



本刊特稿

- 3 中国智慧物流发展趋势.....何黎明

流通现代化

- 8 基于动态面板数据的流通业对新型城镇化的影响机理与因素分析.....王世进,司增绰
17 贸易畅通视角下的“一带一盟”对接.....旦志红,何伦志

现代物流

- 27 “一带一路”区域绿色物流体系构建及路径探索.....王娟娟,杜佳麟

电子商务

- 37 我国跨境电商企业海外仓模式选择分析.....孟亮,孟京
45 O2O企业如何利用线上线下整合改善顾客体验.....孔栋,孙凯,张明祥

供应链管理

- 53 基于关系契约的供应链企业社会责任协调及成本分担策略.....肖迪,郝云宏
61 多渠道供应链定价策略.....刘昊,王志平,李桃迎

企业管理

- 72 借壳上市成本收益与市场异动.....王冰,潘琰
82 家族企业创新研发能力测评指标研究.....赵敏,林汉川

营销管理

- 89 双视角下移动商务用户满意度实证研究.....徐超毅,王建国

经贸论坛

- 97 中外区域政策比较分析:理论综述及实践启示.....胡春阳,廖信林
106 中国港口上市公司运营效率的测度与提升路径.....冯烽,陈磊,黄晗

投资理财

- 113 股权结构对过度投资行为的治理效应.....殷裕品

专家视点

- 123 “一带一路”大流通与中国流通业“走出去”.....G30秘书处,本刊编辑部

CHINA BUSINESS AND MARKET

June 2017, Vol.31, No.6

☐ *Special Contribution*

- 3 The Development Trend of China's Smart Logistics.....HE Li-ming

☐ *Circulation Research*

- 8 Analysis of Impact Mechanism and Factors of Circulation Industry on New Type of Urbanization based on Dynamic Panel Data GMM.....WANG Shi-jin and SI Zeng-chuo
17 On the Docking between the Silk Road Economic Belt and the Eurasian Economic Union From the Angle of Unblocked Trade.....DAN Zhi-hong and HE Lun-zhi

☐ *Modern Logistics*

- 27 Explore the Construction of Green Logistic System in the Belt and Road Region and the Path of That.....
.....WANG Juan-juan and DU Jia-lin

☐ *Electronic Commerce*

- 37 Analysis on the Mode Choice of "Oversea Location" of Chinese Cross-border E-commerce Enterprises.....
.....MENG Liang and MENG Jing
45 How the O2O Firms Improve Customer Experience through the Integration of Online and Offline.....
.....KONG Dong, SUN Kai and ZHANG Ming-xiang

☐ *Supply Chain Management*

- 53 The Coordination and Cost Sharing Strategy of Corporate Social Responsibility in Supply Chain based on Relational Contract.....XIAO Di and HAO Yun-hong
61 Pricing Strategy Research of Multi-channel Supply Chain.....LIU Hao, WANG Zhi-ping and LI Tao-ying

☐ *Enterprise Management*

- 72 Cost, Return and Market Transaction of Backdoor Listing.....WANG Bing and PAN Yan
82 Research on Capability Evaluation of Family Firm Innovation.....ZHAO Min and LIN Han-chuan

☐ *Marketing Management*

- 89 Empirical Study on Mobile Commerce User Satisfaction Based on Dual View.....XU Chao-yi and WANG Jian-guo

☐ *Forum on Economy and Trade*

- 97 Comparative Analysis of Chinese and Foreign Regional Policy: Theoretical Summary and Practical Enlightenment.....HU Chun-yang and LIAO Xin-lin
106 Research on the Measurement and Promotion Path of the Efficiency of China's Port Listed Companies.....
.....FENG Feng, CHEN Lei and HUANG Han

☐ *Investment and Finance*

- 113 Research on the Governance Effect of the Ownership Structure on the Over-investment Behavior.....
.....YIN Yu-pin

☐ *Experts Viewpoint*

- 123 The Big Circulation of The Belt and Road and the "Going Out" of China's Circulation Industry.....
.....The Secretariat of G30, The Editorial Department of China Business and Marketing