

TABLE OF CONTENTS

目 录

Analysis on Marketing Strategy of IKEA Home in Guangzhou
(广州宜家家居的营销策略分析)

X. X. LI, Y. L. ZHANG.....445

**Research on the Development Level of Leasing and Commercial Services Industry
in Sichuan Province Based on Input-Output Analysis**
(基于投入产出分析的四川省租赁与商务服务业发展水平研究)

X. Y. ZHANG, C. L. JIA, J. SU.....454

**Research on Supply-Side Structure Optimization of Fitness and Leisure Industry
in Shaanxi Province**
(陕西省健身休闲产业供给侧结构优化研究)

L. CAO.....462

Application of DEA Method in Evaluation of Rural Information Network Resources
(DEA 方法在农村信息网络资源评价中的应用)

Y. F. JIN, W. JIN, Y. LIU, M. XIE, H. YU, Q. WANG.....467

The Strategy to Improve A Company's Core Competitiveness in the Context of Big Data
(大数据背景下 A 企业核心竞争力提升策略)

W. B. YU, B. QIN, Z. H. ZHANG, D. D. HAN, Y. J. BAI, J. L. WANG ,W. J. SUN.....481

**Career Management and Career Satisfaction: A Study of the Mediating Role
of Career Expectations**
(职业生涯管理与职业满意度：职业期望的中介作用研究)

L. Y. KONG, H. Y. KONG, N. P. BU.....488

HY Company Performance Appraisal System Construction Research
(HY 公司绩效考核体系构建研究)

W. B. YU, M. L. ZHANG, H. DU, X. X. GUO, X. M. WANG, W. J. LUAN, J. L. FENG.....497

A Review on the Models Study of the User Behavior of BIM in Construction Industry
(建筑业 BIM 用户行为的模型研究述评)

P. F. WANG, G. B. WANG, D. P. CAO.....503

**Research on Industrial Structure in Old Industrial Base of Northeast China
Based on Shift-Share Method**
(基于偏离 - 份额分析法的东北老工业基地产业结构研究)

F. Y. WANG, W. H. LI.....513

**Research on the Problem of College Students' Entrepreneurship Financing in China
(我国大学生创业融资问题的研究)**

L. Y. TONG, M. Bai..... 522

**Problems and Countermeasures in Corporate Moral Governance
(公司道德治理中的问题与对策)**

Y. X. WANG, J. R. CHEN..... 529

**Establishment and Application of Enterprise Development and Coordination Model
(企业发展和协调度模型的建立与应用)**

Z. L. XIA..... 534

**Review on the Influence of Stock Pledge of Controlling Shareholders
of Domestic Listed Companies on Enterprises
(国内上市公司控股股东股权质押对企业影响的研究综述)**

J. R. CHEN, Y. X. WANG..... 543

**Research on the Framework and Mechanism of Competitiveness in the Field of
Enterprise Management Innovation and Entrepreneurship
(企业管理创新创业领域竞争力框架及机制探究)**

J. A. TANG, F. LIU, M. K. WANG..... 550

**Research Review on Super-Network and Knowledge Super-Network
(超网络与知识超网络研究简述)**

Y. J. XI, X. YANG, X. LIAO..... 557

**Discussion on the Construction of Talent Evaluation Informatization
(浅谈人才评价信息化建设)**

R. LIU, Y. LIU, L. B. ZHANG, J. Y. DU..... 566

**Research on the Marketing Talent Recruitment of Medical Device Enterprises
—A Case Study of Enterprise A
(医疗器械企业营销人才招聘问题研究——以 A 企业为例)**

L. M. ZHANG, Z. XIANG..... 570