



ISSN 1671-6523

CN 36-1252/C

# 江西农业大学学报

**JOURNAL OF JIANGXI AGRICULTURAL UNIVERSITY  
SOCIAL SCIENCES EDITION**

**社会科学版**

启动提升农户营销能力国家战略 朱信凯

针对中国广大农村农户营销能力与农业生产能力不相适应，已经严重影响农民增收，引起了农产品价格暴起暴跌的现实，提出了启动国家行动，提高农户的综合营销能力的政策建议……。

**2013 2**

**Vol.12 No.2**

中国人民大学农业与农村发展学院  
中国科学院农业政策研究中心

协 办

## 目 次

### 三农前沿

启动提升农户营销能力国家战略 ..... 朱信凯(133)

### 公共管理(土地经济)

理性选择制度主义视角下被征地农民与地方政府的结构博弈分析 ..... 李 放,黄俊辉(137)

地沟油治理政策的博弈分析与政策建议 ..... 廖卫东,朱 蓉(143)

农户集中居留意愿影响因素分析——基于结构方程模型(SEM)的估计 ..... 惠献波(150)

产品道德属性:“低碳”概念对消费者产品选择的潜在影响研究 ..... 汪兴东,胡 凯(156)

集体土地确权对农村土地流转效应的影响——基于 A 县的案例分析 ..... 张浩博,陈池波(166)

南昌市土地利用碳排放效应及其低碳优化对策 ..... 张 婷,蔡海生,钟根佐(170)

### 农业经济理论与政策

我国农村居民收入现状与影响因素分析 ..... 高 云,詹慧龙,陈伟忠,等(178)

一种新型农业经营主体:家庭农场——基于新制度经济学的分析视角 ..... 汤文华,段艳丰,梁志民(186)

粮食主产区农户对用水协会运行效率的满意度评价及其影响因素分析——基于 602 户农户的调研 .....

..... 黄玉婷,翁贞林,周利平(191)

种稻大户高产优质技术需求意愿影响因素实证分析——以江西省为例 ... 万 洁,李 伟,赵肖柯(196)

---

本刊所载论文均系作者个人见解,不应理解为本刊编辑部观点。

- 农民工返乡创业政策扶持体系构建研究 ..... 彭安明,朱红根(204)
- 新生代农民工返乡创业的战略设计:动力、制约因素与发展策略 ..... 谢勇才,张雅燕(209)

合作经济与区域发展

- 国内外区域协调机制对新疆区域协调发展机制构建的启示 ..... 倪超军,梅海涛(216)
- 山区县域经济发展战略的选择——以江西省石城县为例 ..... 赖冬蓉,朱再昱,陈伟娜,等(222)
- 农村信用合作社发展中的政府责任 ..... 黄思洋,谢元态(227)
- 建国以来农村合作组织发展历程的思考 ..... 杨叶峰,赵良庆(231)

农村发展

- 村级党组织负责人升级换代的理性思考与实践路径 ..... 李剑富(236)
- 土地革命时期农村传统文化对党建文化的影响 ..... 胡军华,李定华(241)
- 论新农村建设的农民主体地位 ..... 岳朝晖(245)
- 赣南原中央苏区集中连片特困地带致贫因素分析 ..... 廖冰,廖文梅,金志农(249)
- 新型工农城乡关系:研究进展与述评 ..... 刘影,池泽新(257)

文·史·哲

- 中西方传统幸福观的比较探析 ..... 张涵婷,袁玲红(262)
- 论中古汉语连词词项的确定原则 ..... 潘志刚(268)

简讯

- 《慎思慎言》出版 ..... 谈慎书(177)

Main Contents

Initiating national strategy to promote farmers' marketing capability ..... ZHU Xin-kai(133)

Game analysis of land-expropriated farmers and local governments; A rational choice institutionalism perspective .....  
..... LI Fang, HUANG Jun-hui(137)

Theoretical analysis and policy suggestions for alternative policies concerning waste oil governance .....  
..... LIAO Wei-dong, ZHU Rong(143)

Factors affecting farmers' willingness to live in planned communities—An intensive analysis based on the Structural Equation Modeling (SEM) ..... HUI Xian-bo(150)

Product ethical attributes—Potential effects of low carbon on product preference ..... WANG Xing-dong, HU Kai(156)

Effect of collective land right verification on rural land circulation—Based on the case study of A county .....  
..... ZHANG Hao-bo, CHEN Chi-bo(166)

Carbon emission effect of land use in Nanchang and optimizing measures .....  
..... ZHANG Ting, CAI Hai-sheng, ZHONG Gen-zuo(170)

The present income situation and influence factors of rural residents in China .....  
..... GAO Yun, ZHAN Hui-long, CHEN Wei-zhong, et al(178)

A new agricultural management body: family farm—From the perspective of new institution economics .....  
..... TANG Wen-hua, DUAN Yan-feng, LIANG Zhi-min(186)

Farmers' satisfactions index to participate in water user association and influencing factors in major grain producing areas—A survey based on 602 farmer households ..... HUANG Yu-ting, WENG Zhen-lin, ZHOU Li-ping(191)

Scaled rice farmers' demand for high yield and quality technology—An empirical study based on surveys in Jiangxi Province .....  
..... WAN Jie, LI Wei, ZHAO Xiao-ke(196)

Policy system construction to support migrant workers' entrepreneurship ..... PENG An-ming, ZHU Hong-gen(204)

Strategy planning for new generation migrant workers return home to start business: Power, restrictive factors and development strategy ..... XIE Yong-cai, ZHANG Ya-yan(209)

Enlightenment of coordination mechanism of regional domestic construction on mechanism of coordinated development of Xinjiang .....  
..... NI Chao-jun, MEI Hai-tao(216)

Strategy choice in developing county economy in mountainous area—A case study on Shicheng County, Jiangxi Province .....  
..... LAI Dong-rong, ZHU Zai-yu, CHEN Wei-na, et al(222)

Government responsibility in development of rural credit cooperatives ..... HUANG Si-yang, XIE Yuan-tai(227)

Development of rural cooperative organizations since 1949 ..... YANG Ye-feng, ZHAO Liang-qing(231)

Rational consideration and operational approaches on developing and updating a superior successor of the Party leaders in the rural primary Party organization ..... LI Jian-fu(236)

The influence of traditional rural culture in land revolution period on party culture ..... HU Jun-hua, LI Ding-hua(241)

Farmers as main body: A strong foundation in constructing socialist new countryside ..... YUE Zhao-hui(245)

Factors leading to poverty in concentrated poverty zone in Central Soviet Area of South Jiangxi .....  
..... LIAO Bing, LIAO Wen-mei, JIN Zhi-nong(249)

New relationship between industry and agriculture, and urban and rural areas ..... LIU Ying, CHI Ze-Xin(257)

Traditional concept of happiness in China and West ..... ZHANG Han-ting, YUAN Ling-hong(262)

On the principles of determining the middle Chinese conjunction items ..... PAN Zhi-gang(268)