JIANGSU COMMERCIAL FORUM

国际刊号 ISSN1009-0061 国内刊号 CN32-1076/F

2022/01

总第447期 投稿信箱 jsslwb@163.com 广告许可证 3200004980429

ISSN 1009-0061



- ●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

可爱感知的模型构建综论及其研究展望 消费升级背景下中国传统快消品品牌的营销对策研究 基于组合模型的江苏省居民用电量预测分析 外部经济冲击对我国进出口贸易的影响 长三角地区服务业迈向全球价值链中高端的影响因素研究 论法国的行会主义精神



江苏商论

创刊于1984年 2022年第1期(总第447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 可爱感知的模型构建综论及其研究展望

陈丹丹.温 韬

08 消费升级背景下中国传统快消品品牌的营销对策研究

11 基于组合模型的江苏省居民用电量预测分析 王 琪

15 短视频营销研究综述与展望 苏浩玄

19 新消费的内在动能与机理分析

——以完美日记为例 吴雨,李冠艺

22 基于康缘养生谷探索中医药养生养老新商业模式

张歆莹,方程,马婧

电子商务 Dian Zi Shang Wu

26 基于区块链技术的知识产权治理:困惑与应对 张 倩 30 智能导游服务如何影响游客与智能导游品牌的关系

——基于沉浸体验视角

黎冬梅,崔 裕

交通物流 Jiao Tong Wu Liu

国际商务 Guo Ji Shang Wu

40 外部经济冲击对我国进出口贸易的影响

——基于新兴市场经济体的研究

李沐然,杨 媛

46 入境游客数量对进出口贸易影响的实证分析

赵莹莹

50 关于中欧全面投资协定对吴江影响的前瞻分析

余孝强,李 阳

54 后发经济体突破价值链"低端锁定"的升级机制研究

——基于 OFDI 的研究视角

邵宇佳.潘浩然.陈 红

58 文化差异对国际商务谈判的影响及对策研究

周 婷,张歆莹

旅游经济 Lu You Jing Ji

62 传统村落生态文化资源创造性转化研究 任继如

68 山西省黄河板块文化旅游融合发展动力存在的问题 及提升策略探究 赵 媛,武宇琼

71 旅游行业危机管理的作用及机制浅析

唐建

74 乡村振兴战略下美丽乡村建设与乡村旅游发展对策

研究 苗雨君,胡莹莹

77 基于 VAR 模型的文化产业与旅游产业互动关系分析

——以张家界市武陵源区为例

蒋 倩

服务经济 Fu Wu Jing Ji

80 长三角地区服务业迈向全球价值链中高端的影响因素 研究

——以江、浙、沪为例

李心怡

86 生产性服务业与制造业的融合发展分析

——基于 WIOD 数据库

桂莉君

商业财会 Shang Ye Cai Kuai

90 大学生校园网贷与民事权益问题保护

蔡立新

康时瑞

95 民间借贷利率下调对小贷公司的影响分析

商经管理 Shang Jing Guan Li

98 宁镇扬一体化的产业融合、发展协同与要素集聚

杨寅,龙苏

101 企业社会责任对战略风险的影响 田雪娇,陈雪梅

104 西部制造业上市公司企业家创新精神对环境绩效的影响

——基于股权制衡的调节作用

陈文甲

李子昂

107 关于实现渔村振兴的路径探索 徐凤丽,张 邻

111 新政下农民工落户意愿及其影响因素研究

商业教育 Shang Ye Jiao Yu

114 高职院校烘焙课程的开设意义与教学策略探究 雷汝霞 117 "互联网+"环境下应用型本科院校市场营销学课程

教学改革探究

朱 力,周朋程,张必风

121 国际贸易职业标准课程化路径研究与实践 徐永兵

124 温商精神在大学生思政教育中的当代价值及实现路径

去公雪

热点探讨 Re Dian Tan To

128 论法国的行会主义精神

田珊珊 庞 杨

136 西宁市生态文明程度评价

李佳娣

封三 南京市新疆维吾尔等少数民族餐厅微型调研 笑 之

JIANGSU COMMERCIAL FORUM

Started in 1984, No.1, 2022 (Sum No.447), Contents

Commercial Economy

- 03 A Review of Model Construction of Cuteness Perception and its Research Prospects
- 08 Research on the Marketing Countermeasures of Chinese Traditional FMCG Brands under the Back ground of Consumption Upgrade
- 11 Summary and Prospect of Short Video Marketing Research
- 15 Analysis of the Internal Kinetic Energy and Mechanism of New Consumption
 - —Take the Perfect Diary as an Example
- 19 Based on the Kangyuan Health Valley to Explore a new Business Model for Traditional Chinese Medicine Health Preservation and Elderly Care
- 22 Forecast and Analysis of Residential Electricity Consumption in Jiangsu Province Based on Combined Model

Electronic Commerce

- 26 Intellectual Property Governance Based on Blockchain Technology: Perplexity and Countermeasures
- 30 How Smart Guide Services Affect the Relationship between Tourists and Smart Guide Brands
 - ——Based on the Perspective of Immersive Experience

Transportation Logistics

36 Research on the Coupling and Coordination of Transportation and Cultural Tourism Based on the Integrated High –quality Development of Suzhou, Wuxi and Changzhou

International Business

- 40 The Impact of External Economic Shocks on My Country's Import and Export Trade
