

中国市场学会会刊

中国标准连续出版物号: $\frac{\text{ISSN}1007-8266}{\text{CN}11-3664/\text{F}}$

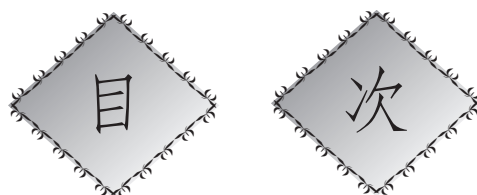
中国流通经济

CHINA BUSINESS AND MARKET

- 中国“十二五”物流业发展的十大进步
- 把握行业发展机遇共谋京津冀物流协同发展
- 线上线下融合发展进入实质阶段
- 食品供应链安全风险形成的微观机理
- “互联网+”时代网络隐私权保护立法的完善

北京物资学院主办

2015.12



本刊特稿

- 1 中国“十二五”物流业发展的十大进步.....丁俊发

第九届流通论坛

- 6 把握行业发展机遇共谋京津冀物流协同发展.....王旭东
7 京津冀协同发展与物流一体化.....林英泽,郝玉柱
12 京津冀协同区趋同类型探索.....王娟娟
18 培育京津冀新型战略性城市群的机制探析.....魏丽华

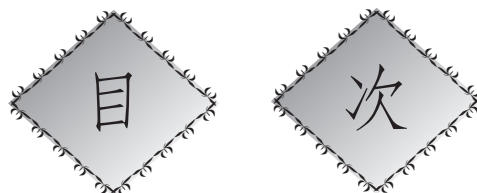
流通现代化

- 24 线上线下融合发展进入实质阶段.....赵 萍
30 我国商品交易市场发展的现状、问题及对策.....王雪峰,荆林波
37 微博营销对消费者购买意愿影响的实证研究.....金中坤

现代物流

- 46 物流设施的外部经济性研究与实证分析.....张 锦,陈以衡
54 物联网技术在生鲜农产品配送中的应用.....韩俊德,杜其光
61 我国大宗商品交易物流网络重构.....尤美虹,陶君成

期刊基本参数:CN11-3664/F * 1987 * m * 16 * 128 * zh * P * \$12.0 * 2000 * 18 * 2015-12



供应链管理

67 食品供应链安全风险形成的微观机理.....陈 娟,刘永胜,肖为群

经贸论坛

76 从区域经济学视角看“一带一路”方略.....付晓东

84 “一带一路”建设中中国发展经验的互鉴性.....姜安印

91 文化贸易研究进展及展望.....贾晓朋,吕拉昌

企业管理

99 互联网金融背景下科技型中小企业的融资平台建设.....李 莉,吕 晨,高洪利

106 家族治理、银行监督与内部控制有效性.....王美英

经济法学

113 “互联网+”时代网络隐私权保护立法的完善.....钱 力,谭金可

119 《中国流通经济》2015 年总目录.....本刊编辑部

CHINA BUSINESS AND MARKET

December, 2015

(monthly) No.12

☐ *Special Contribution*

1 The Ten Progresses of China's Logistics Industry in the 12th Five-Year Plan.....DING Junfa

☐ *The Ninth China Forum on Modernization of Circulation in Beijing*

6 Seize the Opportunity of Industrial Development and Pursuing the Logistic Coordinated Development in the Region of Beijing-Tianjin-Hebei.....WANG Xudong

7 The Coordinated Development in the Region of Beijing-Tianjin-Hebei and Logistic Integration.....LIN Yingze and HAO Yuzhu

12 On the Types of Convergency of Beijing-Tianjin-Hebei Coordination Region.....WANG Juanjuan

18 Exploring the Mechanism of Cultivating the Strategic City Group in Beijing-Tianjin-Hebei based on the Angle of Industrial Coordination.....WEI Lihua

☐ *Circulation Research*

24 O2O Integration Development Is Entering the Essential Stage: the Review of China's Circulation Industry in 2015 and the Outlook of 2016.....ZHAO Ping

30 Current Situation, Problems and Countermeasures of China's Commodity Trading Market.....WANG Xuefeng and JING Linbo

37 Research on the Effects of Micro-blog Marketing on Consumers' Willingness to Buy.....JIN Zhongkun

☐ *Modern Logistics*

46 The Empirical Study of Externality in Logistics Infrastructure.....ZHANG Jin and CHEN Yiheng

54 Research on the Internet of Things Application in Fresh Agricultural Product Distribution.....HAN Junde and DU Qiguang

61 Research on the Reconstruction of Commodity Trading Logistics Network.....YOU Meihong and TAO Juncheng

☐ *Supply Chain Management*

67 The Micro-Mechanism of Food Supply Chain Security Risk Formation.....CHEN Juan, LIU Yongsheng and XIAO Wei-qun

☐ *Forum on Economy and Trade*

76 On the Strategy of the Belt and Road from the Angle of Regional Economics.....FU Xiaodong

84 Mutual Reference of China's Development Experience in the Construction of the Belt and Road Initiative.....JIANG Anyin

91 Progress and Perspectives of the Research on Cultural Trade.....JIA Xiaopeng and LV Lachang

☐ *Enterprise Management*

99 Research on an Optimized Financing Platform for China's Hi-tech SMEs based on Internet Finance.....LI Li, LV Chen and GAO Hongli

106 Study of Family Governance, Bank Supervision and Internal Control Effectiveness.....WANG Meiyang

☐ *Economic Laws*

113 Perfection of Network Privacy Protection Legislation in the Internet Plus Era.....QIAN Li and TAN Jinke