

# 社会科学理论与实践

## Theory and Practice of Social Science

ISSN 2664-1127 (Print) ISSN 2664-1720 (Online) Founded in May 2019 A Bimonthly

Organized by Hong Kong Center of Social Sciences 主办: 香港社会科学中心

Published by Creative Publishing Co., Limited 出版: 开元出版有限公司

Address: Flat A, 14/F, Kam Bit Building, No.16 Victory Avenue, Hong Kong, CHINA

Website: <https://cpc1.hk> Tel: +852 9568 8358 +86 185 6568 5800

### Editorial Board 编辑委员会

**Editor-in-Chief:** Changkui LI 李昌奎 **Executive Editor:** Qiang SUN 孙强

**Editors:** Zhong CHEN 陈忠, Baojin FAGN 房宝金, Hao GAO 高昊, Changkui LI 李昌奎

Yongqiang MA 马永强, Xin HUANG 黄欣, Qiang SUN 孙强, Aiqing WANG 王爱清

Xiaodong WANG 王小冬, Jiaqing XU 徐家庆, Mei ZHANG 张梅

**Scope & Aims** 宗旨与范围 Dedicated to applied scholarship, rooted in Hong Kong, oriented towards the Chinese mainland, integrating East and West, and fostering global academic exchange 经世致用, 立足香港, 北望神州, 融汇东西, 联通世界。

**Publication Ethics** 出版伦理 The journal adheres to high standards of academic integrity. Authors must ensure originality, avoid plagiarism, and disclose conflicts of interest. Suspected ethical violations will be handled in accordance with international guidelines. 本刊严格遵守学术诚信与出版伦理, 作者应保证稿件原创, 严禁抄袭与一稿多投, 并如实披露利益冲突。对于违规行为, 本刊将依据国际标准处理。

**Submission Guidelines** 投稿须知 Authors are invited to submit manuscripts in Traditional Chinese or English via email to [cpc1@cpc1.hk](mailto:cpc1@cpc1.hk). Please refer to the journal website for detailed submission guidelines and formatting requirements. 本刊欢迎以中文投稿, 请将稿件发送至 [cpc1@cpc1.hk](mailto:cpc1@cpc1.hk)。具体投稿格式与要求, 请参阅期刊官网。

**Indexing and Archiving** 收录与存档 CNKI (China National Knowledge Infrastructure), Airiti Library, Google Scholar, Scilit, Elsevier PlumX, etc.

**Disclaimer** 声明 The views expressed in the articles are those of the authors and do not necessarily reflect the official position of the Hong Kong Center of Social Sciences or the Publisher. 本刊所刊登文章仅代表作者观点, 并不代表香港社会科学中心或出版单位之立场。

© 2025 Hong Kong Center of Social Sciences. All rights reserved. 香港社会科学中心版权所有, 保留一切权利。

CPCL® is a registered trademark of Creative Publishing Co., Limited. CPCL® 是开元出版有限公司的注册商标。

# 社会科学理论与实践

## Theory and Practice of Social Science

ISSN 2664-1127(print) ISSN 2664-1720(online) Volume 7, Issue 6, 31 December 2025

### 目录 CONTENTS

01 从代工到品牌出海：阳西帽袋产业数字化转型与跨境电商突围路径研究 From OEM to Global Branding: Digital Transformation and Cross-Border E-commerce Breakthrough Paths of the Hat and Bag Industry in Yangxi County  
熊嫣 冯振声 杨洋 李欣彤 肖彩烨 张梅 1-9

02 人工智能驱动制造企业技术创新效率提升研究 AI-Driven Enhancement of Technological Innovation Efficiency in Manufacturing Enterprises  
李秋杰 魏乐香 骆莹 10-17

03 数字化转型背景下朱家峪乡村旅游新媒体营销实践路径研究 Against the Background of Digital Transformation: Research on Practical Paths of New Media Marketing for Rural Tourism in Zhujiayu  
李霄 姜万勇 胡慧君 孙钰皎 18-25

04 双循环视角下海外技术并购与双元能力关系研究——资源与制度的双重影响 Research on the Relationship Between Overseas Technology M&A and Organizational Ambidexterity from the Perspective of Dual Circulation: The Dual Impact of Resources and Institutions  
徐玲 刘淑华 26-37

05 “十五五”时期数字经济的发展方向与着力点——基于“技术创新－制度环境－产业生态”的视角 Development Directions and Key Priorities of the Digital Economy during the 15th Five-Year Plan Period: A Perspective of Technological Innovation, Institutional Environment, and Industrial Ecosystem  
石爱玲 邢满江 38-47

06 乡村旅游数字赋能的困境与突破路径研究 Research on the Dilemmas and Breakthrough Paths of Digital Empowerment in Rural Tourism  
周爱仙 王斌 姜万勇 48-55

07 非法定数字货币对出口企业财务制度影响研究 A Study on the Impact of Non-Legal Digital Currencies on the Financial Systems of Export Enterprises  
李君蕾 樊驰 56-63

08 数字货币研究趋势分析：基于 CiteSpace 方法 Analysis of Research Trends in Digital Currency: A CiteSpace-Based Study  
刘观铭 邢满江 64-71

09 基于哈佛分析框架的江淮汽车财务战略分析 Financial Strategy Analysis of JAC Motors  
Based on the Harvard Analytical Framework

朱翌卿 卢鼎欣 邢满江 72-79

10 为什么中国不能照搬美国政治体制？——中美两国政治体制的比较研究 Why Can't  
China Simply Copy the American Political System? A Comparative Study of the Political  
Systems of China and the United States

周友刚 张立娅 80-95

---