

中国·十堰
SHIYAN CHINA

第29卷

湖北工业职业技术学院

Journal of
Hubei Industrial Polytechnic

学报

2016 · 05

ISSN 2095-8153



9 772095 815166



中国高职高专核心期刊
全国地方高校优秀学报一等奖期刊
首届全国职业技术学院十佳学报

全国高职高专优秀学报一等奖期刊
中国人文社会科学报质量进步奖期刊
全国首批出版规范 A 类期刊

万方数据

湖北工业职业技术学院学报

第二十九卷第五期

2016年5月

HUBEIGONGYEZHUYEJISHUXUEYUANXUEBAO

湖北工业职业技术学院学报

目 次

高职研究

- 推进依法治校提升高职院校治理能力 陈海峰(001)
- 高职思政课教材体系向教学体系转化的探讨 姜 燕(005)
- 高职教育与区域产业发展协同创新研究 李子云(009)
- 一带一路下产能转移视角的高职教育国际化研究 李 富(013)
- 高职院校教师绩效评价体系研究 施复兴,黄 锐,等(018)
- 现代学徒制试点项目教学诊断与改进的研究与实践
——以机电一体化省级现代学徒制试点专业为例
..... 李传伟,王燕妮,等(022)
- 中瑞现代学徒制比较初探 李 军,石存秀,等(027)
- 高校创新创业教育在人才培养中的意义、作用和路径选择
..... 赵云洁(031)

十堰经济文化研究

- 武当山道教文化资源旅游开发研究 田运科,李垣璋,等(036)
- 姚雪垠在鄂西北的抗战文化活动述论 孟宪杰(042)
- 十堰市畜禽养殖场周边土壤重金属污染评价 赵桂芳,刘 佳(046)

法学研究

- 检察环节刑事申诉案件实行律师代理的路径研究 余大伟(048)
- 论互联网领域不正当竞争中市场替代的构成
——以“大众点评诉百度案”为例 王 超(053)
- 《刑法修正案(九)》中职业禁止条款理解与适用 李 灿(059)

经济管理

- 基于网络社群视阈的公益广告宣传策略 徐 瞳(064)
- 试析企业研发费用加计扣除的核算
——基于最新税收政策规定 郝一洁,兰 芳,等(069)

商业银行消费贷款风险研究

——以某商业银行为例 王成进,江济钟(073)

文学研究

一篇充满荒诞色彩的小说

——论石杰新作《所罗门的瓶子》 郑春元(078)

《唐百家诗选》不选李白等八大家及多选王建原因探析 徐兵(081)

东野圭吾《白夜行》中恶女雪穗形象分析 刘帆(084)

新闻·传播

集体无意识视角下的网民互联网生存 谢清果,李睿强(089)

广播语言应“别是一家”

——以广播新闻节目使用的语言为例 张冰冰(093)

教学研究

再谈会计从业资格无纸化考试的教学 兰芳(096)

市场营销策划课程情境教学模式的实践研究

——以湖北工业职业技术学院市场营销专业为例
..... 赵红,吴萌,等(099)

高职英语教学改革之分级教学研究

——以湖北工业职业技术学院英语分级教学为例 唐本赛(103)

基于能力本位的高职网店美工课程改革探索 张超(106)

理工应用

基于Moldflow的汽车前置薄壁防撞梁注塑工艺研究及模具设计

..... 胡邓平,赵利平,等(109)

本期责编 施复兴 任辉 校对 任辉 李垣璋 英文审校 王李 燕霞 封面设计 曾刚 何银平
李垣璋 石青青 石青青 陈婧

Contents

To Promote College Governance by Law to Enhance Governance Capacity	CHEN Hai-feng(001)
Textbook System to Teaching System Transformation of Ideological and Political Theory Course in Vocational Colleges	JIANG Yan(005)
Research on Collaborative Innovation of Higher Vocational Education and Regional Industrial Development	LI Zi-yun(009)
Research of Internationalization of High Vocational Education from Industry Transfer Perspective under One Belt and One Road	LI Fu(013)
Study on Performance Appraisal System for Higher Vocational College Teachers	SHI Fu-xing, HUANG Rui, etc.(018)
Research and Practice of Modern Apprenticeship Pilot Project in Teaching Diagnosis and Improvement ——A Case study of Mechanical-Electronics Engineering specialty	LI Chuan-wei, WANG Yan-ni, etc.(022)
Comparative Study of Modern Apprenticeship between China and Switzerland - LI Jun, SHI Cun-xiu, etc.(027)	
Meanings, Effects and Choices of Cultivating Talents in Universities' Innovation and Startup Education	ZHAO Yun-jie(031)
On Tourism Development of Taoism Cultural Resources in Wudang Mountains	TIAN Yun-ke, LI Yuan-zhang, etc.(036)
On YAO Xue-yin's Cultural Activities in the War of Resistance against Japan in Northwest of Hubei Province	MENG Xian-jie(042)
Assessment of Heavy Mental Pollution in Livestock Ground of Shiyan	ZHAO Gui-fang, LIU Jia(046)
Research implementation on path of lawyer's Agency in Criminal Appeal Case of Procuratorial Work	YU Da-wei(048)
Discussion Market Replacement in Field of Unfair Competition on Internet ——A Case Study of Mass Commenting on Baidu	WANG Chao(053)
Interpretation and Judicial Application of Professional Prohibition of <i>the Criminal Law Amendment(ix)</i>	LI Can(059)
Public Service Advertising Strategy for Online Communities	XU Chong(064)
Analysis on Accounting of Enterprise Research and Development Expenses ——Based on the Lasted Tax Policies	HAO Yi-jie, LAN Fang, etc.(069)
Research on Consumer Credit Risks of Commercial Banks	WANG Cheng-jin, JIANG Ji-zhong(073)
A Novel with Absurd Feature—— On SHI Jie's New Story <i>The Bottle of Solomon</i>	ZHENG Chun-yuan(078)
Reasons for Poets Selecting in <i>Poems Anthology of Tang Dynasty</i>	XU bin(081)
Analysis on Image of Wicked Girl Yukiho in <i>White Night</i> of Keigo Higashino	LIU Fan(084)
Survival of Internet Users on Line in Collective Unconsciousness Perspective	XIE Qing-guo, LI Rui-qiang(089)
Spoken Language in Radio Broadcasting Should Follow its Own Style ——Discussion about Language used in News Broadcasting	ZHANG Bing-bing(093)
Further Discussion about Teaching Methods on Accounting Qualification Paperless Testing	LAN Fang(096)
Practical Research about Situational Teaching Model of Marketing Program in Marketing Specialty of Higher Vocational Colleges	ZHAO Hong, WU Meng, etc.(099)
Study on English grade Teaching for Higher Vocational Education	TANG Ben-sai(103)
Research on Competence-oriented Reform on Art Designing of Online Shop Course in Higher Vocational Colleges	ZHANG Chao(106)