

4th International Conference on Engineering and Business Management

(EBM2013)

**Wuhan, China
11-13 March 2013**

ISBN: 978-1-62993-237-8

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2013) by the Scientific Research Publishing Inc.
All rights reserved.

Printed by Curran Associates, Inc. (2013)

For permission requests, please contact the Scientific Research Publishing Inc.
at the address below.

Scientific Research Publishing Inc.
P.O. Box 54821
Irvine, CA 92619-4821

Phone: (408) 329-4591

bookorder@scirp.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

Contents

| | |
|--|------|
| The Research on Urban Traffic Sustainable Development Based on PCA-DEA Model <i>Meng Li, Yaodong Zhou</i> | (1) |
| The Study for the Development of Beijing City to Global City View from the Project Continuable Development Theor{ <i>Cheng-jiang Yu, Huirong Zhang</i> | (6) |
| Study on Spatial -Temporal Pattern of Regional Economic in Gannan Soviet Area <i>Jian-xin Li, Ye-xi Zhong, Quan-en Guo</i> | (11) |
| The Analysis of Risks on the Issue and Use of Electronic Money <i>Yu-hong Fan</i> | (16) |
| On the Asymmetry between Risk and Returns in the Small and Medium-sized Enterprises Credit Guarantee System <i>Yuxian Xue, Dongchao Wang</i> | (20) |
| Research on Urban Vulnerability and Countermeasures <i>Yingying Yu, Min Hu</i> | (24) |
| The Approaches of the Law Guarantee about the Social Stability Risks Evaluation of Major Issues <i>Cuilian Fu, Meng Gao, Song Li</i> | (28) |
| Studying on the Linkage Mechanism between Local Financial Risk and Local Government Liabilities <i>Yuxin Ning, Fen Xue</i> | (33) |
| Economic Security Defense System and Its Structure <i>Lijun Dai, Hailong Wang</i> | (38) |
| The Capability Evaluation about Service Innovation of the State-Owned Commercial Banks <i>Bin Hu, Dexuan Chen</i> | (42) |
| Empirical Analysis on the Role of Development of Service Industry in the Economic Development Mode Shift <i>Anzhong Zhang</i> | (46) |
| Research on Health Industry Development Mechanism of Tourism City: Taking Guilin as an Example <i>Xiaomei Duan</i> | (50) |
| A Research into the Tourism Resource Management System in China <i>Yongzhen Zhou</i> | (54) |
| Research on Risk Control of Bidding Process for Construction Project <i>Haoxuan Wu</i> | (57) |
| Study on the BIM Service Center in Large-scale Construction Projects <i>Dalin Zeng, Youquan Xu, Fanrong Ji, Lingmin Zhao</i> | (61) |
| The Construction Agency'S Reasonable Profit Research Based on System Dynamics <i>Yuanwu Ding, Liang Wang</i> | (66) |
| The Inspiration to the Mainland of China from Some Developed Countries' Legislation on the Issue of Cultivating Skilled Talents <i>Jie Sun, Jianchao Zhao</i> | (70) |

