

QK1802612

ᠠᠨᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ ᠤᠨ ᠤᠯᠤᠰ

内蒙古财经大学学报

JOURNAL OF INNER MONGOLIA UNIVERSITY OF FINANCE AND ECONOMICS

第16卷

2018

第1期

◆第二届内蒙古高校优秀学报

◆中国期刊全文数据库全文收录期刊

◆中国科技期刊全文数据库全文收录期刊

◆中国学术期刊综合评价数据库统计源期刊

ISSN 2095-5871



9 772095 587131



经 济 研 究

“中蒙俄经济走廊”基础设施应用 PPP 模式研究..... 冯丽娜,张启智(1)

“海丝”背景下深化闽台经贸合作 江海燕(6)

“一带一路”视域下徽文化传播策略研究 卢 迪(10)

土地出让对服务业集聚的影响效应研究 李勇刚,张小倩,秦新龙(14)

污染密集型产业的技术创新效率——基于两阶段的 DEA 法测算 张智楠(19)

福建对东盟水产品出口贸易的问题及对策分析 苕 萍,李华娟(24)

厦台跨境电子商务物流模式创新研究——基于自贸区平台 朱 丹(28)

厦门市会展经济市场竞争力研究 黄靖怡(33)

广东省旅游景区与线路比较及其协同发展策略 高恒冠(37)

以西楚文化优势打造特色旅游景区

——以项王故里旅游资源开发为例 吴宪霞,秦小丽,胡长深(44)

旅游人力资本培育对旅游经济发展的影响研究:时间和空间维度的双重考察

..... 王公为(49)

管 理 理 论 与 实 践

公司治理与 R&D 效率:基于创业板上市公司的经验证据 许绍双(54)

从“宝万控制权之争”看中国上市公司反收购策略 王艳林,刘梦然,塞 寒(60)

蓝色光标并购案例分析 郭巧莉(66)

我国互联网上市公司并购的财务风险研究 陈 瑶,程克群(71)

“互联网+农业”环境下福建农产品网络营销整合策略研究 张晓芳(77)

基于因子分析法的内蒙古地区流通渠道竞争力比较分析 王志娟(83)

国有企业改革背景下的三项制度改革思考 王晓洪,马新智,唐立林(88)

基于灰色层次理论的既有居住建筑节能改造效益评价 许 健,王志伟(93)

公共管理与法学

- 高校大学生生命教育存在的问题与对策 丁赞华(98)
- 不良网络信贷的社会工作介入模式探析 王 莉(101)

马克思主义理论与实践

- 高校学生公寓党建的 PEST-SWOT 分析及路径探讨
——以内蒙古财经大学为例 贾 思,李金锴,娜日格勒(105)
- 职业精神融入高职思想政治理论课的思考 姜淑兰,骆仲楠(109)

教 学 研 究

- 从强调“补偿”到追求“公平”——美国少数民族高等教育政策分析 张学众(112)
- 财经本科院校微、宏观经济学分层教学模式改革研究 纪红丽(116)
- 一种基于“翻转课堂”的新型教学模式实践探索 崔秀萍(120)
- 财经类博弈论课程启发式教学模式研究 相里静(123)
- 定积分计算的若干技巧 陈利国,李桂珍(126)
- 双辅助信息下数量特征敏感性问题的估计量 许 岩,张 岩,永 贵(128)
- 经济学本科专业分类分层培养模式下学生学习效果对比分析 燕升飞(132)

文 史 研 究

- 归绥地区社会各阶层的流动及其影响 乌仁其其格(137)
- 攻坚克难 创见迭出——评《帛书〈易传〉新释暨孔子易学思想研究》 林忠军(142)

图 书 出 版

- 少儿科普图书出版的现状与思考 陈芳芳,张楚武(145)
- 纪录片《第三极》中数字化技术的运用探析 陈紫婷(149)

Journal of Inner Mongolia University of Finance and Economics

No. 1, 2018 (Sum. No. 81)

Contents

Study on the Application of PPP in Infrastructure of China – Mongolia – Russia Economic Corridor	
.....	<i>FENG Li – na, ZHANG Qi – zhi</i> (1)
A Discussion of Deepening Fujian – Taiwan Economic and Trading Cooperation under the Background of Maritime Silk Road	<i>JIANG Hai – yan</i> (6)
A Study of Huizhou Culture Transmission Strategy under the View of "Belt and Road"	<i>LU Di</i> (10)
A Study of the Effect of Land Transfer on Service Agglomeration	
.....	<i>LI Yong – gang, ZHANG Xiao – qian, QIN Xin – long</i> (14)
Technological Innovation Efficiency of Labour – intensive Industry——Based on Measurement of DEA of Two Stage	
.....	<i>ZHANG Zhi – nan</i> (19)
The Problems and Countermeasures of Fujian aquatic products Export to ASEAN	
.....	<i>JU Ping, LI Hua – juan</i> (24)
Cross – border E – commerce Logistics Model Innovation between Xiamen and Taiwan——based on the Platform of Free Trade Zone	<i>ZHU Dan</i> (28)
Research on the Marketing Competitiveness of Xiamen MICE Economy	<i>HUANG Jing – yi</i> (33)
Research on the Comparison of Guangdong Tourist Attractions and Tourist Routes and Regional Collaborative Development Strategy	<i>GAO Heng – guan</i> (37)
Building Characteristic Tourist Scenic Spot With Xichu Cultural Advantage——Taking the Tourism Resources Development of the Home of King Xiang's as an Example	<i>WU Xian – xia, QIN Xiao – li, HU Chang – shen</i> (44)
Research on the Effect of Tourism Human Capital Cultivation on Tourism Economy Development; Double Test on Time and Space Dimensions	<i>WANG Gong – wei</i> (49)
Study on the Efficiency of R&D of Listed Companies on GEM and Corporate Governance	
.....	<i>XU Shao – shuang</i> (54)
Analysis of the Anti – acquisition Strategy of Chinese Listed Companies from the Controversy over the Control of Bao Wan	<i>WANG Yan – lin, LIU Meng – ran, Saihan</i> (60)
M&A Case Analysis on Blue focus Communication Group Co. , Ltd.	<i>GUO Qiao – li</i> (66)
A Study of the Financial Risks Existed in the Mergers and Acquisitions of Internet Listed Company of China	
.....	<i>CHEN Yao, CHENG Ke – qun</i> (71)
The Study on Integrated Strategy of Network Marketing of Fujian Agricultural Products in Internet Plus Agricultural	

