



物流技术

Logistics Technology

ISSN 1005-152X

CN 42-1307/TB

月刊



JUMPCAN
济川药业

NHU
新和成



SINOTRANS
中国外运

ISSN 1005-152X



营销中心地址：南京市建邺区奥体大街 118 号紫金西城中心 1 栋 9 楼

电话：400-997-9161 传真：025-86106530

邮箱：market@nova-china.com 网址：www.nova-china.com

万方数据



《物流技术》杂志 2021年第10期

著作权许可声明

本刊已许可中国学术期刊（光盘版）电子杂志社、万方数据股份有限公司、重庆维普资讯有限公司、龙源创新数字传媒（北京）股份有限公司等在中国知网、万方数据库、中文科技期刊数据库、龙源期刊网等数据库产品中以数字化方式复制、汇编、发行、信息网络传播本刊全文。该社著作权使用费与本刊稿酬一并支付。作者向本刊提交文章发表的行为即视为同意我社上述声明。

《物流技术》杂志社



万方数据

Contents

研究与探讨 Research & Discussion

- 1 “双循环”新发展格局下构建现代物流服务体系的对策——以泸州市为例
马洪生, 赵放, 骆玲, 等
Countermeasures of Modern Logistics Service System Construction in New "Double Circulation" Development Pattern: Taking Luzhou as Example
.....MA Hongsheng, ZHAOFANG, LUO Ling, et al.
- 6 浙江省物流通道空间布局优化
唐占峰, 朱雨凤, 王翰, 等
Space Layout Optimization of Logistics Channels in Zhejiang Province
.....TANG Zhanfeng, ZHU Yufeng, WANG Han, et al.
- 11 后疫情时代冷链物流中的病毒防控策略
李志翔, 李双梅, 张得志, 等
Virus Prevention and Control Strategies in Cold Chain Logistics in Post Epidemic Era
.....LI Zhixiang, LI Shuangmei, ZHANG Dezhi, et al.
- 16 电力物资绿色包装技术规范架构设计及推进策略
王钧泽, 罗日朗, 孙威
Architecture Design and Implementation Strategy of Green Package Specification for Electric Power Materials
.....WANG Junze, LUO Rilang, SUN Wei
- 20 “一带一路”倡议下中俄跨境电商物流模式发展对策
李艳伟, 刘星, 陈容
Development Countermeasures of Sino-Russian Cross-border E-commerce Logistics Mode in Context of Belt and Road Initiative
.....LI Yanwei, LIU Xing, CHEN Rong
- 24 新发展格局下武汉港加快实现五百万标箱目标的路径探索
陈希, 黄璨
Exploration of Path for Wuhan Port to Expedite 5-million TEU Throughput under New Development Pattern
.....CHEN Xi, HUANG Can

技术与方法 Technologies & Methods

- 28 顾客风险偏好行为下零售商具备快速反应能力的决策
罗昌进, 安馗
Decision-making of Quick-responding Retailers toward Customers of Risk-taking Tendency
.....LUO Changjin, AN Kui
- 35 生鲜电商企业的整合营销传播与顾客满意的影响因素研究——以价值共创为中介变量
申光龙, 申海健, 李莉洁
Research on Influencing Factors of Integrated Marketing Communication and Customer Satisfaction of Fresh Food E-commerce Enterprises with Value Co-creation as Mediating Variable
.....SHIN Kwang-yong, SHIN Hae-kun, LI Lijie

CONTENTS

- 43 基于居民出行起讫点分布特性的集中交付点选址方法 边军, 丁乔, 渠志云
Selection of Collection and Delivery Locations Based on Distribution Characteristics of Points of Origin and Destination for Resident Travel.....BIAN Jun, DING Qiao, QU Zhiyun
- 50 新能源汽车动力电池期权契约回收定价 张浩, 张星惠, 张英
Pricing of Option Contract Recycling of New Energy Vehicle Power Batteries.....ZHANG Hao, ZHANG Xinghui, ZHANG Ying
- 55 基于AHP方法的职业院校物流学生教学实习能力综合评估模型构建 王洁, 曾霞, 沈钰琳
Construction of Comprehensive Evaluation Model of Teaching Practice Ability of Vocational College Logistics Students Based on AHP.....WANG Jie, ZENG Xia, SHEN Yulin
- 63 B2C平台出口电商企业物流风险评估 姚希
Logistics Risk Evaluation for Export-oriented E-commerce Enterprises on B2C Platform...YAO Xi