| | |
|--|-------|
| Urban Rain-flood and Its Countermeasures for Urbanization and Construction in Yichang City <i>Li-min Jia, Yi-hui Wang, Yi-hong Li</i> | (74) |
| The Situation And Strategy Research on Rael Estate Project Management <i>Peidong Sang, Peng Yin, Ran Yin, Tiezheng Wang</i> | (78) |
| Rural Land Consolidation and Land Ecological Protection <i>Zhongxue Yang, Xingquan Yang</i> | (82) |
| Study on the Development of Suburban Leisure Agriculture <i>Zhongxue Yang</i> | (86) |
| Study on Dynamical System and It's Action Mechanism for Tourism Circular Economy <i>Wenhua Yan</i> | (90) |
| Recent Findings in the Field of Biology on Viable but Non-Culturable Bacteria <i>Linling Zhao, Xuezhang Meng, Yanling Yang</i> | (94) |
| Analysis of the Present Status of Green Printing Industry in China <i>Wanying Fu</i> | (98) |
| The Network Governance of Rural Environment <i>Xiao Yu, Shipeng Su</i> | (101) |
| Review on Push Factors & Dynamics of Firms Innovation <i>Renzhong Zhou</i> | (106) |
| The Value Appropriation Code of Encouraging Innovation <i>Ping Xu, Yongcheng Xu</i> | (109) |
| A Study on Heat and Moisture Comfort of Modified Flax Clothing <i>Qiao-mei Rong, Cai-yuan Kuang, Guo-lian Liu</i> | (114) |
| The Effect of the Diameter of Surface Hairiness and Fiber Bending Resistance on Prickle of Linen Clothing <i>Fengfeng Sun, Caiyuan Kuang, Guolian Liu</i> | (118) |
| A Research on The Mechanism of Enterprise Dynamic Capability Formation on The Perspective of Knowledge Innovation <i>Siwen Zhu, Youyu Chen, Yan Lu</i> | (122) |
| Study on Passenger Service Quality Gap Model and Management Selection Area in Rail Transit <i>Ma Huiru Jia Limin, Zhang Xingchen, Cheng Xiaoqing</i> | (127) |
| Comparison between EVA and Traditional Accounting Index and Its Practical Use <i>Siqi Xu</i> | (132) |
| Research on Enterprise Environmental Cost Accounting Based on Low Carbon Economy <i>Siqi Xu</i> | (136) |
| Dilemma and Countermeasures for East Asian Countries in the Choice of Exchange Rate System <i>Wenqing Hu ang</i> | (139) |
| Macroeconomic Information and Stock Price Synchronization <i>Empirical Analysis in Chinese Stock Markets</i> | (144) |
| Pricing Defaultable Debt under the Gaussian HJM Model <i>Ruxing Xuc, Feilong Cao, Rong hua Yi</i> | (148) |
| Which One to Blame, Data, Application, or Interpretation? <i>Huijian Dong, Xiaomin Guo</i> | (152) |

| | |
|---|-------|
| Teaching Quality Evaluation Method of “Organizational Behavior” Based on Grey Relational Weighted TOPSIS <i>Qingsheng Li</i> | (157) |
| The Efficiency Evaluation of Railway in Jiangsu Based on the Socio-Economic Impacts <i>Yun Zhao, Lin jing Li</i> | (161) |
| Information System for the Evaluation and Labeling of Civil Buildings Energy Efficiency <i>Hongwei Gong</i> | (166) |
| The Comparison of Effects on Integration of Renewable Portfolio Standard Regulation and Market Instruments <i>Guixian Gao, Chien-Ming Lee, Deyi Zhou</i> | (171) |
| The Study of the Damage Feature of Segments and Wall Rock Deformation When Constructing Shield Tunnel on the Condition of Non-grouting <i>Haiyan Zhang, Ping He, Zhansheng Wang, Lu Li, Zhe Liu</i> | (176) |
| Research on Tonghua and Dandong Economic Belt-Building in the Eastern Part of Northeast of China Economic Zone <i>Evchenko•Valentina, Nan Li, Shihong Hong</i> | (182) |
| Study on the Competitiveness of Marine High-Tech Industrial <i>Chao Xu, Yan Yan</i> | (186) |
| Empirical Research Based on the Mortality of China under Lee-Carter Model <i>Qian Ru Wei</i> | (190) |
| Financial Support for Agricultural Development Efficiency Evaluation - 2000-2011 Jilin Agricultural Development <i>Jia Wanjun, Jun Yang</i> | (194) |
| The Analysis and Enlightenment of Jilin Agricultural Policy Insurance System' Operation Efficiency <i>Wan jun Jia , Xiangdong Zhang</i> | (198) |
| The Comparison Research on Several Kinds of Poverty Measurement Methods <i>Hui Chen</i> | (201) |
| The Analysis on Individual Affective Differences and Propensities of Second Language Learners <i>Yan C hu</i> | (206) |
| The Multiple Responsibilities in Terms of Low Carbon <i>Yao Zhang</i> | (209) |
| The Performance Evaluation on Listed Companies in China's Shandong Province Based on Stakeholders <i>Zhang Bingfa, Zhang Yingzhi</i> | (213) |
| The Effectiveness of the Cultural Differences on HRM Practices of MNCs Operating in Vietnam <i>Nguyen Thi Thanh Dan, Liangmou Gao</i> | (218) |
| Study on Outspread Divestiture <i>Yusheng Yin, Qiang Guo</i> | (223) |
| Reciprocal Effect of Executive Characteristic and Equity Incentive on Performance <i>Bai Jie</i> | (228) |
| The Study on Multinational Corporations' Social Responsibility from the Contingency Theory's Perspective <i>Songbai Liu, Li Zhang</i> | (231) |
| The Formation and Development of China's Combination Model of Social Pooling and Individual Accounts <i>Bo Sun, Zijing Zeng</i> | (235) |
| Study on Creation of Brand Personality of Women's Clothing <i>Tong- yu Li</i> | (240) |

