

中国市场学会会刊

全国中文核心期刊

中国人文社会科学核心期刊

中文社会科学引文索引 (CSSCI) 选用期刊

中国人民大学“复印报刊资料”重要转载来源期刊

ISSN1007-8266

CN11-3664/F

中国流通经济

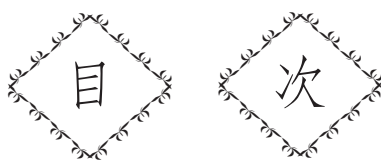
CHINA BUSINESS AND MARKET

- 中国O2O市场价值主张影响顾客价值的机制
- 实体零售企业的顾客关怀与关系产出
- “一带一路”物流中心大数据体系的建设

北京物资学院主办

2017.8

ZHONGGUO LIUTONG JINGJI



流通现代化

- 3 中国O2O市场价值主张影响顾客价值的机制.....邓之宏,李亮宇
- 12 实体零售企业的顾客关怀与关系产出.....黄珍

现代物流

- 22 B2C网络购物环境下快递企业服务质量评价.....吴保德
- 32 “一带一路”物流中心大数据体系的建设.....孙彬,王东
- 41 商品仓储信息线上可视化对电商物流效率的影响.....陈思,甘蜜,郭茜

电子商务

- 49 在线评价对消费者购买意愿影响理论模型与实证研究.....杜惠英,王兴芬,庄文英
- 57 制造企业跨境电子商务价值创造机理分析与实证检验.....赵志田

市场分析

- 65 网店信息与再购难度对购后失调的影响.....魏子秋,李明芳
- 75 社会化媒体特性对购买意愿影响因素探索.....李梦吟,王成慧

营销管理

- 84 社交商务对消费者购买意愿的影响机理.....孔庆民,梁修庆
- 97 视觉呈现与移动端用户满意度.....许慧珍

供应链管理

- 105 供应链管理的开放式创新机制.....陈广仁,唐华军

经贸论坛

- 116 制造业、生产性服务业共同集聚与污染排放.....黄娟,汪明进

CHINA BUSINESS AND MARKET

August 2017, Vol.31, No.8

Circulation Research

- 3 Research on the Influence Mechanism of Customer Value Propositions on Customer Value in Chinese O2O Markets.....DENG Zhi-hong and LI Liang-yu
12 Customer Care and Relational Outcomes of Entity Retail Enterprises.....HUANG Zhen

Modern Logistics

- 22 A Study on Express Enterprise Service Quality Evaluation under the Background of B2C E-commerce.....
.....WU Bao-de
32 Research on Big Data System Construction of Logistics Center Based on the Belt and Road Initiative.....
.....SUN bin and WANG Dong
41 The Influence of Online Storage Products Information Visualization on E-commerce Logistics Efficiency.....
.....CHEN Si, GAN Mi and GUO Qian

Electronic Commerce

- 49 An Empirical Study on the Influence of Online Evaluation on Consumer Purchase Intention.....
.....DU Hui-ying, WANG Xing-fen and ZHUANG Wen-ying
57 The Mechanism Analysis and Empirical Test of Manufacturing Enterprise Cross-border E-commerce Value Creation.....
.....ZHAO Zhi-tian

Market Analysis

- 65 The Influence of Online Store Information and Repurchase Difficulty on Post Purchase Dissonance.....
.....WEI Zi-qiu and LI Ming-fang
75 Explore the Influencing Factors of Socialized Media Characteristics on the Willingness to Pay.....
.....LI Meng-yin and WANG Cheng-hui

Marketing Management

- 84 Influence Mechanism of Social Commerce on Consumer Purchase Intention.....
.....KONG Qing-min and LIANG Xiu-qing
97 Visual Presentation and Mobile Commerce Consumer Satisfaction.....XU Hui-zhen

Supply Chain Management

- 105 Research on Open Innovative Mechanism of Supply Chain Management.....
.....CHEN Guang-ren and TANG Hua-jun

Forum on Economy and Trade

- 116 Co-agglomeration of Manufacturing and Producer Services Industry and Pollution Emission.....
.....HUANG Juan and WANG Ming-jin