

目 次

● “体育基本概念论析”研究专题

- 论“体育” 韩丹(1)
体育概念研究进展 张洪潭(11)
回答:体育本质是什么 刘桂海(20)

● 奥林匹克文化研究

- 英国奥林匹克知识产权保护立法及对我国的启示 黄世昌(27)
从“墨菲法则”看科技对现代奥林匹克运动的影响 张磊(32)
奥亚会举办城市发展体育旅游产业经验及对青奥会举办城市南京的借鉴 王辉(37)
后奥运时期北京城市公共游憩空间建设与市民幸福指数关系分析 顾伟杰(43)

● 新论坛

- 体育促进社会心态稳定的理论研究 邹师,孙丽雯(49)
基于边际产业扩张理论的中国体育用品业海外并购研究 许玲(54)
体育赞助效果评估的理论探讨 马琳(60)

● 理论研究

- 当今群众体育发展的路径选择与战略取向 严华(64)
政府体育公共服务职能定位及优化策略 李井平(69)
我国群众体育公共政策的执行阻碍及对策分析 段长波,钟小燕(73)
基于文化社会学视角的当下休闲体育文化探析 王保军(76)

● “传统体育的现代发展”研究专题

- 英国传统体育现代化及其启示 王志威(79)
创意经济时代:民族传统体育发展的新契机 赵发田(84)
我国民族传统体育民族化与国际化辨析 冯健(88)
从要素禀赋论视角讨论民族传统体育发展策略 邱世海(91)

● 运动竞赛理论与实践

- 北美职业体育经营模式对我国职业体育发展的启示
——基于2008年奥运会后的分析 赵长杰(95)
基于共生视角对欧洲冠军联赛竞赛制度解读
——以及给我国体育职业化的启迪 肖斌,周元超,胡小善(102)
中国足坛扫黑打假风暴背后的法律思考 何祖新,张建磊(106)
清朝武举制度的结束对中国武术发展的影响 李君华(110)

● 学校体育理论

- 中美体育管理本科教育培养体制的对比分析 李成军(112)
我国普通高校体育教师的能力素质现状与对策研究 毛迪,等(116)

CONTENTS

● Special Topics on Analysis of PE/Sport Concept

- On "Physical Education" HAN Dan(1)
Advance of Sport Concept Study ZHANG Hongtan(11)
Response: What's the Essence of Sports LIU Guihai(20)

● Study of Olympic Culture

- Legislation of U. K. 's Olympic Intellectual Property Right and Its Enlightenment on China HUANG Shichang(27)
The Technology Influence on the Modern Olympic Movement from Murphy's Law ZHANG Lei(32)
Experience of developing sports tourism industrialization from the Olympics games and the Asian Games host cities and reference to the Youth Olympics Games Host City Nanjing WANG Hui(37)
Analysis on Relationship Between Public Recreational Space Construction Of Beijing And Residential Happiness Index GU Weijie(43)

● New Forum

- Theory Research on Sport for the Stability of Social Mentality ZOU Shi, SUN Liwen(49)
A Study on Overseas Mergers of Chinese Sporting Goods Industry Based on the Theory of Marginal Industrial Expansion XU Ling(54)
The Conceptual Consideration for the Evaluation of Effectiveness of the Sports Sponsorships MA Ling(60)

● Theoretical Study

- The Route Choice and Strategic Orientation of Mass Sports YAN Hua(64)
The Government Public Service Function Orientation and Optimization Strategy LI Jingping(69)
Analysis on the Obstruction and Strategy of the Public Policy Implementation of Mass Sport in China DUAN Changbo, ZHONG Xiaoyan(73)

- Analysis of Leisure Sports Culture on Cultural Sociology Perspective WANG Baojun(76)

● Special Topics on Traditional Sports Development

- A Research in the Modernization of British Traditional Sports: a Cultural Perspective WANG Zhiwei(79)
Creation Economy Era: New Develop Chance of National Traditional Sports ZHAO Fatain(84)
Discrimination on the Differences between Nationalization and Internationalization of Traditional Ethnic Sports FENG Jian(88)
Discussion of developing strategy of traditional ethnic sports under Factor Endowment Theory QIU Shihai(91)

● Theories and Practices of Athletic Sports

- Experiences of the Business Model of North American Professional Sports and Inspiration on China's Professional Sports ZHAO Changjie(95)
Analysis on Competition Systems of UEFA Champions League in Symbiotic Angle
—And Enlightenment of Chinese Sports Professionalization XIAO Bin, ZHOU Yuanchao, HU Xiaoshan(102)

- The Legal Thinking on the Storm of Anti-crime Crackdown in the Field of Chinese Football HE Zuxin, ZHANG Jianlei(106)
Influence of Wuju System's Abolishment on Chinese Martial Arts Development LI Junhua(110)

● Study of Physical Education

- A Contrastive Study of American and Chinese Semiotic Message Systems of Undergraduate Sport Management Program LI Chengjun(112)
Our College PE Teachers' Ability Quality Status and Counter Measures MAO Di, et al. (116)