

江苏商论
二〇二一年
第八期

JIANGSU COMMERCIAL FORUM

国际刊号 ISSN1009-0061
国内刊号 CN32-1076/F

江苏商论

2021/08

总第442期
投稿邮箱
jsslwb@163.com
邮发代号28-492
广告许可证
3200004980429

- 国家首批认定学术期刊A类
- 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
- 武汉大学RCCSE核心期刊扩展版期刊

ISSN 1009-0061



基于认知差异的营销文案撰写探析
老年消费者市场脆弱性影响因素分析
黄南州生存成本特征研究

基于行业差异视角的新媒体营销策略研究

创新驱动背景下南通高新区与苏州工业园区发展模式的比较研究

基于游客感知的广西旅游公共服务质量测评及优化

晋陕豫黄河金三角区域产业合作研究

ISSN 1009-0061
CN 32-1076/F
广告许可证 3200004980429



万方数据

江苏商论

创刊于1984年 2021年第8期(总第442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

武汉大学 RCCSE 核心期刊扩展版期刊

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 基于认知差异的营销文案撰写探析
——以线上景德镇日用陶瓷商品信息为例
许剑雄,邱婧佩,李海东
- 07 老年消费者市场脆弱性影响因素分析
——以保健产品市场为例 李 盈
- 11 黄南州生存成本特征研究 程嘉祥,沈燕萍
- 15 代际视角下农业转移家庭收入结构对消费的影响
王 芳
- 20 后疫情时代廉价航空现状、阻碍及对策建议
——以亚洲航空为例 赖愈越,董星星
- 23 高校采购项目档案管理现状、问题与提升路径
吴 烨

电子商务 Dian Zi Shang Wu

- 26 基于行业差异视角的新媒体营销策略研究 屠海良
- 30 数字经济背景下网络消费行为分析
左 秀,张 露

国际商务 Guo Ji Shang Wu

- 33 创新驱动背景下南通高新区与苏州工业园区发展
模式的比较研究 刘 佳
- 37 江苏省高等教育服务贸易发展现状分析 袁明兰
- 40 吴江经济技术开发区工业投资状况的分析及对策研究
陶静宇

旅游经济 Lu You Jing Ji

- 43 基于游客感知的广西旅游公共服务质量测评及优化
章小华,陈 伟,黄 武
- 50 海南省近10年旅游业碳排放特征研究 王秋娜
- 55 浅析研学旅行发展 王亚奇
- 58 生态旅游消费者行为特征研究报告
——以西溪国家湿地公园为例 苏 豫

服务经济 Fu Wu Jing Ji

- 62 基于灰色层次分析法的公共服务项目绩效评价实证
——以公共场所母乳喂养室为例 丁 航
- 67 康养产业:现代服务业发展新引擎 邓 莹,陈雪钧

商业财会 Shang Ye Cai Kuai

- 69 疫情下的宽松货币政策对房价的影响

- 基于事件研究法分析 李沛先
- 74 企业债券违约风险研究
——以山东 RY 科技集团有限公司为例 林文星
- 79 上市公司实施股权激励存在的风险及对策研究
——以海大集团为例 李艳平,张雪伍,申明君
- 82 清末民初的新闻出版业与近代保险业 王小晖
- 86 民办高职院校成本报表设计与分析
王凤兰,蓝瑞群,盛秋生

商 经 管 理 Shang Jing Guan Li

- 88 晋陕豫黄河金三角区域产业合作研究
吕亚萍,张海花
- 93 基于不同环境规制类型下对绿色全要素生产率的研究
姚洪心,周碧玉
- 99 湖南省战略性新兴产业创新效率提升的对策研究
——基于2010—2018年行业数据的实证分析
李 丹,黄 锐
- 103 跨国公司中跨文化沟通的挑战与应对策略 何盼盼
- 106 农民工返乡创业生态系统:构建、运行及优化研究
齐义山
- 110 信阳外出务工人员状况与对策研究
高 洁,王喜凤
- 113 农村基本农田荒置的原因及对策分析 谢 宁
- 115 乡村振兴视角下我国农业产业发展方向 王超杰

商业教育 Shang Ye Jiao Yu

- 119 高校微信公众平台在重大疫情防控中开展思想
政治教育的功能研究 李云飞,谷家川,宋贵杰
- 123 产教融合模式下广西本科院校跨境电商人才培养
的探究 黄江美
- 126 新疆地区构建“三师型”教师库的问题研究
李 莉,张兰芳
- 129 “智能+”背景下高职税务类课程“五化一体”教学
模式构建及实施 林松池

