

TABLE OF CONTENTS

目 录

Study on Business Model Innovation in Tourism Industry under the “Internet+” Background (“互联网+”背景下旅游行业企业商业模式的创新研究)	
L. WANG, Y. Y. CHEN, Y. ZHANG.....	1
“Belt and Road Initiative” and Industrial Cluster Upgrading of China (“一带一路”与中国产业集群升级)	
Y. H. QIU.....	8
Study on the Construction of Rural Land Use Database Based on Geodatabase (基于 Geodatabase 的农村土地确权数据库建设研究)	
X. TANG, D. S. LI.....	15
The Analysis on University Art Performance Project Management Mode (高校文艺演出项目化管理模式探析)	
X. P. ZHU.....	20
Lean Improvement of Retail Supply Chain Based on DMAIC (基于 DMAIC 的烟草供应链零售终端精益改善)	
S. Y. LIAO, Y. J. LIU, Z. ZHANG, H. J. LIU.....	26
Research on the Construction of Cloud Platform for the Pension Service Based on Demand (需求导向下的“医养结合”服务云平台建设研究)	
Y. L. ZHANG, K. M. ZHAN, W. Y. WANG, Q. GUO.....	35
The Study on Cross-Border E-Commerce Logistics Risk Identification (跨境电子商务物流风险识别研究)	
P. L. QIAO.....	42
Research on the Connotation and Theoretical Origin of Service-Dominant Logic (服务主导逻辑的内涵与理论渊源探究)	
X. H. GUAN, L. S. XIE, P. F. PI.....	48