| | |
|---|-------|
| Institutional Legitimacy's Impact on Non-Performance Loan Ratio of Listed Banks in China <i>Rong Zhu</i> | (243) |
| The Compliance Construction of Chinese Enterprises Transnational Operations <i>Wenchoao Li</i> | (248) |
| Competitive Strategy in Internet Business Environment <i>Jiang Wang</i> | (251) |
| The Evaluation Model of High-tech Enterprise Survival Risks in Binhai New Area <i>Guo-hui Li</i> | (255) |
| IT Enterprises Financial Crisis Early Warning Mechanism and Model Research <i>Cai Yong, Zhao Renbi</i> | (259) |
| The Transformation of the Path Choice of Jiangmen'S Advanced Manufacturing Industry <i>Tan Jinrong, Chen Haiquan</i> | (263) |
| The Supplier Selection Based on the Fuzzy Comprehen-sive Evaluation <i>Yinxiaofeng, Maozhiyong</i> | (267) |
| A Study on Construction and Application of the Strategy-based Organizational Effectiveness Performance Evaluation System <i>Dan Wang</i> | (271) |
| Discussion of Effective Management in Macau's Hospitality Industry <i>Wengchou Wong</i> | (275) |
| Empirical Study on the Effect of Leadership Style and Psychological Empowerment on Employees'Job Satisfaction <i>Hongwei Zhou</i> | (278) |
| The New View about the Performance Duties of Managers <i>Chunshan Qin</i> | (282) |
| Study on the Motivate Mechanism of Diversity Teachers in Military Academy <i>Yun Bai</i> | (286) |
| Study on How to Establish Instructor System by Make Full Use of Force Resources <i>Yan Wang</i> | (290) |
| Linking Commitment-Based HR Practices and Employee Innovative Behavior: The Influence of Psychological Empowerment <i>Jie He</i> | (293) |
| The Analysis and Strategy of Advanced Talent Persons Innovation and Entrepreneurship in Jilin Province <i>Jun Gao, Feng xia Zhang</i> | (297) |
| Analysis on the Responsibilities of Top Management in the Enterprise Performance Management <i>Yu'e Fu, Houqing Cai</i> | (301) |
| Discussion on Common Problems in Design of Performance Evaluation Index <i>Man Yang, Houqing Cai</i> | (305) |
| Research on University Human Resources Management Motivate Mechanism <i>Weijia Meng, Yonggui Mu</i> | (309) |
| Multinational Commercial Banks Pay Centralized Management Research <i>Dan Huang, Aigul Choroeva, Xuexin Lai</i> | (314) |
| The Literature Review of Postdoctoral System Based on Content Analysis <i>Hong Gao, Jigan Wang</i> | (322) |

