

目 次

· 体育社会学 ·

- 论我国民间足球竞赛组织的属性与价值 丛湖平,邓仲坤,罗建英,等(1)
- 文明的对话——第31届奥运会英国成功对中国竞技体育的启示 李晓敏,龚波(5)
- CBA赛事情境中球迷对球队品牌共鸣理论模型的检验 方小强(9)
- 共享理念下杭州亚运会场馆资源共享模式研究 张静,任峰,陆亨伯(16)
- 体育志愿者的长效机制初探——基于杭马志愿服务活动的思考 庄燕菲(21)

· 体育经济学 ·

- 体育用品制造产业集群的网络结构和特征分析 张泽(25)
- 浙江省体育产业融合发展路径研究——以体育特色小镇为例 林凤蕾(29)
- 大型体育场馆人力资源管理状况与优化的研究
——基于济南奥体中心个案分析 张伟兵,陆亨伯,李瀚,等(33)

· 民族传统体育 ·

- 浙江民间游戏的现代呈现研究 丁璟琳,郭强(38)
- 传统武术非物质文化遗产在高校传承的路径分析——以全堂国术为例 吕志(46)

· 运动训练学 ·

- 功能性训练的本质探究 王永生(49)
- 健美操女子单人项目成套动作编排难度比较研究——以2016年世界健美操锦标赛为例 李贻涛(53)

· 学校体育学 ·

- 高校体育运动伤害事故保障机制研究:理论、现状与对策 张新军(58)
- “校园足球”背景下日本校园足球教育模式对我国体育院校足球项目教学的启示 陈昭宇,易春燕(63)
- 浙江省小学校园足球价值认同的研究 王涛(66)
- 浙江省高职院校体质健康现场抽测工作现状剖析与对策研究 卢劼,翁惠根(71)
- 高校体育免修生体质检测评价缺失问题研究——以宁波高校为例 冯勇(74)

· 运动心理学 ·

- 不同反馈条件在运动技能学习“双驱动顿悟模型”中的结构验证 潘丽萍,吕慧青(78)
- 体育锻炼与大学生学业成就的关系:自尊的中介效应 周赞(84)
- 体质健康在体育锻炼与大学生身体自尊中的中介作用 马琛杰,张小明(90)
- 移动健身APP对大学生体育锻炼行为意向和行为习惯的影响 黄中华(96)

· 运动人体科学 ·

- 跆拳道练习者脊柱机能及平衡能力的研究 沈锡昂(102)

· 体育仪器器材 ·

- 面向虚拟骑行健身的动感单车数据采集系统 李昕,杨文珍,周强,等(107)

Contents

Attribute and Value on the Contest Organization Flok Football Game CONG Hu-ping ,DENG Zhong-kun ,LUO Jian-ying ,et al(1)

The Enlightenment to China of the 2016 Rio Olympics LI Xiao-min ,GONG Bo(5)

Fans of the Team Brand Resonance Test Theoretical Models in the Context of CBA FANG Xiao-qiang(9)

A Study on Sharing Mode of Stadium Resources of Hangzhou Asian Games under Sharing Idea ZHANG Jing ,REN Feng ,LU Heng-bo(16)

A Preliminary Consideration for Organization of Long-term Sports Volunteering
—A Reflection of Volunteering in Hangma Area ZHUANG Yan-fei(21)

The Analysis on the Network Structure and Character of Sports Goods Manufacturing Industry Cluster ZHANG Ze(25)

Study on the Development Path of Sports Industry in Zhejiang Province
—Taking sports characteristic town as an example LIN Feng-lei(29)

The Study on the Situation and the Optimization about Human Resource
—Management of Large-scale Stadiums Based on Jinan Olympic Sports Center ZHANG Wei-bin ,LU Heng-bo , LI Han , et al(33)

Study on the Modern Presentations of Folk Games in Zhejiang DING Jing-lin , GUO Qiang(38)

Analysis on the Path of Traditional Martial Arts Intangible Cultural Heritage in Colleges
—the Quantang martial arts as an example LV Zhi(46)

The Essence of Functional Training WANG Yong-sheng(49)

Comparative Study on the Complete Set Difficulty in Women’s Singles Movements
—Taking 2016 Aerobics Championships as Example LI Yun-tao(53)

Research on the safeguard mechanism of physical injury accidents in Colleges and Universities ; Theory , Status and Countermeasures ZHANG Xin-jun(58)

The Enlightenment of the Japanese School Soccer Education Model under the Background of “Campus Football” to the Teaching of Football Items in China’s Sports Colleges CHEN Zhao-yu , YI Chun-yan(63)

Research on the Value Identification of Football in Primary Schools in Zhejiang Province WANG Tao(66)

Analysis and Countermeasure Research on the Current Situation of Physical Health Spot Test in Higher Vocational Colleges in Zhejiang Province LU Jie ,WENG Hui-gen(71)

Study on the Problems of Lacking of Physical Fitness Testing and Evaluation of PE Exemption Students in Universities
—take universities in Ningbo for example PFENG Yong(74)

Structural Testing “Double Driving Model of Insight” on Motor Skill Learning in the Different Feedback Conditions PAN Li-ping ,LV Hui-qing(78)

The Relationship Between Physical Exercise and College Students’ Academic Achievement ; the Mediating Effect of Self-esteem ZHOU Zan(84)

Physical Health of Subjective Exercise Experience in the Association of Exercise and Body Self-esteem among College Students MA Chen-jie ,ZHANG Xiao-ming(90)

The Influences of Smartphone Fitness Apps on College Students’ Behavioral Inclination and Habits of Physical Exercises HUANG Zhong-hua(96)

Study on the Function of Spine Column and Balance Ability of Taekwondo Practicers SHEN Xi-ang(102)

Data Acquisition System of Dynamic Bicycle for Virtual Riding Fitness LI Xin ,YANG Wen-zhen ,ZHOU Qian ,et al(107)