

姓名	张京卫	性别	男	
职称	讲师	系别	管理工程系	
学位	硕士	电话		
E-mail	zhangjingwei@njau.edu.cn			
单位地址	南京市浦口区点将台路 40 号 63#	邮编	210031	
研究领域	电子商务 农产品贸易			
社会兼职	无			
承担项目	1.南京农业大学人文社科基金课题：农产品物流发展模式研究（编号：SK06029） 2.江苏省农机基金项目：现代农产品物流系统构建及其运行模式研究”(编号:GXS06011) 3.横向课题：公司竞争力提升战略研究 4.江苏省社科应用研究精品工程：开放经济条件下江苏农业支持体系研究(编号: 15SYB-133) 5.南京农业大学工学院 2006，2007 年党建思政课题			
学术成果	出版著作： 1.李晓宏，余再东 主编. 高杰 张京卫副主编 人力资源管理，2007,中国科学技术出版社. 近期主要论文： [1]张京卫. 日本农产品物流发展模式分析及启示. 农村经济,2008,01:126-129. [2]张京卫,张兆同. 发达国家农产品物流发展分析及启示. 农业经济,2007,07:71-73. [3]张京卫. 电子商务条件下农产品物流发展研究. 广东农业科学,2007,05:99-102. [4]张京卫,张兆同. 现代农产品物流发展对策研究. 山西农业科学,2007,04:7-10. [5]张京卫. 中外农产品物流发展比较分析研究. 铁道运输与经济,2007,06:70-73. [6]张京卫. 基于经济学的会计信息失真分析与对策. 铁道运输与经济,2007,10:47-49. [7]张京卫,周应堂. 我国出口企业如何应对 SA8000. 对外经贸实务,2006,10:32-35. [8]张京卫. 电子商务信用机制建设研究. 物流科技,2007,05:76-79. [9]张京卫,周应堂. SA8000 对我国出口贸易的影响及对策研究. 江苏商论,2007,06:77-79. [10]张京卫. 借鉴发达国家农产品的物流发展经验. 对外经贸实务,2007,04:50-53. [11]张京卫. 中药企业国际化经营障碍及对策研究. 商场现代化,2005,23:151-153. [12]张京卫,周应堂. 劳动密集型产业如何应对 SA8000. 工业技术经济,2006,08:103-104+111. [13]张京卫. 蔬菜质量安全管理策略探讨. 当代经济,2010,22:66-67. [14]张京卫,张兆同. 战略联盟与信任机制建立研究. 安徽农业科学,2006,18:4781-4782. [15]张京卫. 我国家电零售业 SWOT 分析. 江苏商论,2007,03:25-27. [16]张京卫. 我国家电零售连锁业竞争态势分析. 商业时代,2007,06:13-14. [17] 张文浩,张京卫. 仿真模拟教学方法在公共关系学课程中的应用——基于“实验组”与“对照组”教学效果比较视角. 中国成人教育,2013,01:154-156. [18]张京卫,张文浩. 基于会计措施的反倾销策略研究. 中外企业家,2012,15:78-79. [19]张京卫. 大学生量化管理测评体系研究. 经济研究导刊,2008,01:175-176. [20]张京卫. 农产品出口应对绿色壁垒的国际经验借鉴. 中外企业家,2011,21:72-75.			

	<p>[21]张京卫,张文浩. 中小企业物流外包风险与预防. 中外企业家,2013,27:109-110.</p> <p>[22]张京卫. 服装品牌明星代言现象研究. 区域经济研究,2007,02:22-23.</p>
奖励荣誉	<p>江苏乡镇工业志 2001 年被江苏省地方志编撰委员会办公室评为江苏省第三次地方志系统优秀成果特等奖</p>