| | |
|---|-------|
| A Research on Measurement Model of Differentiation Degree for China's Rural Human Resources <i>Baoan Liu, Qinghai Guo</i> | (327) |
| Reason Analysis on Low Ratio of Input and Output of College Students' Haman Capital Investment <i>Chang Liu, Lun qu Yuan</i> | (331) |
| A Study on the Construction of Human Resources of New Upgraded Higher Vocational Colleges Based on Strategic Management <i>Shengfang Luo</i> | (334) |
| On the Effective Ways of the Micro-enterprises Employees Training Based on the School-enterprise Cooperation <i>Yongping Que</i> | (339) |
| On the High Skills Talents Team Construction Based on the Government Action <i>Yong-ping Que</i> | (343) |
| A Study on the Construction of Performance Evaluation System of Enterprise Annuity Fund <i>Dan Wang</i> | (348) |
| The Influence of Allocentrism-Idiocentrism on Abusive Supervision: Similarity as a Moderator <i>Zhehua Hu</i> | (352) |
| The Influence of Emotional Intelligence on the Work Performance of R & D Personnel <i>Yangcheng Wang, Lanqiao Liu</i> | (355) |
| The Systemic Optimization Analysis of Path on Staff Qualification Certification of Telecom Enterprises <i>Yangcheng Wang , Lanjie Wu</i> | (359) |
| An Initial Study: How Negative Online WOM Influence Consumer'S Brand Attitude Change <i>Fang Ji, Ting-jui Chou</i> | (364) |
| The Study of Influencing Factors on Customer Satisfaction: A Meta View <i>Tang Yao, Qiuying Zheng, Qi Qiu, Huarui Cao</i> | (368) |
| Case Study Strategy in Business and Marketing Research <i>Xu Huang, Pravin Balaraman</i> | (372) |
| Determinants of Repurchase Intention in E-commerce: A Literature Review and Hypothesis <i>Huaiqin Li</i> | (376) |
| Question Bank Reform of Marketing <i>Shaoling Wu, Jianghua Wang</i> | (380) |
| Low Carbon Design Optimization of Shenzhen Daxing Automotive Marketing Channel <i>Shaoling Wu, Jianghua Wang, Yuming Huang</i> | (384) |
| New Characteristics and Its Enlightenment for The Tobacco Circulation System in The U.S. <i>Jinlong Go ng</i> | (389) |
| The SWOT Analysis and Development Strategies of Regional Internet of Things Industry <i>Wei Jian, Yu Baijian, Xi Libo</i> | (392) |
| Digital City Management System Based on Android <i>Xujie Tan, Tingyan Hu</i> | (396) |
| Can Economic Coperation Famework Agreement Early Harvest List Improve Taiwan's Economy? <i>Chihsiu Wang, Yuling Lin, Weiyang Wu</i> | (399) |
| The Empirical Analysis on the Effect of Trade Openness on Outward FDI <i>Wang Shuli, Xiang Jiaojiao</i> | (403) |

| | |
|--|-------|
| Measurement to Jiangxi's Logistics Industry Production Efficiency and Analysis of its Environmental Impact Factors <i>Zhijian Zhang</i> | (407) |
| Why We Need New Framework to Enable Supply Chain Management Adopt the New Turbulence World Dynamic Business Environment <i>Zhi Li, Athanassios P.Kourouklis</i> | (410) |
| Study on Teaching Reform of Logistics Management in Higher Vocational Schools Based on TAFE System <i>Qin Hu</i> | (415) |
| The Research of Emergency Resource Support Mode of Unconventional Emergency <i>Chang Xiangquan, Liu Yang, Wei Xiao</i> | (419) |
| Analysis For Inventory Management Based On Pledge Supervision <i>Haiyang Zhang, Qilan Zhao</i> | (423) |
| A Design of Plant Layout in a Factory Based on SLP <i>Qiongqiang Peng, Xu Ren, Juan Liang</i> | (427) |
| Logistics Financial Cost and Benefit Analysis <i>XiongFei Zhang, XueMeng Guo</i> | (432) |
| The Study on Experimental Teaching Method for Logistics Management <i>Ning Zhang, Zi- Kui Lin</i> | (436) |
| Research on Construction of Regional Bulk Cement Logistics System <i>Guo-jun Huang, Qi-lan Zhao</i> | (440) |
| A Web-based Analysis of Sustainable Transportation Curricula <i>Yen-Chun Jim Wu, Chung-Cheng Lu, Taih-Cherng Lirn Chih-Hung Yuan</i> | (444) |
| The Combination of Micro Power Grid and Large Power Grid <i>Yufan Wang</i> | (448) |
| Predicting China's Property Insurance Premium Income by GM (1,1) Model <i>Yan Hai, Hong Wang</i> | (451) |
| Research on the Cost Control of Handling Emergencies Based on Project Management <i>Qian Xie, Yuan Lin</i> | (455) |
| Discussion on the Using Of a Comprehensive Theory in Project Management in Water Supply Engineering <i>Jian Lue, Qi Si, Jian Jia</i> | (460) |
| A Study of Life Cycle Management Mode of Power Projects <i>Yong Zhang</i> | (465) |
| The Development of Information Ethical and Its Predicament Crack <i>Cenming Zhou, Tianyu Lu</i> | (468) |
| Empirical Study on the Source of China's Foreign Trade Surplus <i>Miao Zh uang</i> | (472) |
| Analysis on How to Efficiently Improve the English Teaching Quality in the Primary Commanding Military Academy of CAPF <i>Lili Yue</i> | (475) |
| Draw Lessons from Apple's experience, Improve the IP Utilization Ability of the Smart Mobile Terminal Company in China <i>Lei Wang</i> | (479) |

