

TABLE OF CONTENTS

目 录

数字金融研究综述与展望

The Research Review and Prospect of Digital Finance

黄凯东, 袁溥.....1

疫情冲击下基于 ARMA-GARCH 模型的道琼斯指数收益率及风险分析方法

Dow-Jones Index Return and Risk Analysis Method Based on ARMA-GARCH Model under Epidemic Impact

魏东乾.....9

绿色金融政策的实施成效与建议

The Effectiveness and Advice of the Implementation of Green Financial Policy

罗婉仪.....18

基于哈佛分析框架下的中公教育分析

The Zhonggong Education Analysis Based on the Framework of Harvard Analysis

肖孟涵, 余梦佳, 王雯婧, 秦欣梅, 徐梅.....26

疫情下投机性资产收益率波动性及风险分析

Volatility and Risk Analysis of Speculative Asset Return Rate under the Epidemic

全诗涛.....37

金融上市公司关键审计事项持续信息增量研究

Research on Continuous Information Increment of Key Audit Matters of Financial Listed Companies

何丽梅, 于星煜, 傅朝辉.....53

医药行业商誉减值成因及防范分析

Analysis on the Causes and Prevention of Goodwill Impairment in Pharmaceutical Industry

徐嘉鑫, 何丽梅.....66

市场化进程中的中国利率传导机制实证研究

An Empirical Study of China's Interest Rate Transmission Mechanism in the Process of Marketization

黎梓言.....72

兄弟姐妹数量对家庭股票投资影响的实证研究

An Empirical Study on the Influence of the Number of Siblings on Family Stock Investment

李金平.....81

金融素养与金融教育：基于 1792 样本的经验分析

Financial Literacy and Financial Education: Experience Analysis Based on 1792 Samples

程放, 刘勇.....92

考虑碳交易的品牌商主导型绿色供应链融资策略研究 Research on Brand Led Green Supply Chain Financing Strategy Considering Carbon Trading	
徐智坤, 张科静.....	102
外商直接投资对中国产业结构的影响分析 Analysis of the Influence of FDI on Chinese Industrial Structure	
陈志炜, 谢镇江.....	117