ISSN 1671-9565

全国高职院校优秀学报

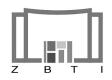


# 浙江工商職業技術學院

ZHEJIANG BUSINESS TECHNOLOGY INSTITUTE







## 浙江工商職 業技 治學院 学报

#### 目次

#### ZHEJIANG GONGSHANG ZHIYE JISHU XUEYUAN XUEBAO

(季刊)

第19卷第3期(总第74期) 2020年9月出版

浙江工商职业技术学院主办

#### 编辑委员会

主 任:周志春

副主任:徐盈群 应晓清

执行副主任:楼晓东

编 委:(按姓氏笔画)

王维平 吕洪霞 陈 明

张青波 应晓清 郑子军

周志春 娄军委 徐建明

徐盈群 温江霖 楼晓东

主 编:周志春(兼)

编辑部主任:胡蕙芳

编辑部副主任:许世建 黄素华

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 文化强省视角下浙江作家文学创作影响力的制约因素及提升对策

 张 静 1

 从文质论看钟嵘《诗品》的诗学审美倾向
 李弋文 5

 当代舞蹈编创中的创新意识探究
 常俊勇 王旭杨 10

 深度翻译视角下的中国画名称英译研究
 郭保云 13

经济论坛 传统大宗贸易行业数字化供应链的探索与实践

——以纱线行业为例 王宏梁 17

教育研究 浅析新时代中国特色社会主义思想的"进学生头脑" 王立华 20

产教融合背景下高职院校思想政治教育的改革与实践 靖国华 24

新冠疫情背景下高职院校毕业生的就业分析 张正德 28

新高考录取模式下高职院校专业的设置与调控研究 陈 烽 33

构建高职院校亲师互动协同育人路径的研究 姚保兴 37

浅析高校征兵宣传工作的创新

——从激励期望理论出发 辛德万 40

高等师范院校师范生教学实践能力研究述评 王晓芳 44

柔性管理在高校人力资源管理中的应用研究 张 岩 50

基于成果导向的《高级英语》课程标准建设探索 朱凤梅 53

——基于国内移动语言学习实证研究的综述与分析(2009-2019)

新晓梅 57

"后疫情"时期高校英语"双线"融合教学的思考 张 娟 63

论高职院校《税务实训会计》课程教学改革 许秀萍 66

基于质性的外国留学生高级口语学习策略研究 刘红英 69

基于翻转课堂的会计专业教学过程设计研究

will the out to turk of the

移动语言学习在重构语言课堂中的研究与应用

——以长期股权投资为例 邓豪瀛 杜运潮 72

基于文化自信视域下高校图书馆文化育人的思考

郭晓彤 邢 伟 75

困境与突围:宁波市高职院校生产性服务人才培养研究 奚 康 79

浅析高校思想政治教育中的劳动教育 张晓岚 83

疫情防控常态化下全民健身的线上推动模式 线 涛 86

"一带一路"倡议下太极拳国际传播的背景、困境与方略 梁宇坤 89

3-6 岁幼儿使用 iPad 现状调查研究

——以南京市秦淮区为例 林思佳 93

期刊基本参数:CN34-1303/Z\*2002\*q\*16\*96\*zh\*P\*\frac{1}{2}.00\*1000\*25\*2020-9

### Journal of Zhejiang Business Technology Institute

No.3,2020 Sep.2020

## Content

Restricting Factors and Countermeasures of Zhejiang Writers' Literary Creation Influence f Culture Strengthening Province	from the Perspective of ZHANG Jing 1
The Aesthetic Tendency of Chung Hung's <i>Shih-pin</i> from the Perspective of Wen and Zhi On Innovative Consciousness in Creating and Arranging of Contemporary Dance	Li Yi-wen 5
CHANG Jun-you	g WANG Xu-yang 10
On English Version of the Titles of Chinese Paintings from the Perspective Deep Translation	
Exploration and Practice of the Digitalized Supply Chain in Conventional Bulk Trade Industry	, , , , , , , , , , , , , , , , , , ,
——A Case Study of the Yarn Industry	WANG Hong-liang 17
On the Thought of Socialism with Chinese Characteristics in the New Era into the Students cational Colleges	' Mind in Higher Vo-
—Taking Zhejiang Businesss Technology Institute as an Example	WANG Li-hua 20
Reform and Practice of Ideological and Political Education in Higher Vocational Colleges ur	nder the Background of
Integration of Industry and Education	JING Guo-hua 24
Employment Situation and Measures of Higher Vocational College Graduates under the Backg	round of COVID-19
	ZHANG Zheng-de 28
On Major Setting and Regulation of Higher Vocational Colleges under the New College Ent	rance Examination Ad-
mission Mode	CHEN Feng 33
On Teacher-parent Interaction and Cooperative Education in Higher Vocational Colleges	YAO Bao-xing 37
The Innovation of Army Recruitment Publicity in Colleges and Universities	XIN De-wan 40
On Teaching Practical Ability of Normal University Students	WANG Xiao-fang 44
Soft Management in HR Management in Colleges and Universities	ZHANG Yan 50
Construction of Outcome-based Advanced English Curriculum Criterion	ZHU Feng-mei 53
The Impact of Mobility and Connection on Foreign Language Learning and its Application in Fo	
——An Overview of Empirical Studies of Mobile Assisted Language Learning from 2009–201	
Reflection of "Online and Offline" Integrated English Teaching in Colleges and Universities in "	
terrection of offinite and offinite integrated English Teaching in conleges and offiversities in	ZHANG Juan 63
The Curriculum Reform of Tax Accounting Training in Higher Vocational Colleges	XU Xiu-ping 66
A Qualitative Study of Learning Strategies of Advanced Oral Language Adopted by Foreign S	
A Quantative Study of Learning Strategies of Advanced Oral Language Adopted by Foreign S	LIU Hong-ying 69
On Teaching Process Design of Accounting Major Based on Flipped Classroom	Lie Hong-ying o
	ying DU Yun–chao 72
On the Function of Cultural Education in College and University Libraries from the Perspective	
	ao-tong XING Wei 75
Predicament and Breakthrough: On the Training of Productive Service Talents in Ningbo High	ner vocational Colleges XI Kang 79
On the Current Situation and Countermeasures of Labor Education in Ideological and Political	l Education
	ZHANG Xiao-lan 83
On-line Promotion of National Fitness under the Normalization of Epidemic Prevention and C	Control QIAN Tao 86
Background, Dilemma and Strategy of the International Spread of Tai Chi under the "One Belt an	d One Road" Initiative
	LIANG Yu-kun 89
A Survey of iPad Use among Children Aged 3-6	
——Taking Oinhuai District of Nanjing as an Example	LIN Si-iia 93