FORUM

国际刊号 ISSN1009-0061 国内刊号 CN32-1076/F

2022/11

总第457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
 - ●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

新消费下扬州餐饮老字号品牌优化发展研究 家用纯电动汽车与燃油汽车全生命周期成本比较研究 高速公路服务区商业模式创新及发展策略研究 数字经济时代:平台经济税收征管挑战与治理 智能汽车产业投资风险分析

新冠疫情对江苏省国内旅游市场规模的影响评估

热烈庆祝江苏经贸职业技术学院建院70周年

江苏商论

创刊于 1984 年 2022 年第 11 期(总第 457 期) 国际刊号 ISSN1009-0061 国内刊号 CN32-1076/F

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 新消费下扬州餐饮老字号品牌优化发展研究

唐彩虹

- 07 家用纯电动汽车与燃油汽车全生命周期成本比较研究 刘媛清,吴君民
- 14 高速公路服务区商业模式创新及发展策略研究

张 燕

17 耐克品牌本土化传播效果研究

——基于中国受众的问卷调查分析

谭 鑫

电子商务 Dian Zi Shang Wu

21 数字经济时代:平台经济税收征管挑战与治理

王毅

- 27 智能汽车产业投资风险分析
 - ——以小米造车为例

侯 成,李艾璇

- 31 山东省电商平台农产品经营主体的选品种类及影响 因素研究 刘秀娟,周 霞

交通物流 Jiao Tong Wu Liu

39 江苏省国际物流发展现状及对策研究

罗思琦

国际商务 Guo Ji Shang Wu

43 潮汕侨批业的风险管控动因研究

袁晓红

旅游经济 Lu You Jing Ji

47 新冠疫情对江苏省国内旅游市场规模的影响评估

邱 悦,高 军

- 50 乡村振兴背景下四川革命老区乡村旅游精准扶贫路径研究 赵豫西,魏玲丽,冉 杰
- 53 甬舟一体化背景下舟山滨海旅游发展对策研究

管建民

57 西宁冬季旅游产品开发研究 杨 鑫

60 文旅融合视野下文创产品开发策略与研究 刘晓瑜

服务经济 Fu Wu Jing Ji

64 社保制度安排对劳动关系价值观形成的作用机制

——以法国为例

田珊珊

商业财会 Shang Ye Cai Kuai

71 江苏省新型城镇化与金融支持协同发展研究

刘敏楼,李 杰

78 股权质押、研发强度和企业创新 汤孝海,蒋 松

82 重大公共卫生事件下减税降费的经济效应分析

周 慧,柴佩佩,贾宗泽

86 抗疫背景下财税政策支持中小微企业发展研究综述 卢跃茹

91 假口罩案中货值金额的认定分析

秦 昕

商经管理 Shang Jing Guan Li

95 重大公共卫生事件经济影响及政策效应分析

李卓尔,赵怡萌,贾宗泽

100 零工工作者薪酬水平对工作满意度的影响研究

——以外卖骑手为例

傅端香.李 聪

105 乡村振兴战略背景下舟山群岛智慧农业发展研究

——以舟山市定海区为例

郭菀璐,张世龙,姜竹雨

商业教育 Shang Ye Jiao Yu

107 业绩承诺实现原因分析

——基于中公教育 陈彦百、徐吉彤

111 商科院校思想政治理论课教学改革服务于新商科 人才培养研究

——以贵州商学院为例

卿前江

118 江苏乡村人才振兴问题及对策研究

罗 怡.熊 琪.韩晓建

121 近十年来我国在线教育企业营销策略研究综述

胡婧

热点探讨 Re Dian Tan To

124 中国特色社会主义市场经济发展的优化路径探讨

——从马克思主义经济危机理论的角度

刘炜

130 古近代西方经济学中财富思想的演变

魏 悦,魏 忠

134 南北区域文化差异对企业员工沟通满意度的影响研究 黎尔平,肖德冕

139 乡村振兴战略下江苏省"农业合伙人"合作模式的构建 沈王仙子,夏正晶,赵 琪

JIANGSU COMMERCIAL FORUM

Started in 1984, No.11, 2022 (Sum No.457), Contents

Commercial Economy

- 03 Research on Optimizing Development of China Timehonored Brands in Yangzhou Restaurants under New Consumption
- 07 Comparative Study on the Whole Life Cycle Cost of Domestic Pure Electric Vehicle and Fuel Vehicle
- 14 Research on Business Model Innovation and Development Strategy of Expressway Service Area
- 17 A Study on the Communication Effect of Nike Brand Localization
 - ——Analysis of Questionnaire Survey based on Chinese Audience

