

中国物流学会会刊

ISSN1007-8266

CN11-3664/F

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) 来源期刊

中国人民大学“复印报刊资料”重要转载来源期刊

# 中国流通经济

CHINA BUSINESS AND MARKET

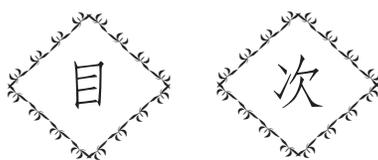
- 大数据背景下我国农产品流通渠道变革实现路径与保障机制
- 网红带货感知风险对购买意愿的影响
- 数字经济赋能制造业质量变革机理与效应
- 数字经济发展的法律规制

北京物资学院主办

2020.12

ZHONGGUO LIUTONG JINGJI

万方数据



**流通现代化**

- 3 大数据背景下我国农产品流通渠道变革实现路径与保障机制.....课题组
- 11 数字技术赋能与“新零售”的创新机理.....赖红波

**电子商务**

- 20 网红带货感知风险对购买意愿的影响.....卢宏亮,张敏
- 29 外卖零售商特征对线上顾客地理分布规律的影响.....焦腾啸,赵小华,李先国

**营销管理**

- 40 二次元短视频营销策略对顾客投入的影响.....闫幸,吴锦峰
- 51 网络游戏玩家满意度对虚拟道具购买意愿的影响.....彭博,王术峰

**企业管理**

- 60 数字经济赋能制造业质量变革机理与效应.....王永龙,余娜,姚鸟儿
- 72 中小企业数字化转型障碍、驱动因素及路径依赖.....张夏恒

**市场分析**

- 83 全球价值链视角下国际经贸规则面临的挑战与前瞻.....刘乃郛

**经济法学**

- 92 基于私力执行与智能合约的跨境电商纠纷解决机制构建.....魏婷婷
- 102 “一带一路”国际税务调解的地位证立与机制建构.....邹新凯

**专家视点**

- 114 数字经济发展的法律规制.....王森
- 125 《中国流通经济》2020年总目录.....本刊编辑部

# CHINA BUSINESS AND MARKET

December 2020, Vol.34, No.12

---

## *Circulation Research*

- 3 Research on Realization Path and Mechanism of China's Agro-product Circulation Channels Evolution in the Context of Big Data.....Research Group  
11 Research on the Mechanism of Digital Technology Empowerment and New Retail Innovation.....LAI Hong-bo

## *Electronic Commerce*

- 20 A Study on the Influence of Perceived Risk on Purchase Intention for Influencer Marketing.....LU Hong-liang and ZHANG Min  
29 Effect of Characteristics of Take-out Service Retailers on the Geographical Distribution of Online Customers.....JIAO Teng-xiao, ZHAO Xiao-hua and LI Xian-guo

## *Marketing Management*

- 40 The Impact of ACGN Short Video Marketing Strategy on Customer Engagement.....YAN Xing and WU Jin-feng  
51 Determinants of Online Games Satisfaction and a Research of the Effect of Satisfaction on the Purchase Intention of Virtual Items.....PENG Bo and WANG Shu-feng

## *Enterprise Management*

- 60 Research on Quality Reform Mechanism of Digital Economy Empowering Manufacturing Industry and the Effect of That.....WANG Yong-long, YU Na and YAO Niao-er  
72 Obstacles, Driving Factors and Path Dependence of Digital Transformation of Small and Medium-sized Enterprises.....ZHANG Xia-heng

## *Market Analysis*

- 83 International Economic and Trade Rules in the Perspective of Global Value Chain: Challenges and Trends.....LIU Nai-xi

## *Economic Laws*

- 92 Construction of Cross Border E-Commerce Dispute Enforcement Mechanism Based on Private Execution and Smart Contract.....WEI Ting-ting  
102 B&R International Tax Mediation Status Justification and Mechanism Construction.....ZOU Xin-kai

## *Experts Viewpoint*

- 114 Regulation of Digital Economy Development.....WANG Miao