

## 宏观视野

- 5 经济新常态下中国价格宏观调控探析 龙少波 = 钟兴菊  
10 中央银行前瞻性指引的理论基础、国际实践及中国的选择 梁 = 斯 = 郭红玉
- 

## 改革创新

- 15 公共服务均等化视角下人的城镇化实现路径 杨仪青  
20 “医养结亲”特色的养老问题研究 刘德春  
25 论版权资本化的实现路径及其意义 何华征 = 盛德荣
- 

## 财政金融

- 29 共享经济商业模式的税收问题研究 李 = 波 = 王金兰  
34 我国金融与实体经济非协调发展研究  
——基于金融异化视角 冉 = 芳 = 张红伟
- 

## 中外企业

- 39 电子商务与传统产业的融合机制与推进策略  
——基于温州“电商换市”的调查与启示 任宗强 = 刘 = 冉 = 张 = 翔  
44 电视传媒的平台策略研究  
——以《非诚勿扰》节目为例 倪宁宁 = 王 = 铮
-

## 三农问题

- 49 农业物联网:实施“互联网+现代农业”的技术支撑  
——基于江苏省农业物联网示范应用的调查 徐元明 孟 静 赵锦春
- 54 农村基础养老金财政支持的适度性评估及政策优化 海 = 龙
- 59 新常态下构建大食物安全观研究 纪志耿
- 

## 区域经济与现代化

- 63 创业与区域经济发展  
——基于局部系统创业的解释 朱至文
- 68 农民工“半城市化”问题再探讨  
——以X县进城购房农民工群体为例 王海娟
- 

## 经济法论坛

- 74 论财税法对权威化治理的支持性参与功能 李 = 帅
- 79 个人网店征税法律问题探析  
——基于社会可接受性视域的思考 胡元聪 税梦娇
- 

## 经济全球化

- 84 国际经贸规则重构与中国话语权的提升 刘志中
- 89 当前非洲海洋经济发展的现状、挑战与未来展望 张艳茹 = 张 = 瑾
- 

### 编辑栏目分工

吴 群: 宏观经济、理论聚焦、政策研究	mer6601@163.com
沈卫平: 改革创新、市场与消费、比较与借鉴	mer6602@163.com
张 震: 财政金融、国际贸易、对外开放	mer6603@163.com
侯祥鹏: 产业经济、企业管理、学术动态	mer6604@163.com
徐元明(特邀): 三农问题、江苏经济、区域经济	mer6605@163.com

---

## Main Contents

- On China's Price Regulation and Control under the Economic New Normal  
 ..... Long Shaobo, Zhong Xingju(5)
- Central Bank's Forward-looking Guidance's Connotation, Practice and the Choice in China  
 ..... Liang Si, Guo Hongyu(10)
- The Realization Route of People's Urbanization from the Perspective of Equalization in Public Services  
 ..... Yang Yiqing(15)
- On the Problems of the Pension with the Characteristic of "Marriage of Medical Care and Endowment Service"  
 ..... Liu Dechun(20)
- On Copyright Capitalization in China ..... He Huazheng, Sheng Derong(25)
- On the Taxation Problem of the Shared Economic Business Model ..... Li Bo, Wang Jinlan(29)
- The Mechanism and Implementation Strategies for Integration of E-commerce and Traditional Industries  
 ..... Ren Zongqiang, Liu Ran, Zhang Xiang(39)
- On Platform Strategy of TV Media ..... Ni Ningning, Wang Zheng(44)
- Agricultural Internet of Things Is A Technical Support to Implementation "Internet + Modern Agriculture"  
 ..... Xu Yuanming, Meng Jing, Zhao Jinchun(49)
- On the Concept of Large Food Safety under the New Normal in China ..... Ji Zhigeng(59)
- Entrepreneurship and Regional Economic Development: An Explanation Based on Part-Global Entrepreneurship  
 ..... Zhu Zhiwen(63)
- The Recognition of Migrant Workers "Semi-Urbanization" ..... Wang Haijuan(68)
- On the Supportive Participation Function for Authoritative Governance by Fiscal and Tax Law ..... Li Shuai(74)
- Reconstruction of International Trade Rules and the Promotion of China's Discourse Power  
 ..... Liu Zhizhong(84)
- On the Development of African Ocean Economy ..... Zhang Yanru, Zhang Jin(89)

**Translator:** Hou Xiangpeng

**Sponsored by** Jiangsu Provincial Academy of Social Sciences

**Edited & Published by** The Editorial Department of the Journal of Modern Economic Research

**Editor in Chief** Wu Qun

**Add** 12 North Huju Road, Nanjing 210013, P. R. China

**E-mail** mer660@gmail.com

**Website** <http://jjtl.chinajournal.net.cn>

**Tel & Fax** 0086 25 83391040

**Overseas Distributor** China International Book Trading Corporation (P. O. Box 399, Beijing, China)

**Code No** M5948

**ISSN** 1009-2382