热点探讨 Re Dian Tan To

- 133 市域治理现代化背景下多元主体参与基层矛盾
化解法治保障研究
——以南京市为例 孙瑞瑞,王冬青,马晶晶
- 137 基于灰色预测系统的南京市人口老龄化预测
高 红

JIANGSU COMMERCIAL FORUM

Started in 1984, No.8, 2021 (Sum No.442), Contents

Commercial Economy

- 03 *Analysis of Marketing Copywriting based on Cognitive Differences*
—Take the Online Commodity Information of Jingdezhen Domestic Ceramics as an Example
- 07 *Analysis of the Characteristics of Elderly Consumers Swindled by Healthcare Products*
- 11 *Study on the Characteristics of Survival Cost in Huan-guan Prefecture*
- 15 *The Impact of Family Income Structure of Agricultural Migrant House on Consumption: An Intergenerational Perspective*
- 20 *The Status Quo, Obstacles and Countermeasures of Low-cost Airlines in the Post-epidemic era*
—Take AirAsia as an Example
- 23 *The Current Situation, Problems and Improvement Ways of Archives Management of University Purchasing Projects*

Electronic Commerce

- 26 *Research on New Media Marketing Strategy Based on the Perspective of Industry Differences*
- 30 *Analysis of Online Consumption Behavior in the Context of Digital Economy*

International Business

- 33 *A Comparative Study on the Development Models of Nantong High Tech Zone and Suzhou Industrial Park under the Background of Innovation Driven*
- 37 *Analysis on the Development of Higher Education Service Trade in Jiangsu Province*
- 40 *Analysis and Countermeasures of Industrial Investment in Wujiang Economic and Technological Development Zone*

Tourism Economy

- 43 *Evaluation and Optimization of Tourism Public Service Quality: Based on the Perception Survey of Tourists in Guangxi*
- 50 *Research on Characteristics of Carbon Emissions of Tourism Industry in Hainan Province in the Past 10 Years*
- 55 *A Brief Analysis of the Development of Research Travel*
- 58 *Research Report on the Behavior Characteristics of Ecotourism Consumers*
—Take Xixi National Wetland Park as an Example

Service Economy

- 62 *Performance Evaluation of Breast-feeding Room Welfare Project in Public Places based on Grey-AHP*
- 67 *Health Care Industry: A New Engine for the Development of Modern Service Industry*

Business Accounting

- 69 *The Impact of Loose Monetary Policy on Housing Prices under the Epidemic*

- Analysis based on Event Research Method
- 74 *A Study on the Default Risk of Corporate Bonds*
—Taking Shandong Ry Technology Group Co., Ltd. as an Example
- 79 *Study on the Risks and Countermeasures of Equity Incentive in Listed Companies*
—Take Haida Group as an Example
- 82 *Press and Publishing in the Late Qing Dynasty and the Early Republic of China and Modern Insurance Industry*
- 86 *Design and Analysis of Cost Statement in Private Higher Vocational Colleges*

Business Management

- 88 *Research on Industrial Cooperation in the Golden Triangle Region of Shanxi, Shaanxi, Henan and Yellow River*
- 93 *Research on Green Total Factor Productivity Based on Different Types of Environmental Regulations*
- 99 *Research on the Countermeasures to Improve the Innovation Efficiency of Strategic Emerging Industries in Hunan Province*
—Based on Empirical Analysis of Industry Data from 2010 to 2018
- 103 *Challenges and Countermeasures of Cross-cultural Communication in Multinational Corporations*
- 106 *Research on the Construction, Operation and Optimization of Migrant Workers' Entrepreneurship Ecosystem*
- 110 *The Situation of Migrant Workers in Xinyang and Countermeasures Research*
- 113 *Analysis on the Reasons and Countermeasures of the Basic Farmland in the Countryside*
- 115 *The Development Direction of my Country's Agricultural Industry from the Perspective of Rural Revitalization*

Business Education

- 119 *Application of Wechat Public Platform in Major Epidemic Prevention and Control On the Function of Ideological and Political Education*
- 123 *Research on the Cultivation of Cross-border E-commerce Talents in Guangxi Undergraduate Colleges under the Mode of Integration of Production and Education*
- 126 *Research on the Construction of "Three Types of Teachers" Library in Xinjiang*
- 129 *The Construction and Implementation of the "Five-in-one" Teaching Model for Higher Vocational Tax Courses under the Background of "Intelligence +"*

Theoretical Hotspot

- 133 *Research into Multi-subjects' Participation in Grass-roots Contradictions to Resolve Legal Protection Issues in the Context of Modern Urban Governance: Take Nanjing as an Example*
- 137 *Prediction of Population Aging in Nanjing City Based on Grey Prediction System*