

TABLE OF CONTENTS 目 录

长三角区域农村经济高质量发展水平测度研究	
Research on the Measurement of High-Quality Development Level of Rural Economy in the Yangtze River Delta Region	
朱艳.....	345
成渝双城经济圈产业集聚水平测度分析	
Analysis of Industrial Agglomeration Level Measurement in Chengdu-Chongqing Economic Circle	
李琳.....	353
产业结构升级对系统性金融风险的影响研究	
Study on the Impact of Industrial Structure Upgrading on Systemic Financial Risk	
侯可涵, 刘志强, 卢崇煜.....	359
中国车企数字化转型的 5W-1H 分析	
A 5W-1H Study of Digital Transformation in Chinese Automotive Companies	
张霞, 孙景蔚.....	365
中国制造业 FDI 质量的评价指标体系重构及其时空演变研究	
China's Manufacturing FDI Quality: Reconstruction of the Evaluation Index System and Analysis of Its Spatio-Temporal Evolution	
许如涵, 徐娜.....	380
中越网络零售市场发展状况对比研究	
A Comparative Study on the Development of Internet Retail Market between China and Vietnam	
Hua Thi Bien, Hua Thi Phe.....	396
重庆制造业转型升级研究	
Research on the Transformation and Upgrading of Chongqing Manufacturing Industry	
尚露.....	405
证券市场波动与经济稳定的关系与风险防控机制探究	
Exploring the Relationship between Securities Market Fluctuation and Economic Stability and Risk Prevention and Control Mechanism	
荣思芸, 吴英.....	414
家庭教育支出对家庭旅游消费的影响	
The Impact of Household Education Expenditures on Household Travel Consumption	
吴晓隽, 胡文萍.....	421
媒体关注与重污染企业创新	
Media Focus and Innovation in Heavily Polluting Enterprises	
朱怡, 吴晓隽.....	439

淘宝女装直播营销模式创新路径探索

Innovation Path Research on Taobao Women's Live Broadcast Marketing Model

张容 454

江西省入境旅游的消费变化及结构变动度分析

Changes in Consumption of Inbound Tourism in Jiangxi Province Analysis of Structural Variability

王玲, 张睿 460

自然地理特征呈现方式对消费者产品评价的影响

The Influence of Natural Geographical Characteristics on the Effect of E-Commerce Pro-Poor Advertising

花蕊, 李宏 469

非认知能力对家庭旅游消费的影响

The Impact of Non-Cognitive Skills on Household Tourism Consumption

邱洁威, 杨淑婷 481

“一带一路”倡议下中俄农产品贸易合作的挑战与对策建议

Challenges and Countermeasures of China-Russia Agricultural Products Trade Cooperation under the "Belt and Road" Initiative

乔静雯, 高雅古丽 •卡德尔 495