| | |
|---|-------|
| Research on Problems of Intellectual Property Management of Chinese Universities <i>Yonggui Mu, Lei Zhang</i> | (483) |
| The Business Process Management in Knowledge-Based Enterprise <i>Meisheng Huang</i> | (488) |
| The Research of Local Colleges' Function Deepening On Social Service Based on the Needs of SMEs <i>Hui Huang, Tong'ai Du</i> | (492) |
| Constructing the Synergism Innovation Mode of University Intellectual Property Strategy Based on the Stakeholder <i>Hairong Sun, Juncang Zhao</i> | (495) |
| Constructing the Synergism Innovation Mechanism on Transformation of University Scientific and Technological Achievements <i>Hairong Sun, Juncang Zhao</i> | (499) |
| On Quality Regulation of Food Safety in China <i>Liu Meng, Jun Tong</i> | (504) |
| Research on the Application of Total Productive Maintenance in Enterprise <i>Chen Wang, Xuemeng Guo</i> | (508) |
| The Effect of Market Orientation on the Use of Relation Marketing Promotion Tools and Performance <i>Lin Jiun-Hung</i> | (512) |

目 录

| | |
|--|---|
| 基于 PCA-DEA 方法的城市交通可持续发展评价研究..... | 李猛, 周耀东 (1) |
| 从项目可持续发展的角度探讨北京建设世界城市的发展策略..... | 于成江, 章慧蓉 (6) |
| 赣南等原中央苏区区域经济时空格局研究..... | 李建新, 钟业喜, 郭泉恩 (11) |
| 电子货币发行与使用中的风险分析..... | 樊玉红 (16) |
| 中小企业信用担保体制的风险与收益不对称研究..... | 薛钰显, 王东超 (20) |
| 城市脆弱性以及对策分析..... | 于瑛英, 胡敏 (24) |
| 重大事项社会稳定风险管理的法治保障路径思考..... | 付翠莲, 高猛, 李松 (28) |
| 区域金融风险与地方政府负债联动监管体制研究..... | 宁宇新, 薛芬 (33) |
| 经济安全防御体系及其结构的设想..... | 戴丽君, 王海龙 (38) |
| The Capability Evaluation about Service Innovation of the State-Owned Commercial Banks | Bin Hu, Dexuan Chen (42) |
| Empirical Analysis on the Role of Development of Service Industry in the Economic Development Mode Shift | Anzhong Zhang (46) |
| 旅游型城市大健康发展机制研究..... | 段晓梅 (50) |
| A Research into the Tourism Resource Management System in China..... | Yongzhen Zhou (54) |
| 工程项目招投标过程中的风险控制研究..... | 吴皓玄 (57) |
| 大型建设工程项目 BIM 服务中心构建研究..... | 曾大林, 徐友全, 纪凡荣, 赵灵敏 (61) |
| 基于系统动力学的代建人合理利润研究..... | 吴定远, 王亮 (66) |
| 部分发达国家技能型人才培养的立法对我内地的启示..... | 孙杰, 赵建超 (70) |
| Urban Rain-flood and Its Countermeasures for Urbanization and Construction in Yichang City | Li-min Jia, Yi-hui Wang, Yi-hong Li (74) |
| The Situation And Strategy Research on Rael Estate Project Management | Peidong Sang, Peng Yin, Ran Yin, Tiezheng Wang (78) |
| 农村土地整理与土地生态保护..... | 杨忠学, 杨兴权 (82) |
| 城郊休闲观光农业发展研究..... | 杨忠学 (86) |
| 旅游循环经济的动力系统及其作用机制研究..... | 颜文华 (90) |
| VBNC 状态细菌的生物学研究及检测..... | 赵林凌, 孟雪征, 杨艳玲 (94) |
| 我国绿色印刷产业现状解读..... | 付婉莹 (98) |
| 农村环境网络化治理..... | 于潇, 苏时鹏 (101) |
| 企业创新的推动因素及动力研究述评..... | 周任重 (106) |
| 房地产开发过程中的价值创造和创新的激励机制..... | 许平, 许永成 (109) |
| 改性亚麻服装的热湿舒适性研究..... | 戎巧美, 匡才远, 刘国联 (114) |
