

## TABLE OF CONTENTS

### 目 录

**How to Manage the “Digital Natives” in Mobile Internet Era**

(移动互联网时代如何管理“数字原生代”)

H. A. CHEN, L. Q. WU.....79

**Tourism Advertising and Its Impact on Tourism**

(旅游广告及其对旅游的影响探析)

J. H. LIAO.....85

**The Development Thinking of Dalian Main International Shipping Center in Northeast Asia**

Based on the Strategy of “One Belt and One Road”

(基于“一带一路”的大连东北亚重要国际航运中心建设思路)

R. Y. ZHENG, D. Q. MIN.....91

**Modular Services Innovation Performance Measurement Based on Game Cross-Efficiency**

DEA Model

(基于博弈交叉效率 DEA 模型的服务模块化创新绩效测量)

C. C. YU, M. YAN.....99

**Management Innovation of Practice Teaching of Big Specialty for Business Administration**

(工商管理大类专业实践教学管理创新研究)

J. F. LIU, A. L. WANG.....110