



旅游纪念品消费行为演变研究 基于区域商业生态演变的社区商业转型发展研究 消费升级视角下生活用纸行业的战略管理分析 游客需求导向下的酒店功能改进及组织重构 云南省物流产业集聚对产业竞争力的影响研究 RCEP规则下各国关税降低对中国进出口贸易的影响



江苏商论

创刊于 1984 年 2024 年第 1 期(总第 471 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 旅游纪念品消费行为演变研究

——基于上海 2009—2019 年的调研分析 马红涛

07 基于区域商业生态演变的社区商业转型发展研究

薛婷婷

11 消费升级视角下生活用纸行业的战略管理分析

郭雪双

16 游客需求导向下的酒店功能改进及组织重构 廖继武

20 粤港澳大湾区建设对区域市场一体化程度的影响研究

姜亚鹏,周洪林

电子商务 Dian Zi Shang Wu

23 中国互联网药品销售监管存在的问题及对策 陈燕芸 28 数字经济、农民创业与乡村振兴 王永芳

交通物流 Jiao Tong Wu Liu

35 云南省物流产业集聚对产业竞争力的影响研究

黄 洁.吴易琨

国际商务 Guo Ji Shang Wu

44 RCEP 规则下各国关税降低对中国进出口贸易的影响

n] 2

旅游经济 Lu You Jing Ji

49 文旅融合背景下地方高校旅游管理专业发展定位 冷思考 吴元芳,李 纲

55 企业社会责任、内部控制与财务风险

——基于中国旅游上市公司的实证研究 周宁宁 60 基于文献计量分析工具的中国红色旅游研究知识图谱 谭素雅,赵 双

服务经济 Fu Wu Jing Ji

65 西部地区城乡融合发展水平及效率评价

刘小兰,姜信宇

70 转移支付对地方社会公共服务供给结构影响 张 顺 74 社会企业视域下张謇大生集团参与乡村产业振兴的 启示 龙夭帮

商业财会 Shang Ye Cai Kuai

80 中国结构性货币政策有效性研究 陈烨宁

85 投资者情绪、市场流动性与股市崩盘风险 姚 君

91 中国农村数字普惠金融法律问题研究 何璐辰

96 优先股股东会制度的完善研究

商经管理 Shang Jing Guan Li

102 汽车制造业企业价值影响研究

叶智林

赵斌

106 基于双重价值链视角的广州装备制造业产业升级 机理与路径研究

110 全媒体时代企业管理的理性回归与应对综论

——基于杜邦分析体系的实证分析

——以平台型企业对零工劳动的影响为例

刘元顿 万珍妮

115 内部营销在人力资源管理中的应用研究综述

武晓雯.石小岑

商业教育 Shang Ye Jiao Yu

119 基于会计行业转型升级需要的行业指导型产教融合模式探讨 杨群芬

122 江苏高校人才培养与区域经济发展协同发展研究 王树乔,李小聪

125 服务四川省食品饮料产业的工商专业群人才培养模式探索 李依璘,周 文,唐贤华

热点探讨 Re Dian Tan To

129 催生"绿色悖论"的环境规制水平研究

——基于双重环境规制的门槛效应分析

马 姚.刘宇桦

137 共同富裕背景下返乡大学生创业素质与能力评估 指标体系构建研究 朱 辰杰, 丁 婷

JIANGSU COMMERCIAL FORUM

Started in 1984, No.1, 2024 (Sum No.471), Contents

Commercial Economy

- 03 Research on the Evolution of Consumer Behavior of Tourism Souvenirs
 - ——Research and Analysis Based on Shanghai from 2009 to 2019
- 07 Research on the Transformation and Development of Community Commerce Based on the Evolution of Regional Business Ecology
- 11 Strategic Management Analysis of the Household Paper Industry from the Perspective of Consumption Upgrading
- 16 The Function Improvement and Organization Reconstruction of Hotel under the Guidance of Tourist Demand
- 20 A Study on the Impact of the Construction of the Guangdong Hong Kong Macao Greater Bay Area on the Degree of Regional Market Integration

Electronic Commerce

- 23 Problems and Countermeasures in the Supervision of Internet Drug Sales in China
- 28 Digital Economy, Farmers' Entrepreneurship and Rural Revitalization

Transportation Logistics

- 35 Research on the Impact of Logistics Industry Agglomeration on Industrial Competitiveness in Yunnan Province
- 39 Research on the Construction Path of Cold Chain Logistics Infrastructure for Agricultural Products under the Background of Rural Revitalization

International Business

44 The Impact of Tariff Reduction in Various Countries on China's Import and Export Trade under the RCEP Rules

Tourism Economy

- 49 Reflections on the Development Positioning of Tourism Management Major in Local Universities under the Background of Cultural and Tourism Integration
- 55 Corporate Social Responsibility, Internal Control, and Financial Risk
 - ——Empirical Study on Listed Tourism Companies in China
- 60 A Knowledge Graph of Red Tourism Research in China Based on Bibliometric Analysis Tools

Service Economy

- 65 Evaluation of the Level and Efficiency of Urban Rural Integration Development in the Western Region
- 70 The Impact of Transfer Payments on the Supply

- Structure of Local Social Public Services
- 74 Enlightenment from Zhang Jian Dasheng Group's Participation in Rural Industrial Revitalization from the Perspective of Social Enterprises

Business Accounting

- 80 Research on the Effectiveness of China's Structural Monetary Policy
- 85 Investor Sentiment, Market Liquidity, and the Risk of Stock Market Collapse
- 91 Research on Legal Issues of Digital Inclusive Finance in Rural China
- 96 Research on the Improvement of the System of Preferred Stock Shareholders' Meeting

Business Management

- 102 Research on the Value Impact of Automobile Manufacturing Enterprises
 - ——Empirical Analysis Based on DuPont Analysis System
- 106 Research on the Upgrading Mechanism and Path of Guangzhou Equipment Manufacturing Industry from the Perspective of Dual Value Chain
- 110 A Comprehensive Discussion on the Rational Regression and Response of Enterprise Management in the Era of All Media
 - —Take the Impact of Platform Enterprises on Gig Labor as an Example
- 115 A Review of the Application Research of Internal Marketing in Human Resource Management

Business Education

- 119 Exploration of Industry Guiding Industry Education Integration Model for the Transformation and Upgrading of the Accounting Industry
- 122 Research on the Collaborative Development of Talent Cultivation in Jiangsu Universities and Regiona
- 125 Exploration of the Talent Training Model for Industrial and Commercial Professional Groups Serving the Food and Beverage Industry in Sichuan Province

Theoretical Hotspot

- 129 Research on the Environmental Regulation Level Causing the "Green Paradox"
 - ——Analysis of Threshold Effect Based on Dual Environmental Regulation
- 137 Research on the Construction of Evaluation Index System for Entrepreneurship Quality and Ability of Returning College Students under the Background of Common Prosperity



三河古镇

Jiangsu Commercial Forum

Started in 1984,No.01,2024(Sum No.471),Published 20 Per Monty on the same day

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

Sponsored by: Jiangsu Institute of Business Economics Joint Address: Zhongshan North Road 101 of Nanjing China

Postcode: 210009 Tel: 025-83321560

E-mail: jsslwb@163.com Editor in Chief: WANG Bo