| 表面毛羽直径与纤维抗弯性对亚麻服装刺痒感影响..... | 孙凤凤, 匡才远, 刘国联 (118) |
| 知识创新视角下的企业动态能力形成机理研究..... | 朱思文, 陈友余, 卢艳 (122) |
| Study on Passenger Service Quality Gap Model and Management Selection Area in Rail Transit | Ma Huiru, Jia Limin, Zhang Xingchen, Cheng Xiaoqing (127) |
| EVA 与传统指标的比较及实际应用..... | 徐思琪 (132) |

| | |
|---|--|
| 低碳经济背景下企业环境成本会计研究..... | 徐思琪 (136) |
| 东亚国家汇率制度选择的困境与对策..... | 黄文青 (139) |
| Macroeconomic Information and Stock Price Synchronization | |
| | Qiu-ling Yu, Xiao-ling Yu, Hong-quan Zhu (144) |
| Pricing Defaultable Debt under the Gaussian HJM Model..... | Ruxing Xue, Feilong Cao, Ronghua Yi (148) |
| Which One to Blame, Data, Application, or Interpretation?..... | Huijian Dong, Xiaomin Guo (152) |
| 基于灰关联加权 TOPSIS 的《组织行为学》教学质量评价方法..... | 李庆胜 (157) |
| 基于社会经济效益的江苏省铁路效率分析..... | 赵云, 李林静 (161) |
| 民用建筑能效在线测评标识管理系统..... | 龚红卫 (166) |
| 整合再生能源配比管制与市场工具之政策效果比较..... | 高贵现, 李坚明, 周德翼 (171) |
| 不注浆盾构隧道管片损坏特性及围岩变形研究..... | 张海彦, 何平, 王占生, 李璐, 刘喆 (176) |
| 中国东北东部经济区通丹经济带建设问题研究..... | 娃丽娅, 李楠, 洪诗鸿 (182) |
| Study on the Competitiveness of Marine High-Tech Industrial..... | Chao Xu, Yan Yan (186) |
| 基于 Lee-Carter 模型下的中国人口死亡率实证研究..... | 韦倩茹 (190) |
| Financial Support for Agricultural Development Efficiency Evaluation - 2000-2011 Jilin Agricultural Development | |
| | Wanjun Jia, Yang Jun (194) |
| The Analysis and Enlightenment of Jilin Agricultural Policy Insurance System' Operation Efficiency | |
| | Wanjun Jia, Xiangdong Zhang (198) |
| 一维到多维贫困测度比较研究..... | 陈辉 (201) |
| 试论二语学习者个体情感差异及其习性倾向..... | 储艳 (206) |
| 低碳理念下多重视角责任的担当..... | 张耀 (209) |
| 基于利益相关者理论的山东省上市公司绩效评价研究..... | 张炳发, 张瀛之 (213) |
| The Effectiveness of the Cultural Differences on HRM Practices of MNCs Operating in Vietnam | |
| | Nguyen Thi Thanh Dan, Liangmou Gao (218) |
| Study on Outspread Divestiture..... | Yusheng Yin, Qiang Guo (223) |
| Reciprocal Effect of Executive Characteristic and Equity Incentive on Performance | |
| | Bai Jie (228) |
| 权变理论视角下跨国公司社会责任问题研究..... | 刘松柏, 张丽 (231) |
| 中国“统账结合”制度模式的形成与发展..... | 孙波, 曾姿竟 (235) |
| 论国产女装服装品牌个性的塑造..... | 李彤彧 (240) |
| 制度合法性对中国上市银行不良贷款率的影响研究..... | 朱蓉 (243) |
| 中国企业跨国经营合规建设..... | 李文超 (248) |
| 互联网商务环境下竞争战略..... | 王江 (251) |
| 滨海新区高新技术企业生存风险评价模型..... | 李国辉 (255) |
| IT 信息技术公司财务危机预警机制与模型研究..... | 蔡勇, 赵仁璧 (259) |
| 江门先进制造业转型升级的路径选择与产业布局..... | 谭锦荣, 陈海权 (263) |
| 基于模糊综合评判的供应商选择研究..... | 殷晓峰, 毛志勇 (267) |
| 基于战略的组织效能评价体系构建与应用..... | 王丹 (271) |
| Discussion of Effective Management in Macau's Hospitality Industry..... | Wengchou Wong (275) |
| 领导风格与心理授权对员工的工作满意度的影响研究..... | 周红伟 (278) |
| 管理者绩效职责新解..... | 覃春媚 (282) |
| 军队院校师资队伍激励机制研究..... | 白云 (286) |