Environment	ZHANG Xiao - fang(77)
A Comparative Analysis of the Circulation Channel Competitiveness of Inner Mongolia Based on Factor Analysis	WANG Zhi - juan(83)
Thinking on Three System Reformation Under the Background of State - owned Enterprise Reform	WANG Xiao - hong, MA Xin - zhi, TANG LI - lin(88)
Benefits Evaluation of Energy - saving Renovation of the Existing Residential Buildings Based on Grey - Hierarchical Theory	XU Jian, WANG Zhi - wei(93)
Some Issues and Countermeasures in College Students Life Education	DING Zan - hua(98)
An Analysis of Social Work Intervention Mode to Bad Network Credit	WANG Li(101)
PEST - SWOT Analysis and Path Discussion on Party Construction in College Student Apartment——Take Inner Mongolia University of Finance and Economic as an Example	JIA Si, LI Jin - kai, Narigele(105)
Reflection on Integrating Professional Spirit into of Higher Vocational College Ideological and Political Theory Courses	JIANG Shu - lan, LUO Zhong - nan(109)
From Emphasizing "Compensation" to Pursuing "Equity" ——An Analysis of the American Higher Education Policy for Ethnic Groups	ZHANG Xue - zhong(112)
Research on the Reform of Stratified teaching mode of Universities of Finance and Economics	JI Hong - li(116)
Practical Exploration of A New Teaching Mode Based on Flipped Classroom	CUI Xiu - ping(120)
Research on Heuristic Teaching Mode of Financial Game Theory	XIANG Li - jing(123)
Some Skills of Definite Integral Calculaiton	CHEN Li - guo, LI Gui - zhen(126)
Estimators of Population Proportion Using Quantitative Randomized Response Technique with Two Auxiliary Variables	XU Yan, ZHANG Yan, YONG Gui(128)
A Comparative Analysis of Students' Learning Effect in the Hierarchical classification pattern of economic undergraduate majors	YAN Sheng - fei(132)
On the Social Mobility of All Levels In Guisui Area and Its Influence	Wurenqiqige(137)
Tackling Tough Original Ideas——A Review of the New Paraphrase from the Silk Manuscript of Yizhuan and the Research of the Y - ology of Confucius	LIN Zhong - jun(142)
On the Current Situation and Reflection on the Publication of Popular Science Books for Children	CHEN Fang - fang, ZHANG Chu - wu(145)
Analysis of the Application of Digital Technology in Documentary THIRD POLE Take the Shooting Angle as an Example	CHEN Zi - ting(149)

Journal of Inner Mongolia University of Finance and Economics

内蒙古财经大学学报

JOURNAL OF INNER MONGOLIA UNIVERSITY OF FINANCE AND ECONOMICS

主管单位：内蒙古自治区教育厅

主办单位：内蒙古财经大学

编辑出版：内蒙古财经大学学报编辑部

投稿网址：<http://www.imufe.edu.cn/xbb/>

电子邮箱：nmgcdxb@126.com

电话号码：(0471) 5300119

地址：呼和浩特市北二环路 185 号

邮政编码：010070

印刷单位：内蒙古地矿印刷厂

国内发行：内蒙古邮政报刊发行局

邮发代号：16-335

国外发行：中国国际图书贸易总公司

出版日期：2018年2月28日

Competent Department : Department of Education of Inner Mongolia Autonomous Region

Sponsor : Inner Mongolia University of Finance and Economics

Editor-publisher : Editorial Department of Journal of Inner Mongolia University of Finance and Economics

Website : <http://www.imufe.edu.cn/xbb/>

E-mail : nmgcdxb@126.com

Tel : (0471)5300119

Address : No.185 North 2nd Ring Road,Hohhot

Postcode : 010070

Printer : Geological and Mineral Printing Factory of Inner Mongolia Autonomous Region

Domestic Distribution : Post Office (Local)

Post Code : 16-335

Overseas Distribution : China International Book Trading Corporation

Publication Date : February 28,2018

国际标准刊号：ISSN2095-5871

国内统一刊号：CN15-1365/F

定 价：10.00元