



ISSN 1671-9565

全国高职院校优秀学报

浙江工商职业技术学院

ZHEJIANG BUSINESS TECHNOLOGY INSTITUTE

学报

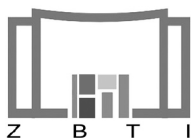
JOURNAL

ISSN 1671-9565



9 771671 956194

2019. 1



浙江工商职业技术学院学报

目次

ZHEJIANG GONGSHANG
ZHIYE JISHU XUEYUAN
XUEBAO

(季刊)

第18卷第1期(总第68期)
2019年3月出版

浙江工商职业技术学院主办

编辑委员会

顾问:史秋衡 陈 衍

主任:姚奇富

副主任:周志春 徐永春 张启富

执行副主任:熊惠平

编委:(按姓氏笔画)

王若明 王维平 张启富

陈 明 高 昆 周志春

姜军委 姚奇富 徐永春

徐健民 黄崇本 程方启

温江霖 楼晓东 熊惠平

主 编:姚奇富(兼)

编辑部主任:吕慈仙

国际标准刊号:ISSN 1671-9565

国内统一刊号:CN 33-1303/Z

地 址:浙江宁波机场路1988号

电 话:(0574)87422027

传 真:(0574)87422027

电子信箱:xbbj@zjbti.net.cn

印 刷:宁波宏涛数字印刷有限公司

发 行:浙江工商职业技术学院

学报编辑部

文史哲	明清江南乡村祭祀演剧的基本形态与文化内涵	黄文杰	1
	论戏曲受众接受心理研究的实践意义	友燕玲	7
经济论坛	基于物质限性假设对人类社会历史发展的研究思考	宋 平	常勤毅 14
	浅析“物质过程”在小说分析中的应用	郝 锐	17
教育研究	“一带一路”背景下宁波城市旅游形象的定位和提升	陈建娜	20
	浙江省科技人才创新创业激励政策的现状与改进建议	林 辉	25
教育研究	加强企业成本核算控制的问题与对策的相关研究	冯 燕	29
	浅析数学算法对计算机人工智能发展的推动	康彩花	31
教育研究	国家留学基金委对西部高等教育的政策支持与启示	王晓芳 江淑燕	34
	供给侧视阈下国际高龄人力资源开发的教育推动及启示	夏现伟 虞 红	39
教育研究	论中华优秀传统文化与社会主义核心价值观的关系	王英伟 魏雪晴	44
	高校课程隐性思政元素的生成路径研究	曹 勃	47
教育研究	高校思政教育中红色文化资源的渗透	闫广新	51
	基于“三课堂联动”的思想政治教育载体创新	赵妮娜	54
教育研究	高职院校师生共组党支部建在专业群上的实践与思考	任志杰	58
	法律视角下高校贫困大学生隐私权保护研究	俞 圆	62
教育研究	《水利工程施工》教学探索	于国辉 蒋 莉 焦延涛	67
	基于PBL+FBL模式融合的高职导游专业实训课程教学改革	姜 坤 熊国铭	71
教育研究	——以浙江工商职院为例	姜 坤 熊国铭	71
	高职院校艺术设计专业课程思政教育的设计与实践	张 欣	74
教育研究	——以《居住空间设计》课程为例	张 欣	74
	浅论宁波高职教育与区域经济的协同发展	王之洲	78
教育研究	——从三螺旋模型的视角出发	王之洲	78
	对外汉语教学系统信息交流与反馈模式对教学策略的启示	王 原	82
教育研究	高职高专大学英语分级教学研究	任 娟	86
	电子商务专业实践教学优化探索	赵海琴	89
教育研究	高职院校图书馆社会服务探索与实践	邢 玗	91
	——以浙江工商职业技术学院图书馆为例	邢 玗	91
教育研究	语文古诗文背诵活动创新探究	赵宏梅 闫镜名 叶 峥	94
		赵宏梅 闫镜名 叶 峥	94

期刊基本参数:CN34-1303/Z*2002*q*16*96*zh*P*¥12.00*1000*25*2019-3

Journal of Zhejiang Business Technology Institute

No.1, 2019

Mar.2019

Content

- Basic Forms and Cultural Connotation of the Ancestor Worship Dramas in Jiangnan Rural Areas in the Ming and Qing Dynasty HUANG Wen-jie 1
- A Discussion on the Practical Significance of Chinese Opera Audience Receptive Psychology YOU Yan-ling 7
- Reflections on the Historical Development of Human Society Based on the Assumption of Substance Limitation SONG Ping CHANG Qin-yi 14
- A Brief Analysis of Material Process on Novel Criticism HAO Rui 17
- The Positioning and Promotion of the Tourism Image of Ningbo under the Background of the Belt and Road Initiative CHEN Jian-na 20
- The Present Situation and Suggestions of Entrepreneurship Incentive Policies for Scientific and Technological Talents in Zhejiang Province LIN Hui 25
- A Study of the Issues and Countermeasures in Strengthening the Enterprises' Cost Accounting Control FENG Yan 29
- A Brief Analysis of the Promotion of Mathematical Algorithm to the Development of Computer Artificial Intelligence KANG Cai-hua 31
- On the Enlightenment of the Policy Support Provided by China Scholarship Council to the Western Higher Education WANG Xiao-fang JIANG Shu-yan 34
- The Promotion and Enlightenment of International Experiences on Senior Citizen Resource Development under the Perspective of Supply-side Structural Reform XIA Xian-wei YU Hong 39
- On the Relationship between Chinese Excellent Traditional Culture and the Core Values of Socialism WANG Ying-wei WEI Xue-qing 44
- A Study of the Generation Pathway of the Implicit Ideological and Political Elements in College Curriculum Ideology and Politics CAO Bo 47
- The Permeation of the Red Culture in Ideological and Political Education in Colleges and Universities YAN Guang-xin 51
- The Carrier Innovation of Ideological and Political Education Based on Three Classrooms Interaction ZHAO Ni-na 54
- The Reflection and Practices of Building a Party Branch Composed of both Teachers and Students on Major Clusters REN Zhi-jie 58
- Research on the Privacy Protection of Impoverished College Students from the Legal Perspective YU Yuan 62
- An Exploration of the Teaching in the Course of Water Conservancy Engineering Construction YU Guo-hui JIANG Li JIAO Yan-tao 67
- The Teaching Reform of the Training Courses in the Major of Tour Guide in Higher Vocational Colleges Based on an Integrated Mode of PBL and FBL
——A Case Study of Zhejiang Business Technology Institute JIANG Kun XIONG Guo-ming 71
- The Design and Practices of Ideological and Political Education in the Major of Art and Design in Higher Vocational Colleges ZHANG Xin 74
- Research on the Collaborative Development of Higher Vocational Education and Regional Economy from the Perspective of Triple Helix Model WANG Zhi-zhou 78
- The Enlightenment of the Information Exchange and Feedback Mode in the System of Teaching Chinese as a Foreign Language on the Teaching Strategies WANG Yuan 82
- A Study of the College English Graded Teaching in Higher Vocational Colleges REN Juan 86
- The Exploration on the Optimization of Practical Teaching in the Major of E-commerce ZHAO Hai-qin 89
- Exploration and Practice of the Social Service Provided by Library in Higher Vocational Colleges
——A Case Study of the Library of Zhejiang Business Technology Institute XING Ding 91
- An Innovative Exploration of Reciting Ancient Chinese Poems and Essays ZHAO Hong-mei YAN Jing-ming YE Zheng 94

(英文校译:王维平)