

中国物流学会会刊

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

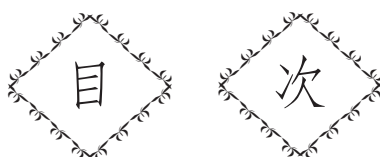
- 互联网平台大数据收集的困境与新发展路径
- 电商生鲜食品物流能力评价
- 基于区块链的集装箱共享模式研究
- 跨境电商政策的多重属性与协同方式
- 中国杠杆率结构联动分析

北京物资学院主办

2018.5

ZHONGGUO LIUTONG JINGJI

万方数据



电子商务

- 3 互联网平台大数据收集的困境与新发展路径.....宋远方,冯绍雯,宋立丰
12 电商虚拟社区口碑发布者行为与影响力评价.....卢美丽,燕宇飞,曹翠珍

现代物流

- 22 电商生鲜食品物流能力评价.....刘建鑫,王可山
32 基于区块链的集装箱共享模式研究.....刘伟荣,真虹

企业管理

- 43 考虑中小企业收益的存货质押融资风险控制.....课题组
54 企业会计信息一致性测算及其对债务融资的影响.....范少君,陈娟

经贸论坛

- 64 跨境电商政策的多重属性与协同方式.....张昊

营销管理

- 75 消费者线上线下渠道迁移影响因素及机制.....陈立彬,田脩然
84 服务失误情境下互联网顾客忠诚影响机理.....仇立

市场分析

- 97 中国杠杆率结构联动分析.....汤子隆,易露霞
108 平台商业模式研究前沿及展望.....朱芳芳

经济法学

- 118 物流末端配送中快递代收行为法律问题刍议.....苏今

CHINA BUSINESS AND MARKET

May 2018, Vol.32, No.5

☐ *Electronic Commerce*

- 3 Predicament of Big Data Collection on Internet Platform and Exploration of New Development Paths.....
.....SONG Yuan-fang, FENG Shao-wen and SONG Li-feng
- 12 Research on the WOM Publisher's Behavior and Influence Evaluation In the Virtual Community of E-commerce
.....LU Mei-li, YAN Yu-fei and CAO Cui-zhen

☐ *Modern Logistics*

- 22 Appraising Fresh Food Logistics Capability of E-commerce Enterprises.....
.....LIU Jian-xin and WANG Ke-shan
- 32 Research on Container Sharing Model Based on Blockchain.....LIU Wei-rong and ZHEN Hong

☐ *Enterprise Management*

- 43 Research on Risk Control of Inventory Financing Considering the Income of SMEs.....Task Group
- 54 Measurement of Accounting Information Consistency and Its Impact on Corporate Debt Financing.....
.....FAN Shao-jun and CHEN Juan

☐ *Forum on Economy and Trade*

- 64 Multiple Goals of Cross-border E-Commerce Policy and Synergy Approach.....ZHANG Hao

☐ *Marketing Management*

- 75 Research on the Influential Factors and Mechanism of Consumer Channel Migration between Online and Offline
.....CHEN Li-bin and TIAN Xiao-ran
- 84 The Mechanism Research of the Internet Customer Loyalty Influence under the Service Failure Situations.....
.....QIU Li

☐ *Market Analysis*

- 97 Analysis of Chinese Leverage Structure.....TANG Zi-long and YI Lu-xia
- 108 The Last Research Progress and Future Prospects of the Platform Business Model.....ZHU Fang-fang

☐ *Economic Laws*

- 118 Research on Legal Issues of Express Collection in the "Last-Mile" of Logistics Distribution System
.....SU Jin