistics Company
- 35 *Analysis on Production and Safety Management of Logistics Enterprises*

## International Business

- 38 *The Status Quo and Motivation Analysis of China-Malaysia Economic and Trade Relations under the "One Belt One Road" Initiative*
- 42 *Research on Shaoxing's Processing Trade in the New International Economic Environment*

## Tourism Economy

- 46 *An Empirical Study on the Integrated Development of Tourism and Other Industries in Lijiang from the Perspective of Comprehensive Tourism*
- 52 *Research on Intelligent Innovation Strategy of Shanghai Marine Tourism Industry from the Perspective of New Infrastructure Construction*
- 57 *A Comparative Study on the Official Websites of China and Japan Tourism Organization*
- 62 *Research on the Promotion of Red Research Tourism Products Based on the Perspective of Experiential Teaching*  
—Take Jinggangshan Revolutionary Traditional Education Base as an Example
- 67 *An Analysis of the Current Situation and Reform Path of Xuzhou's Global Tourism Development*
- 70 *Research on the Tourism Experience of Ancient Villages Based on Internet Travel Notes*

## Service Economy

- 74 *The Great Protection of the Yangtze River Requires the Planning and Construction of Xiazhou Island*

—Take Nanjing Baguazhou as an Example

- 76 *Probe into the Hybrid Teaching Mode of Service Quality Management Course*

—Based on SPOC

## Business Accounting

- 79 *Analysis and Enlightenment of Export Credit Insurance of Japanese Small and Medium-sized Enterprises*
- 84 *The Value And Mechanism of Enterprise Internal Data Sharing Under The Background of Industry Finance Integration*
- 87 *Bilibili Financial Statement Analysis and Targeted Financial Management Measures*
- 90 *Research on Optimization of Financial Risk Early Warning System of D Beer Company*
- 94 *Ascertaining the Validity Of Commercial Housing Sales Guarantee Contract*  
—Take the Ge Guizhi case as an Example
- 97 *The Invalid Determination of Guarantee Contract in House Sale*
- 100 *Research on the Perfection of my Country's Financial Supervision System in the New Era*

## Business Management

- 104 *Research on the Problems and Countermeasures of Optimizing Business Environment in Jiangsu*
- 108 *Research on the Development of Lanzhou-Xining Urban Agglomeration*
- 111 *The Impact of Tax Cuts and fee Reductions on the Economy And Welfare under open Conditions*  
—Theoretical Analysis based on the Model of Oligopolistic Competition
- 116 *Review and Prospect of Continuous Entrepreneurship Research*  
—Based on the Perspective of Business Model Evolution
- 119 *Research on Pig Industry in Linyi City*  
—Take Xichan Village as an Example

## Business Education

- 122 *An Analysis of Tao Xingzhi's Labor Education Thought: Purpose, Content and Method*
- 127 *Exploration of Blended Teaching of "Quantitative Geography" Based on OBE Educational Concept*

## Theoretical Hotspot

- 130 *Thoughts on Related Development Concepts based on my Country's Marine Economy and Environmental Status*
- 133 *An Empirical Analysis of China's Real Estate Development Investment and Energy Consumption*
- 138 *Research on the Employment Dilemma and Countermeasures of College Students under the New Normal of Economic Development*