2023年第13期(总第2353期)

国内统一刊号/CN 10-1464/F

国际标准刊号/ISSN 2096-3157

2023年7月08日出版



商业研究						
新零售背景下广西传统零售业发展的困境及对策研究						
	刘	丽	4			
基于价值共创的智慧物流平台商业模式优化研究	孟与	产瞳	8			
经济新常态背景下商贸流通经济转型策略探析						
刘颖颖	陈	婷	12			
探讨兴趣电商的发展逻辑、实现路径与未来挑战	李元	亡杰	16			
基于战略联盟视角下绿色物流的管理研究	张岳	岳东	20			
新媒体背景下社交内容电商现状与运营路径分析	杜春	<b></b>	24			
数字营销发展及趋势研究	王	薇	28			
国际贸易						
精细化管理在企业国际贸易中的应用探讨	蓝荚	建华	32			
中美贸易摩擦对我国纺织上市企业绩效影响研究						
——以海澜之家为例						
徐 沛 尹 航 张乙祺	叶产	支升	36			
新形势下国际经济与贸易发展趋势与策略探讨	周	静	40			
<b>∽</b> Δα <del>ΣΤ</del> Ε						
经营管理						
企业固定资产管理的要点及关键环节优化对策	陈	璐 .	44			
我国中小企业的数字化能力建设研究		E吉	48			
民营企业内部审计高质量发展路径研究	程名		52			
企业经济运行质量提升途径探索 郭 毅		弋坤	56			
实体企业金融化对企业绩效的影响研究综述 潘雨帆 60						
国家级政府引导基金对企业技术创新的影响机制码						
——基于PSM-DID的实证分析 渠佩臻		各瑶	64			
数字鸿沟背景下中小型物流企业数字化转型的路径		_				
	张秀	贵昊	68			
数字经济时代企业管理策略的优化	王	洋	73			
资本运营						
浅议经济政策不确定性对企业投资的影响						
郭晨靖	陈明	尧旸	77			
私募股权投资对企业创新的影响探讨	江	晨	81			

我国零售业上市公司投资价值研究

人力资源

智慧金融服务平台破解中小微企业融资难题的对策

后疫情时期:领导力助推企业社会责任建设

刘 玥 85

罗颖琪 89

蔡维维 93

——以甘肃省为例

供应链金融在小微企业融资中的应用研究

金融科技背景下商业银行理财业务转型趋势和挑战

金融科技促进经济发展的内在机理与路径研究 张丹丹 185

张 烨 黄 涵 鲍 禧 柴亚其 189

多案例视角下上市公司股权激励问题研究 崔 彤 于善波 97 基于AHP-Fuzzy的河北省科技人才分类评价体系研究 谷慧玲 张梓萌 王首龙 王红叶 101 企业人力资源薪酬管理面临的困境及有效出路 何海川 105 绩效考核在企业人力资源管理中的运用与优化策略 栗瑞杰 109 北方华创股权激励方案及绩效分析 刘家阳 李金茹 113 罗 宇 117 基于大数据背景下的人力资源管理发展研究 探究绩效考核在企业人力资源管理中的运用 马 晶 121 互联网时代企业人力资源绩效管理创新方法分析 杨 蓓 125 国有企业多元化劳动用工形式及优化管理措施分析 张玉梅 129 基于市场营销理念的人力资源激励 郑 晓 杨凌燕 133 企业绩效考核的管理与创新研究 郑玉恩 137 产业经济 数字经济驱动集群经济高质量发展机理研究 高睿阳 141 数字经济对中国区域经济增长的影响研究 韩春霞 145 粤港澳大湾区金融产业集聚对区域经济发展的影响分析 于佳禾 149 江西省数字经济发展趋势及规范路径研究 张 文 赵亚娜 153 新能源汽车电池绿色闭环供应链绩效评价研究 张燕京 157 80后、90后的私人定制型旅游的现状分析与建议 周 洁 吴春山 杜文意 161 金融在线 数字金融背景下子女结构对安徽省家庭风险金融资产配置的影响 ——基于CHFS数据的实证研究 蔡欣芮 江 松 李广骥 黄书国 165 绿色信贷对企业环境绩效和经济绩效的影响分析 顾钧越 169 金融经济与实体经济良性互动发展策略探析 顾新敏 173 绿色金融赋能产业转型升级研究

孙 健 177

杨庭珠 181

Commei		

Research on the Dilemmas of the Development of Traditional Retail

Industry in Guangxi under the Background of New Retail and Its

Countermeasures

LIU Li 4

Research on Optimization of the Business Model of Smart Logistics

Platform Based on Value Co-creation MENG Yutong

An Analysis of the Transformation Strategies of Commercial Circulation

Economy under the Background of the New Normal Economy

LIU Yingying, CHEN Ting 12

Discussion on Development Logic, Implementation Path and Future

Challenges of Interest E–commerce

LI Yuanjie 16

Research on the Management of Green Logistics from the Perspective of Strategic Alliance ZHANG Yuedong 20