 - —Based on the Research of Emerging Market Economies
- 46 An Empirical Analysis of the Impact of Inbound Tourists on Import and Export Trade
- 50 A Prospective Analysis of the Impact of the China– EU Comprehensive Investment Agreement on Wujiang
- 54 Research on the Upgrade Mechanism of Latecomer Economies Breaking Through the "Low-End Lock" of the Value Chain
 - ——Based on OFDI's Research Perspective
- 58 Research on the Influence of Cultural Differences on International Business Negotiations and Countermeasures

Tourism Economy

- 62 Research on the Creative Transformation of Ecological Cultural Resources in Traditional Villages
- 68 Research on the Existing Problems and Promotion Strategies of the Integration and Development Power of Cultural Tourism in the Yellow River Plate of Shanxi Province
- 71 Analysis on the Function and Mechanism of Crisis Management in Tourism Industry
- 74 Research on the Countermeasures for the Construction

- of Beautiful Villages and the Development of Rural Tourism under the Strategy of Rural Revitalization
- 77 Analysis of the Interactive Relationship between Cultural Industry and Tourism Industry Based on VAR Model
 - Take Wulingyuan District of Zhangjiajie City as an Example

Service Economy

- 80 Research on the Influencing Factors of the Service Industry in the Yangtze River Delta to the Middle and High-end Global Value Chain
 - —Take Jiangsu, Zhejiang and Shanghai as Examples
- 86 Analysis on the Integrated Development of Producer Service Industry and Manufacturing Industry
 - —Based on WIOD Database

Business Accounting

- 90 College Students' Campus Internet Loans and the Protection of Civil Rights and Interests
- 95 Analysis on the Impact of the Lowering of Private Lending Interest Rate on Small Loan Companies

Business Management

- 98 The Integration of Ningzhen, Zhenyang and Yangzhou's Industrial Integration, Development Synergy, and the Concentration of Factors
- 101 The Impact of Corporate Social Responsibility on Strategic Risk
- 104 The Influence of Entrepreneurs' Innovative Spirit on Environmental Performance of Listed Companies in Western Manufacturing
 - ——Based on the Adjustment Effect of Equity Checks and Balances
- 107 Exploration of the Path to Realize the Revitalization of the Fishing Village
- 111 Research on the Willingness of Migrant Workers to Settle Down and Its Influencing Factors under the New Deal

Business Education

- 114 A Probe into the Significance and Teaching Strategies of Baking Courses in Higher Vocational Colleges
- 117 Research on the Teaching Reform of Marketing Courses in Applied Undergraduate Colleges under the Environment of "Internet +"
- 121 Research and Practice on the Path of International Trade Professional Standard Curriculum
- 124 The Contemporary Value and Realization Path of Wenshang Spirit in the Ideological and Political Education of College Students

Theoretical Hotspot

- 128 On the Spirit of Guildism in France
- 136 Evaluation of Ecological Civilization Degree in Xining City
- 141 Research on Micro Restaurants of Xinjiang Uygur and Other Ethnic Minorities in Nanjiang