Electronic Commerce

- 21 Digital Economy Era: Challenges and Governance of Platform Economy Tax Collection and Administration
- 27 Investment Risk Analysis of Intelligent Automobile Industry
 - ----Take Xiaomi's Car as an Example
- 31 Research on the Selection Types and Influencing Factors of Agricultural Products Operating Entities on E-Commerce Platforms in Shandong Province
- 35 Research on the Economic Stability Effect of Digital Infrastructure Construction under Domestic Circulation

Transportation Logistics

39 Research on the Current Situation and Countermeasures of International Logistics Development in Jiangsu Province

International Business

43 Research on the Risk Management and Control Motivation of Chaoshan Overseas Chinese Approval Industry

Tourism Economy

- 47 Assessment of the Impact of COVID-19 on the Domestic Tourism Market Scale in Jiangsu Province
- 50 Research on the Precise Poverty Alleviation path of Rural Tourism in the Old Revolutionary Areas of Sichuan under the Background of Rural Revitalization
- 53 Research on the Development Countermeasures of Zhoushan Coastal Tourism under the Background of the Integration of Yongzhou and Zhoushan
- 57 Research on the Development of Xining Winter Tourism Products
- 60 The Strategy and Research of Cultural Creative Product Development from the Perspective of Culture and Tourism Merge

Service Economy

64 The Role of Social Security System on the Formation of Labor Relations Values: A Case Study of France

Business Accounting

71 Research on the Coordinated Development of new

- Urbanization and Financial Support in Jiangsu Province
- 78 Equity Pledge, R&D Intensity and Corporate Innovation
- 82 Analysis of the Economic Effects of Tax Reduction and Fee Reduction under Major Public Health Events
- 86 A Review Of Research on Fiscal and Taxation Policies Supporting the Development of Small, Medium and Micro Enterprises in the Context of Anti–Epidemic
- 91 Analysis on the Determination of the Value of Goods in the Case of Fake Masks

Business Management

- 95 Analysis of Economic Impact and Policy Effect of Major Public Health Events
- 100 Study on the Influence of Salary Level of Casual Workers on Job Satisfaction
 - —Take Takeout Riders as an Example
- 105 Research on the Development of Smart Agriculture in Zhoushan Islands under the Background of Rural Revitalization Strategy
 - ——Taking Dinghai District of Zhoushan City as an Example

Business Education

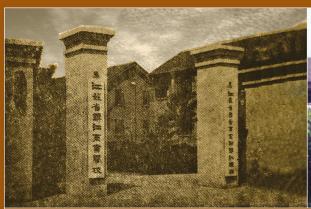
- 107 Analysis of the Reasons for the Achievement of Performance Commitments
 - ---Based on Zhonggong Education
- 111 The Reform of Ideological and Political Theory
- 118 Teaching in Business Colleges and universities Serves the Training of New Business Talents
 - ——Taking Guizhou Business School as an Example Research on the Problems and Countermeasures of Rural Talent Revitalization in Jiangsu
- 121 A Summary Of Research On Marketing Strategy Of Online Education Enterprises In China In Recent Ten Years

Theoretical Hotspot

- 124 An Exploration of the Optimal path for the Development of Socialist Market Economy with Chinese Characteristics
 - ——From the Perspective of Marxist Economic Crisis Theory
- 130 The Evolution of Wealth Thought in Ancient and Modern Western Economics
- 134 A Study on the Impact of Regional Cultural Differences between North and South China on Employee Communication Satisfaction
- 139 Construction of "Agricultural Partners" Cooperation Model in Jiangsu Province under the Rural Revitalization Strategy

热烈庆祝江苏经贸职业技术学院建院70周年

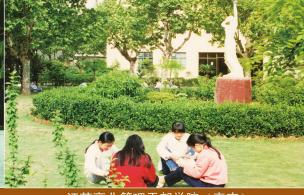
1952-2022



江苏省国营商业干部训练班 (镇江)

江苏省商业学校(扬州)





江苏商业管理干部学院(南京)

江苏商业管理干部学院(南京)





江苏经贸职业技术学院(南京)

江苏经贸职业技术学院(南京)

Jiangsu Commercial Forum

Started in 1984, No.11, 2022 (Sum No.457), Published 20 Per Monty on the same day

Administrated by: Jiangsu Province Federation of Philosophy and Social Sciences Circles

Postcode: 210009 Tel: 025-83321560

Sponsored by: Jiangsu Institute of Business Economics Joint Address: Zhongshan North Road 101 of Nanjing China E-mail: jsslwb@163.com Editor in Chief: WANG Bo