

TABLE OF CONTENTS 目 录

Application of Chinese Character Code on Fruit Quality Traceability in Beijing Xinfadi Wholesale Market (汉信码在北京新发地水果质量追溯中的应用)

S. H. XING, Y. B. WANG.....1

The Empirical Study on Key Factors to Successful Cultural Integration in Corporate Merger & Acquisition (企业并购重组中的文化融合关键因素实证研究)

X. H. TANG, Q. LI.....8

The Construction and Realization of Dynamic Capability of Electronic Commerce Enterprise (电子商务企业动态能力的建构与实现)

X. L. WANG, X. D. LIU.....16

Financial Feasibility Analysis of Tax Reduction and Debt Issuing for the US Government (美国政府减税发债的财务可行性分析)

M. BAI, W. J. YONG.....23

The Discussion of the Problem from the Effective Fusion between PPP Mode and Crowdfunding (PPP 模式与众筹融资有效融合问题探讨)

Z. J. ZHENG, T. CHEN, X. L. SU.....28