

2016 · 1

西部经济管理理论坛

第 27 卷(总第 95 期)

季刊· 1990 年创刊

1月 10 日出版

目 次

• 西部经济与社会 •

四川省能源结构效率评价及结构优化 卢明湘 谢合明 徐武明 朱广财(1)

促进成都市小微企业创新发展的财政投入机制研究

——基于“互联网 +”的视角 兰 虹 蔡石赞 陆松新 梅婉婧 杨 洋(8)

广西新型城镇化对流通业发展影响的实证分析及对策建议 邓 阳(13)

宁夏 - 甘肃省能源生态效益对比研究 王建民 韦晓宏(20)

四川丘区县域经济与职业教育互动发展研究

——以四川省德阳市罗江县为例 黄斯欣(26)

• 农村问题研究 •

我国农业保险的经济效应研究 姚寿福 马理瑶 梁晓凤(30)

西部地区农村居民幸福感影响因素分析

——基于贵州、重庆和甘肃三省市调查数据的实证研究 曹大宇(37)

农产品质量安全视角下“公司 + 农户”供应链协同合作研究 刘 刚(44)

社会组织视域下农村养老保障创新发展的路径优化 黄 阖 袁雅莎(50)

• 金融研究 •

民间借贷利率影响因素的实证研究及对策建议

——以陕西省榆林市为例 张胜荣(55)

区域性银行特色民族文化场景设计对顾客情绪的影响研究

——以宁夏为例 雷 婷 刘 森(60)

• 中东部经济 •

中原经济区建设架构下的河南省城商行经营绩效研究及对策建议

..... 刘 磊 李晓娜 杨若谦 (65)

• 企业管理 •

新生代员工满意度与员工敬业度的关系探析 易世志 张彦静(70)

安全投资决策的 0 - 1 背包问题模型 罗景峰(74)

• 高校管理 •

基于内审视角的高校学科建设经费绩效管理研究 江 林 蒋玲芝(78)

高校安全保卫工作面临的挑战和对策建议 奉 姣 王政书(85)

高校工会在服务青年教师发展方面存在的问题及对策

——基于对高校青年教师发展诉求的调查

..... 王大清 苏文明 廖小玲 张雪征 宋玉兰(88)

• 低碳经济 •

新疆低碳经济发展水平分析与对策 章若希(91)

电动汽车商业模式分析 谭正平 蔡 云 王意东(97)

West Forum on Economy and Management

Started in 1990

Vol. 26 Sum. 94 No. 1 ,2016

Oct. 10 ,2016

CONTENTS

• West Economy and Society•

Problems of Energy Structure Efficiency in Sichuan and Some Suggestions

- An Empirical Study of Energy Structure Efficiency in Sichuan LU Ming – xiang XIE He – ming XU Wu – ming ZHU Guang – cai CAO Dan(1)
..... LU Ming – xiang XIE He – ming XU Wu – ming ZHU Guang – cai CAO Dan(1)

On the Financial Investment Mechanism for Promoting the Development of Small and Micro Enterprises in Chengdu

- From the perspective of “Internet + ” LAN Hong CAI Shi – zan LU Song – xin MEI Wan – jing YANG Yang(8)

Thoughts about How to Promote the Development of Circulation Industry in Guangxi

- An Empirical Analysis of Relationship between Urbanization and Circulation in Guangxi DENG Yang(13)

A Comparison of Ecological Benefits of Energy between Ningxia and Gansu and Some Proposals

- WANG Jian – min WEI Xiao – hong(20)

An Analysis of Electric Vehicle Business Model in China

- And the Construction of Electric Vehicle Business Model in Chengdu ... TAN Zheng – ping CAI Yun WANG Yi – dong(26)

On the Interaction between County Economy and Vocational Education in the Hilly Areas of Sichuan

- A Case Study of Luojiang County in Sichuan HUANG Si – xin(30)

• Agricultural Issues•

A Discussion of How to Develop Agricultural Insurance

- An Empirical Study on Economic Effects of Agricultural Insurance in China YAO Shou – fu MA Li – yao LIANG Xiao – feng(37)
..... YAO Shou – fu MA Li – yao LIANG Xiao – feng(37)

An Analysis of Factors Influencing Residents’ Happiness in Rural Areas

- An Empirical Study Based on Surveys in Guizhou, Chongqing and Gansu Provinces CAO Da – yu(44)

A Research of Collaborative Supply Chain of “Company and Farmers” for the Purpose of Ensuring Quality and Safety of Agricultural Products LIU Gang(50)

On the Role of Old – age Social Organizations and Its Benefit for Old – age Security in Rural Areas and the Choice of Route

- HUANG Chuang YUAN Ya – sha(55)

• Monetary Affairs•

An Empirical Study of Influencing Factors of Private Lending Rate and Some Suggestions

- A Case Study of Yulin, Shanxi Province ZHANG Sheng – rong(60)

On How to Improve the Core Competitiveness of Local Banks in Minority Areas

- An Empirical Study of Local Culture Scene in the Decoration of Local Banks in Ningxia and Its Influence on Customers LEI Ting LIU Sen(65)
..... LEI Ting LIU Sen(65)

• Middle East Economy•

A Study of the Operating Performance of Commercial Banks in Urban Areas of Henan Province

- LIU Lei LI Xiao – na YANG Ruo – qian(70)

• Business Management •

- An Analysis of the Correlation between Satisfaction and Dedication of New Generation Staff YI Shi - zhi ZHANG Yan - jing(74)
- On 0 – 1 Knapsack Problem Model for Security Investment Decision LUO Jing - feng(78)

• University Management •

- On the Performance Management of University Discipline Construction Funds from the Perspective of Internal Audit JIANG Lin JIANG Ling - zhi(85)
- Challenges of Security Work in Colleges and Universities and Some Suggestions FENG Jiao WANG Zheng - shu(88)
- Problems of University Trade Unions in Serving Young – Teacher Development and Countermeasures —Based on the Investigation of Young Teachers’ Demands for Development WANG Da - qing SU Wen - ming LIAO Xiao - ling ZHANG Xue - zheng SONG Yu - lan(91)

• Low – carbon Economy •

- Analysis of Low Carbon Economy Development in Xinjiang and a Few Proposals ZHANG Ruo - xi(97)