



全国中文核心期刊
中国知网CNKI 收录期刊
《中国学术期刊(光盘版)》收录期刊
《万方数据-数字化期刊群》收录期刊
《中文科技期刊数据库》收录期刊

ISSN 1006-4303
CODEN ZDXUF2

浙江工业大学学报

社会科学版

JOURNAL OF
ZHEJIANG UNIVERSITY
OF TECHNOLOGY

ISSN 1006-4303



2022 第21卷 第3期
Vol.21 No.3

ZHEJIANG GONGYE DAXUE XUEBAO

智库报告

区域公共品牌生态系统价值共创机制研究

——以“品字标浙江制造”为例 李正卫,赵鑫,王飞绒(241)

习近平新时代中国特色社会主义思想

新时代中国工程师的德性培养 丛杭青,周恩泽(249)

论习近平科技自立自强观的科学思维方法 肖剑忠,谢凡(256)

“数字化改革”专题

栏目主持人:徐维祥教授

数字普惠金融促进共同富裕的机制与路径

——基于区域创新的视角 徐维祥,孙启伟,郑金辉(262)

数字经济背景下物业服务智能化发展模式与实现路径研究 陈多长,王一敏(271)

数字化情景下创业导向影响企业绩效研究

——基于双重中介效应 程宣梅,张润,杨洋(277)

语言与传播

国际传播视域下翻译教学中的国家意识培养 张法连,陆贝旎(283)

“第三空间”理论视阈下公共事件网络社群传播研究 周琼(291)

《习近平谈治国理政》第三卷外宣用典英译研究

——基于纽马克文本功能理论 张丽娟,吕骏汶(297)

目次

“大运河文化遗产与弘扬”专题

栏目主持人:吕勤智教授

大运河文化遗产审美价值特征与价值提升策略

——以大运河南浔段为例 吕勤智,李荫楠(302)

大运河国家文化公园环境审美体验的设计营造研究

——基于大运河杭州段 宋 扬,章 珏(308)

“社会治理”专题

我国慈善组织利益输送交易的判断标准 刘承涛,王 潇(314)

老旧小区改造效果影响机理研究

——公众参与的中介效应 高 辉,王 婷(321)

高等教育

基于三螺旋理论的地方高校创新实践双育人体系构建

——以环境工程专业为例 於建明,成卓韦(327)

隐性知识视角的研究生导师制优化策略 汤 智,周 怡(333)

改革开放后的大学与城市关系演变和走向探究 许士荣,熊兰馨儿(338)

文学与文化

论 1930 年代左翼文学中的巴黎想象 左怀建,李章双(344)

浙江乌镇民宿文化产业创新发展研究 张碧云,陈 虹,冯佳森(350)

鲁迅外婆家安桥头村鲁氏家史口述史拾遗与考辨 杨晔城(356)

执行编辑:王惠芳

Journal of Zhejiang University of Technology
(SOCIAL SCIENCES)

Vol. 21 No. 3 (Sum No. 73)

Sept. 2022

Contents

- Research on the value co-creation mechanism of regional public brand ecosystem;a case study of
“Top Quality Brands Made in Zhejiang” LI Zhengwei,ZHAO Xin,WANG Feirong(241)
- Virtue cultivation of Chinese engineers in the new era CONG Hangqing,ZHOU Enze(249)
- On the scientific thinking method of Xi Jinping’s view on science and technology self-reliance
and self-improvement XIAO Jianzhong,XIE Fan(256)
- Research on mechanism and path of digital inclusive finance promoting common prosperity:
a regional innovation perspective XU Weixiang,SUN Qiwei,ZHENG Jinhui(262)
- Research on the development mode and path of intelligent property services under the background of
digital economy CHEN Duo Zhang,WANG Yimin(271)
- Research on the internal mechanism of entrepreneurial orientation affecting enterprise performance
in the context of digitalization; the double mediation effect
..... CHENG Xuanmei,ZHANG Run,YANG Yang(277)
- Cultivating national consciousness in the teaching of translation from the perspective of
international publicity ZHANG Falian,LU Beini(283)
- Research on network community communication of public events from the perspective of
Third Space Theory ZHOU Qiong(291)
- Research on allusion translation for foreign-oriented publicity in Xi Jinping’s The Governance of
China Volume III;based on Peter Newmark’s Text Function Theory ... ZHANG Lijuan,LÜ Junwen(297)
- The characteristics and promotion strategies of the aesthetic value of the Grand Canal cultural
heritage;taking Nanxun Section of the Grand Canal as an example LÜ Qinzhi,LI Yinnan(302)
- On the design and construction of environmental aesthetic experience in Hangzhou Section of
Grand Canal National Cultural Park SONG Yang,ZHANG Jue(308)
- The judgment criteria of profit transfer transactions of charitable organizations in China
..... LIU Chengtao,WANG Xiao(314)
- Research on the influence mechanism of old communities’ reconstruction; the mediation effect of
public participation GAO Hui,WANG Ting(321)
- Research on construction of innovative and practical education system in local colleges and universities
based on Triple Helix Theory;taking Environmental Engineering Speciality as an example
..... YU Jianming,CHENG Zhuowei(327)
- Optimization strategies of graduate tutorial system from the perspective of tacit knowledge
..... TANG Zhi,ZHOU Yi(333)
- On the evolution and trend of the relationship between universities and cities after reform
and opening up XU Shirong,XIONG Lanxiner(338)
- On Paris imagination in left-wing literature of the 1930s ZUO Huaijian,LI Zhangshuang(344)
- Research on innovation and development of homestay tourism culture industry in Wuzhen Zhejiang
..... ZHANG Biyun,CHEN Hong,FENG Jiasen(350)
- Gleaning and examining the oral account of Lu’s family history in Anqiaotou Village,home town of
Lu Xun’s mother YANG Yecheng(356)