

中
国
流
通
经
济

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

- 零供交易自律国际经验及启示
- 中美贸易摩擦背景下中国对外经济发展策略
- 快递服务合同的有名化

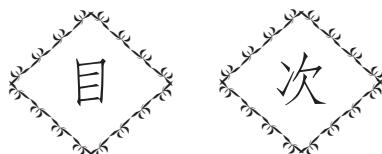
北京物资学院主办

2019.1

ZHONGGUO LIUTONG JINGJI
万方数据

第三十三卷

二〇一九年第一期
（总第二百九十二期）



流通现代化

- 3 零供交易自律国际经验及启示.....刘向东,郭艾
15 国内贸易经济研究进展.....杨宜苗

现代物流

- 26 基于物流公司的城市配送共享托盘调运.....课题组
35 智慧物流发展的动因、架构和建议.....王帅,林坦

电子商务

- 43 基于网络口碑数据挖掘的电子商务物流服务质量问题.....张振华,许柏鸣
56 网络强国背景下网络竞争力的区域差异及提升路径.....程晨,张毅,王启飞

企业管理

- 64 监管压力下流通企业供应链质量安全管理.....古川
72 世界银行跨境贸易便利化框架下的北京实践.....刘登攀

营销管理

- 82 电商信息激励、非道德促销感知与顾客信任.....杨贤传,张磊
90 中国新生代农村居民消费的影响因素.....王强,刘玉奇,刘婷娜

经贸论坛

- 99 中美贸易摩擦背景下中国对外经济发展策略.....杜永红
112 农村土地经营权抵押贷款:收入效应及模式差异.....惠献波

经济法学

- 119 快递服务合同的有名化.....贾玉平

CHINA BUSINESS AND MARKET

January 2019, Vol.33, No.1

Circulation Research

- 3 Self-discipline of Supplier-retailer Transaction: International Experience and Enlightenment.....LIU Xiang-dong and GUO Ai
15 Advances in Research on Domestic Trade Economics.....YANG Yi-miao

Modern Logistics

- 26 Research on Urban Distribution Pallet Sharing and Scheduling Based on Logistics Company.....Research Group
35 Driving-force, Framework, and Suggestions on the Development of Intelligent Logistics.....WANG Shuai and LIN Tan

Electronic Commerce

- 43 Research on E-commerce Logistics Service Quality Problem Based on Electronic Word-of-Mouth Data Mining ..ZHANG Zhen-Hua and XU Bo-Ming
56 Regional Differences and Improvement Paths of Network Competitiveness under the Background of Building Network Powerful Nation.....CHENG Chen, ZHANG Yi and WANG Qi-fei

Enterprise Management

- 64 Supply Chain Safety Management of Circulation Enterprises Under Government Supervision.....GU Chuan
72 Beijing Practice in the Frame of Cross-border Trade Facilitation of World Bank.....LIU Deng-pan

Marketing Management

- 82 E-commerce Informational Incentives, Perceived Unethical Promotion, and Customer Trust.....YANG Xian-chuan and ZHANG Lei
90 The Empirical Analysis of Influencing Factors in the Consumption of China's New Generation Rural Residents ..WANG Qiang, LIU Yu-qi and LIU Ting-na

Forum on Economy and Trade

- 99 Research on China's Foreign Economic Development Strategy under the Background of "China-US Trade War"Du Yong-hong
112 Research on Rural Land Management Right Mortgage Loan: Income Effect and Mode Differences.....HUI Xian-bo

Economic Laws

- 119 On the Legislation of the Express Delivery Service Contract.....JIA Yu-ping