| | |
|--|---|
| 充分利用部队资源大力推行教官制..... | 王艳 (290) |
| Linking Commitment-Based HR Practices and Employee Innovative Behavior: The Influence of Psychological Empowerment | Jie He (293) |
| 吉林省高层次人才创新创业环境分析与对策..... | 高军, 张凤霞 (297) |
| 浅析高层管理人员在企业绩效管理中的职责..... | 付玉娥, 蔡厚清 (301) |
| 企业绩效考核指标设计常见问题探讨..... | 杨漫, 蔡厚清 (305) |
| Research on University Human Resources Management Motivate Mechanism..... | Weijia Meng, Yonggui Mu (309) |
| 跨国商业银行薪酬集中管理研究..... | 黄丹, 艾丽, 赖学欣 (314) |
| 基于内容分析法的我国博士后制度研究综述..... | 高虹, 王济干 (322) |
| A Research on Measurement Model of Differentiation Degree for China's Rural Human Resources | Baoan Liu, Qinghai Guo (327) |
| 大学生人力资本投资投入产出比低的原因分析..... | 刘畅, 袁伦渠 (331) |
| 基于战略管理的新升格高职院校人才资源建设研究..... | 罗生芳 (334) |
| 基于校企合作的微型企业员工培训有效途径研究..... | 阙勇平 (339) |
| 基于政府有效作为的高技能人才队伍建设研究..... | 阙勇平 (343) |
| 企业年金基金绩效评价体系构建研究..... | 王丹 (348) |
| The Influence of Allocentrism-Idiocentrism on Abusive Supervision: Similarity as a Moderator..... | Zhehua Hu (352) |
| 情绪智力对研发人员工作绩效的影响研究..... | 王养成, 刘兰巧 (355) |
| 电信企业员工资格认证体系优化的路径分析..... | 王养成, 吴兰洁 (359) |
| An Initial Study: How Negative Online WOM Influence Consumer'S Brand Attitude Change | Fang Ji, Ting-jui Chou (364) |
| The Study of Influencing Factors on Customer Satisfaction: A Meta View | Tang Yao, Qiuying Zheng, Qi Qiu, Huarui Cao (368) |
| Case Study Strategy in Business and Marketing Research..... | Xu Huang, Pravin Balaraman (372) |
| Determinants of Repurchase Intention in E-commerce: A Literature Review and Hypothesis | Huaiqin Li (376) |
| 市场营销学试题库改革..... | 武少玲, 王江华 (380) |
| 深圳大兴汽车公司营销渠道低碳优化设计..... | 武少玲, 王江华, 黄禹铭 (384) |
| 国外烟叶流通体制比较与启示..... | 龚金龙 (389) |
| 区域物联网产业 SWOT 分析及发展策略研究..... | 魏建, 于佰俭, 奚丽波 (392) |
| 基于 Android 的数字城管系统..... | 谭旭杰, 胡庭艳 (396) |
| 两岸经济合作框架协议早收清单能否提升台湾经济?..... | 王启秀, 林玉玲, 武惟杨 (399) |
| The Empirical Analysis on the Effect of Trade Openness on Outward FDI..... | Wang Shuli, Xiang Jiaojiao (403) |
| 江西省物流产业生产效率及其环境影响因素分析..... | 张志坚(407) |
| 我们为什么需要新的供应链管理的框架来适应新的动荡多变的商业环境..... | 李志, Athanossios P.Kourouklis (410) |
| 基于 TAFE 体系的高职院校物流管理教学改革探析..... | 胡琴 (415) |
| The Research of Emergency Resource Support Mode of Unconventional Emergency | Chang Xiangquan, Liu Yang, Wei Xiao (419) |
| 基于质押监管的库存管理分析..... | 张海洋,赵启兰 (423) |
| 基于 SLP 的稀土金属生产企业厂区布局设计..... | 彭琼强, 任旭, 梁娟 (427) |
| 物流金融的成本与收益分析..... | 张雄飞, 郭雪萌 (432) |