供应链管理 Supply Chain Management

- 69 零售商主导下的食品供应链追溯层级策略 戴勇, 王文青
Tracing Hierarchy Strategy of Food Supply Chain under Retailer Leadership.....DAI Yong, WANG Wenqing
- 76 O2O模式下考虑双边销售努力的汽车供应链决策与协调 贾纯洁, 周娟娟, 尚猛
Decision-making and Coordination of Automobile Supply Chains Considering Bilateral Sales Efforts in O2O Mode.....JIA Chunjie, ZHOU Juanjuan, SHANG Meng
- 84 电子商务环境下生鲜农产品供应链模式创新 张泽建, 王晓东, 吴迅
Innovation of Fresh Agricultural Products Supply Chain Mode in E-commerce Environment.....ZHANG Zejian, WANG Xiaodong, WU Xun
- 89 高校参与未来社区教育服务供应链研究 侯静怡, 戴庆玲
Research on Future Community Education Service Supply Chain with Higher Education Institution Participation.....HOU Jingyi, DAI Qingling



企业物流 Enterprise Logistics

- 96 基于QFD的烟草商业公司物流设备绩效评价方法 周鹏, 肖复东, 陈学磊, 等
Performance Evaluation Method of Logistics Equipment for Tobacco Commercial Companies Based on QFD.....ZHOU Peng, XIAO Fudong, CHEN Xuelei, et al.
- 103 菜鸟驿站作业流程仿真与优化 凌翔天, 王赫鑫
Simulation and Optimization of Operation Procedure of Cainiao Express Delivery Station.....LING Xiangtian, WANG Hexin
- 111 汽车主机厂A循环取货路径规划问题 杨华, 王佳慧, 陈超健
Milk Run Planning for Automobile Original Equipment Manufacturer A.....YANG Hua, WANG Jiahui, CHEN Chaojian



英文翻译 方威
蔡晓冉
排版 章俊松

目次 CONTENTS



本刊启事

本刊于2019年1月1日正式启用在线投稿系统，欢迎作者登陆网站<http://www.logisticstech.com>，在“作者中心”注册在线投稿。

《物流技术》杂志社

军事物流 Military Logistics

- 116 武警部队仓库力量建设发展研究 王家欣, 刘俊, 史妍
Study on Development Status of Depot Force Construction of People's Armed PoliceWANG Jiaxin, LIU Jun, SHI Yuan

物流教育 Logistics Education

- 122 后疫情时代物流工程专业课混合教学模式探索与实践 安立华, 张恬, 崔玉玺, 等
Exploration and Practice of Blended Teaching Mode of Logistics Engineering Specialty Courses in Post-epidemic EraAN Lihua, ZHANG Tian, CUI Yuxi, et al.
- 127 双语课程教学效果影响因素的结构方程模型实证研究——以“物流工程”课程为例 杨月锋, 侯秀英, 刘娜翠, 等
An Empirical Study on Influence Factors of Bilingual Teaching Effect Based on Structural Equation Model: Taking Logistics Engineering Course as ExampleYANG Yuefeng, HOU Xiuying, LIU Nacui, et al.
- 134 BOPPPS教学模式在“物流学”混合式教学中的应用 万凤娇, 秦嘉慧, 王兴宇
Application of BOPPPS Teaching Mode in Blended Teaching of Logistics CourseWAN Fengjiao, QIN Jiahui, WANG Xingyu
- 139 高职院校“双轨制”学生管理探究——以物流管理专业为例 李琰芬, 陈勇, 姚频
Research on Dual-Track Student Management in Higher Vocational Colleges: Taking Logistics Management Specialty as ExampleLI Yanfen, CHEN Yong, YAO Pin
- 145 关于“1+X”制度研究的综述——以物流管理专业为例 周凌轲
A Summary of Researches on "1+X" System: Taking Logistics Management Specialty as ExampleZHOU Lingke
- 150 工匠精神融入高职院校课程思政建设的探析与实践——以现代物流管理专业为例 张润卓, 包春平
Exploration and Practice of Integrating Craftsmanship Spirit into Course-embedded Ideological and Political Education of Higher Vocational Colleges: Taking Modern Logistics Management Specialty as ExampleZHANG Runzhuo, BAO Chunping
- 154 “物流市场营销”课程思政的探索与实践 耿君宜, 曹旭光, 王晓歌, 等
Exploration and Practice of Ideological and Political Elements in Logistics Marketing CourseGENG Junyi, CAO Xuguang, WANG Xiaoge, et al.
- 158 “现代物流技术装备”课程的多元化教学 王婧, 高羽佳, 叶勇
Diversified Teaching of Modern Logistics Technology and Equipment CourseWANG Jing, GAO Yujia, YE Yong