

TABLE OF CONTENTS

目 录

共享经济背景下高校生付费自习模式选择与趋势

The Choice and Trend of Paid Self-Study Mode for College Students under the Background of Sharing Economy

孙冰鑫, 程子桐, 吴菲, 郭婧 165

高端旅客忠诚度提升策略研究

Research on Strategies for Improving Loyalty of High-End Passengers

杨光, 董宇博, 从一, 沈和江 177

授权型领导对于员工幸福感的影响研究

The Influence of Empowering Leadership on Employee Well-Being

徐文曦, 符谢红 183

资源保存理论视角下服务型领导的负面影响

The Negative Impact of Servant Leadership from the Perspective of Resource Conservation Theory

李宏, 王晓妍 192

“云上指尖非遗”

“Intangible Cultural Heritage on the Cloud”

朱嘉欣, 向代雪, 胡斯程, 郑子怡 202

基于层次分析法的疾控机构人才发展指数评价指标体系的构建

Construction of Evaluation Index System of Talent Development Index of Center for Disease Control and Prevention Based on Analytic Hierarchy Process

陈赛娟, 段甜甜, 周鑫云, 陈英, 王秋婷, 安云逸, 幸奠国, 张燕 212

女性继任 CEO 对薪酬政策的影响研究

The Impact of Female CEO Succession on Compensation Policy

杨莉, 吴炯 220

校园实体书店“源头 - 末端”绿色创新协同运营模式研究

Research on “Source-End” Green Innovation Integration Mode of Campus Physical Bookstores

袁林阳, 杜蒙瑞, 刘学明, 张庆海 228

履约供应服务评价及履约执行联动优化研究

Research on Performance Supply Service Evaluation and Performance Execution Linkage Optimization

胡永焕, 李俊颖, 董凤娜 238

关系规范与服务补救类型对消费者宽恕意愿的影响研究

Research on the Influence of Relationship Norms and Service Recovery Types on Consumer Forgiveness

张静静, 陈驰茵 246