| | |
|---|-----------------------------|
| 物流管理专业实验教学环境建设..... | 张宁, 林自葵(436) |
| 区域散装水泥物流体系构建研究..... | 黄国军, 赵启兰 (440) |
| A Web-based Analysis of Sustainable Transportation Curricula | |
|Yen-Chun Jim Wu, Chung-Cheng Lu, Taih-Cherng Lirn Chih-Hung Yuan (444) | |
| The Combination of Micro Power Grid and Large Power Grid..... | Yufan Wang (448) |
| 我国财产保险保费收入的 GM(1,1)模型预测..... | 海燕, 汪虹 (451) |
| 基于项目管理思想的处突成本控制研究..... | 谢茜, 林原 (455) |
| 论全面项目管理理论在供水工程运营中的应用..... | 吕鑑, 司琦, 贾健 (460) |
| 电力工程项目全寿命周期管理模式探析..... | 张勇 (465) |
| 信息伦理发展及其困境破解..... | 周岑茗, 卢天宇 (468) |
| Empirical Study on the Source of China's Foreign Trade Surplus | |
|Miao Zhuang (472) | |
| 探索提高武警初级指挥院校大学英语教学质量与效率的有效途径..... | 岳莉莉(475) |
| 借鉴苹果,提升我国智能移动终端企业知识产权运用能力..... | 王磊 (479) |
| Research on Problems of Intellectual Property Management of Chinese Universities..... | Yonggui Mu, Lei Zhang (483) |
| 知识型企业业务流程管理..... | 黄美盛 (488) |
| 基于小微企业需求的地方高校社会服务功能深化研究..... | 黄慧, 杜同爱 (492) |
| 基于利益相关者的高校知识产权战略协同创新模式构建..... | 孙海荣, 赵军仓 (495) |
| 高校科技成果转化协同创新机制构建..... | 孙海荣, 赵军仓 (499) |
| 我国食品安全的质量规制探讨..... | 蒙柳, 童俊 (504) |
| TPM 设备管理在企业中的应用研究..... | 王晨, 郭雪萌 (508) |
| The Effect of Market Orientation on the Use of Relation Marketing Promotion Tools and Performance | |
|Lin Jiun-Hung (512) | |