Teaching staff/ Personal information

Name	Zhang jingwei	Gender	male
Title	<u>lectuer</u>	Department	Management Engineering Department
Degree	Master degree	Telephone	
E-mail	zhangjingwei@njau.edu.cn		
Unit address	Dianjiangtai Road 40,Pukou,Nanjing	Post code	210031
Research field	E-commerce Agricultural product trade		
Social appointments			
Research projects	<p>1. The humanities and social science foundation project of nanjing agricultural university: Research on the development mode of agricultural products logistics (No.:SK06029)</p> <p>2.Agricultural machinery fund project in jiangsu province : Research on the construction of modern agricultural logistics system and its operation mode (No.: GXS06011)</p> <p>3 Lateral research: Research on the strategy of enhancing the competitiveness of the company</p> <p>4 Applied research of social science in jiangsu province: Research on jiangsu agricultural support system under the condition of open economy (No.: 15SYB-133)</p> <p>5. Research on party construction and ideological of college of engineering in nanjing agricultural university in 2006,2007</p>		
Academic achievements	<p>Published works:</p> <p>1.Editors: Li Xiaohong, Yu Zaidong Subeditors:GaoJie, Zhang Jingwei Human Resources Management , 2007, Press of University of Science and Technology of China</p> <p>Recent major thesis:</p> <p>[1]Jingwei Zhang. Development pattern analysis and enlightenment of Japanese agricultural products' logistics.Rural Economy,2008-01:126-129.</p> <p>[2]Jingwei Zhang, Zhang Zhaotong. Pattern analysis and enlightenment of agricultural products' logistics development on developed countries .Agricultural Economy,2007,07:71-73.</p> <p>[3]Jingwei Zhang. Research on agricultural products' logistics development under e-commercial conditions [J].Guangdong Agricultural Sciences 2007,05:99-102.</p> <p>[4] Zhang Jingwei, Zhang Zhaotong. Tountermeasures research on modern agricultural products' logistics development.Journal of Shanxi Agricultural Sciences,2007,04:7-10.</p> <p>[5] Zhang Jingwei.Development Investigation of Agricultural Products Transportation Among Domestic and Foreign Countries,Railway Transport And</p>		

	<p>Economy,2007,06:70-73.</p> <p>[6]Zhang Jingwei. Analysis and countermeasures on accounting Information distortion based on economics,Railway Transport and Economy,2007,10:47-49.</p> <p>[7]Zhang Jingwei, Zhou Yingtang.How to cope with the SA8000 about Exporting enterprises , Practice in Foreign Economic Relations and Trade,2006,10:32-35.</p> <p>[8] Zhang Jingwei.Construction Credit research on the electronic commerce .Logistics Sci-Tech,2007,05:76-79.</p> <p>[9] Zhang Jingwei, Zhou Yingtang.The influence and countermeasures of SA8000 on China's export trade .Jiangsu Commercial Forum,2007,04:50-53.</p> <p>[10] Zhang Jingwei. Refer to Experience of Developed Countries Agricultural Products' Logistics Development. Practice in Foreign Economic Relations and Trade ,2007,04:50-53.</p> <p>[11] Zhang Jingwei.Research on barriers and countermeasures about international operation of chinese medicine enterprises . Market modernization,2007.04:109-110.</p> <p>[12] Zhang Jingwei, Zhou Yingtang. How to cope with SA8000 on labor-intensive industry . Journal of Industrial Technological Economics,2006,08:151-153.</p> <p>[13] Zhang Jingwei.Strategy Vegetable Quality and Safety Management,Contemporary Economics,2010,22:66-67.</p> <p>[14] Zhang Jingwei, Zhang Zhaotong. Research of strategic alliances and trust mechanisms . Journal of Anhui Agricultural Sciences,2006,18:4781-4782.</p> <p>[15] Zhang Jingwei. SWOT analysis on household appliance retail in our country . Jiangsu Commercial Forum,2007,06:13-14.</p> <p>[16] Zhang Jingwei.Analysis of the competitive situation in the household electric application retail ,Commercial Times,2007,06:13-14.</p> <p>[17] Zhang Wenhao, Zhang Jingwei.The Use of Simulation Teaching Methods in the Course of Public Relations in The View of The Teaching Effect Comparison Between the Experimental Group and the Control Group,China Adult Education,2013,01:154-156.</p> <p>[18] Zhang Jingwei, Zhang Wenhao.Research on Anti Dumping Strategy Based on Accounting Measures.Chinese & Foreign Entrepreneurs,2012,15:78-79.</p> <p>[19] Zhang Jingwei.Research on evaluation system about quantitative management of undergraduate,Economic Research Guide,2008,01:175-176.</p> <p>[20] Zhang Jingwei.International experience about Green barriers to Export of Agricultural Products,Chinese & Foreign Entrepreneurs,2011,21:72-75.</p> <p>[21]Jingwei Zhang, Zhang Wenhao. Risk and prevention of logistics outsourcing in small and medium-sized Enterprises,Chinese & Foreign Entrepreneurs,2013,27:109-110.</p> <p>[22]Zhang Jingwei.Research on the Celebrity endorsement of Apparel Brands, Regional Economic Review,2007,02:22-23.</p>
<p>Reward & honor</p>	<p>《Chronicle about the township industry in Jiangsu province》 is rated as the outstanding excellent achievement by the Office of Compilation Committee of the local chronicles in jiangsu province in 2001</p>