Analysis of the Current Situation and Operational Path of Social Content

E-commerce in the Context of New Media

DU Chunmei 24

Research on the Development of Digital Marketing and Its Trends

WANG Wei 28

## International Trade

Discussion on the Application of Delicacy Management in International

Trade of Enterprises LAN Jianhua 32

Research on the Impact of Sino US Trade Friction on the Performance of Chinese Textile Listed Enterprises: A Case Study of HLA Group

XU Pei, YIN Hang, ZHANG Yiqi, YE Maosheng 36
Discussion on the Development Trends of International Economy and

Trade in the New Situation and Its Development Strategies

ZHOU Jing 40

### Operation and Management

Research on Digital Capacity of Small and Medium-sized Enterprises in China CHEN Yaji 48

A Review of the Impact of Entity Enterprise Financialization on Enterprise

Performance PAN Yufan 60

Research on the Impact Mechanism of National Guiding Funds on

Enterprise Technological Innovation: An Empirical Analysis Based on
PSM-DID QU Peizhen, QIN Luyao 64

Research on the Path of Digital Transformation of Small and Medium-sized Logistics Enterprises in the Context of Digital Divide

ZHANG Yunhao 68

Optimization of Enterprise Management Strategies in the Digital Economy  $\operatorname{Era}$ 

WANG Yang 73

## Capital Operation

On the Impact of Economic Policy Uncertainty on Enterprise Investment GUO Chenjing, CHEN Xiaoyang 77

Discussion on the Impact of Private Equity Investment on Enterprise Innovation

JIANG Chen 81

Research on the Investment Value of Listed Companies in China's Retail Industry

LIU Yue 85

Solving the Financing Difficulties of Small and Medium-sized Enterprises on the Smart Financial Service Platform LUO Yingqi 89

#### Human Resources

Post Pandemic Period: Leadership Promoting Corporate Social Responsibility

Construction

CAI Weiwei 93

Research on Equity Incentive Issues of Listed Companies from the Perspective of Multi-case Study

CUI Tong, YU Shanbo 97

Research on the Classification and Evaluation System of Science and Technology Talents in Hebei Province Based on AHP–Fuzzy

GU Huiling, ZHANG Zimeng, WANG Shoulong, WANG Hongye 101

Analysis of Equity Incentive Plan and Performance of NAURA Technology Group

LIU Jiayang, LI Jinru 113

Analysis of Diversified Labor Forms of State-owned Enterprises and Its

Optimized Management Measures ZHANG Yumei 129

## Industrial Economy

Research on the Mechanism of High Quality Development of Cluster

Economy Driven by Digital Economy GAO Ruiyang 141

Research on the Impact of Digital Economy on Regional Economic Growth in China HAN Chunxia 145

Analysis on the Impact of Financial Industry Cluster on Regional Economic

Development in Guangdong – Hong Kong – Macao Greater Bay Area

YU Jiahe 149

Research on the Development Trends and Standardized Paths of Digital

Economy in Jiangxi Province ZHANG Wen, ZHAO Yana 153

Research on Performance Evaluation of Green Closed Loop Supply Chain for New Energy Vehicle Batteries ZHANG Yanjing 157

Analysis of the Current Situation of Private Customized Tourism for the 80s and 90s Generations and Its Development Suggestions

ZHOU Jie, WU Chunshan, DU Wenyi 161

## Finance Online

The Impact of Structure of Children on the Allocation of Household Risk Financial Assets in Anhui Province under the Background of Digital Finance: An Empirical Research Based on CHFS Data

CAI Xinrui, JIANG Song, LI Guangji, HUANG Shuguo 165

Analysis of the Impact of Green Credit on Enterprise Environmental and

Economic Performance GU Junyue 169

Strategy of Benign Interactive Development between Financial Economy and Real Economy GU Xinmin 173

Research on the Industrial Transformation and Upgrading by Green Finance:

Evidence from Gansu Province SUN Jian 177

Research on the Application of Supply Chain Finance in Small and Micro
Enterprise Financing YANG Tingzhu 181

Research on the Internal Mechanism and Path of Financial Technology

Promoting Economic Development ZHANG Dandan 185

Transformation Trend of Commercial Bank Wealth Management Business and Its Challenges Based on Fin-tech Development

ZHANG Ye, HUANG Han, BAO Xi, CHAI Yaqi 189

# 全国中文经济类核心期刊

- ◎ 中国知网全文收录
- ◎ 万方数据——数字化期刊群全文收录
- ◎ 中国学术期刊综合评价数据库来源期刊
  - ◎ 中国科学引文数据库来源期刊
  - ◎ 中国科学计量指标数据库来源期刊
- ◎ 中国人文社科计量指标数据库来源期刊
- ◎ 中文科技期刊数据库(维普网)收录期刊



