

International Conference on Engineering and Business Management

(EBM2012)

**Shanghai, China
26-28 March 2012**

Volume 1 of 5

ISBN: 978-1-62993-263-7

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© (2012) 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

Part 1 Enterprise Operation and Management (1)

Enterprise Management

Indigenous Development of Western Implicit Leadership (Followership) Theories in China—A Comparative Study with Confucian “Ideal Being” Models <i>Yingjie YUAN, Wenhao LUO</i>	(1)
How Much Do Niche and Partnership Strategies Overlap for Small Technology Enterprises of Emerging Economies <i>Lee LI, Peggy NG</i>	(6)
A Probe into International Business Etiquette in the Context of Intercultural Communication <i>Xiangyue YU</i>	(11)
Beijing High-Tech Industry TFP Change and the Analysis of Its Impact on Economic Growth <i>Huawei WANG, Yuan QI, Jing HAN</i>	(17)
How Market Reaction to Stock-Based Compensation for Employee in China Stock Market? <i>Jianguang ZHANG</i>	(22)
Research on the Contents and Structure of Two-Dimension’s Entrepreneurial Initiative for a College Student in Chinese Transitional Environment <i>Xueyan WEI, Zhongyuan WU</i>	(26)
AHP-Based Corporate Finance Comprehensive Evaluation System <i>Zongmin LI</i>	(30)
A 3-D Cellular Automaton Model for the Transmitting of Senior Management Personnel Salary Incentive Effect <i>Yun XIA, Qibin XING, Huang XIN</i>	(33)
Learning-Network Organization Structure in KM’ Environment: A Model Design <i>Shouyu CHEN</i>	(37)
SWOT Analysis and Strategy Research of Tourism Planning—Take Yangshuo Shanshuijia Rural Holiday Master Planning as an Example <i>Junxia ZHANG, Wenjun DUAN</i>	(42)
Accounting Conservatism, Institutional Background and the Value of Cash Holdings—From the Evidence of Chinese Listed Companies <i>Qin YAN</i>	(47)
The Interaction between Market Competition Intensity, Financial Conservatism and Diversification—Taking Youhao Group as an Example <i>Qian LIU, Bing CAO</i>	(52)
Analysis of Influencing Factors on Dynamic Competitive Advantage of Xinjiang Dairy Enterprises—Based on Structural Equation Model <i>Jianwen SHEN, Tong CHEN</i>	(56)
Integrating Fuzzy Linguistic, Kano Model and Decision Making Trial and Evaluation Laboratory to Enhance Order-Winner Criteria: A Case Study <i>Huey-Cheng WU, Hsiao-Lin TENG</i>	(61)
The Dispatching Rules of Dual Resource Constraints under DBR Environment <i>Hornghuei WU, Mingfeng LI</i>	(66)
Commercial Bank Measured Loan Default of Small and Medium Size Firms by Non-Financial Facets with Discriminant Analysis Model <i>Kuang-Tai LIU, Bor-Rong Hwang, Mei-Yi Chiang</i>	(71)
A Study on Localization for Enthetic Enterprises in Ethnic Areas	

<i>Hong WANG, Xun YAO</i>	(75)
Team Identification, Task Interdependence and Cooperative Behavior: An Empirical Analysis Based on Private Enterprise	
<i>Xiaofeng YANG, Jun XIE, Xiaoping CHU</i>	(78)
Research on the Relationship about Customer Satisfaction, Purchase Behavior and Business Performance in the Mobile Communication Area	
<i>Qinghong MENG, Chuan LIU, Shiming LI</i>	(83)
An Empirical Study of the Relationships between Consensus and Performance in Functional Strategy Implementation of Enterprise	
<i>Li YANG, Jingyun ZHANG, Jionghua LI</i>	(89)
The Study on Residential Property Management Services Industry——For Example in Yantai	
<i>Shiqun GENG, Yuzhi SHEN</i>	(96)
A Reinvestigation of Managerial Ties and Firm Performance in China’s Transition Economy	
<i>Changhong NI, Jiehui ZHANG</i>	(100)
Institutional Embeddedness of Managerial Ties and Its Efficiency on Firm in Economy Transition	
<i>Changhong NI, Jiehui ZHANG</i>	(104)
Quantitative Evaluation Model of International Famous Brands Value	
<i>Maoqin GAN, Jin YE</i>	(109)
Diversification, Operation Scale and Efficiency of Internal Capital Market——An Empirical Analysis Based on Holistic Listing of Enterprise Groups	
<i>Hongyan LV, Liming WANG</i>	(115)
Research on Assessment Method of Enterprise Growth Based on the JINGYOU Thought	
<i>Enfu DONG, Xi’nan ZHAO, Xinru CUI</i>	(122)
Pricing and Due Date Quotation in a Make-To-Order Firm Based on Revenue Management	
<i>Lifan FAN, Xu CHEN</i>	(127)
Application of Stimulating Policy in Budgeting Management	
<i>Xiangxia MENG</i>	(131)
Study on Earnings Management in Small Family of Listed Companies Based Contract Motivation	
<i>Rui CAI, Lingsha CAI</i>	(134)
Research on Service Failure Analysis and Its Recovery of Express Company	
<i>Chao WANG, Lijie YANG, Yisheng LIU</i>	(138)
Research on a Comprehensive Evaluation System of Internal Audit’s Performance	
<i>Hongmei SUN, Xiaoyan XU, Gang LI</i>	(142)
Thinking on the Equity Financing Choice of the Public Company	
<i>Chengmin LIU</i>	(146)
Entrepreneurship Research Framework Building	
<i>Jie ZHANG, Minghai YE</i>	(150)
Brief Talk about the Innovation on Management Mode of Small and Medium-Sized Enterprise	
<i>Fubing HAN</i>	(155)
Comparative Study: The Paths of Chinese Enterprises Integrating into the Global Innovation System	
<i>Zhaoxi ZOU</i>	(159)
The Research of Efficiency Supervision and Its Means in Universities and Colleges	
<i>Zhitong SHANG, Li LIU, Yongkui LI, Weifeng YU, Xu ZHANG, Sudan WANG</i>	(164)
Thinking on Perfecting Accounting Estimate Change’s Choice of the Public Company	
<i>Chengmin LIU</i>	(169)
Firm Factor Capital and the Motivation, Mechanism and Approach of Industrial Structure Adjustment	
<i>Gang CHEN</i>	(173)
The Reasons for the Recession and Upgrading of Industrial Clusters	
<i>Qun CAO</i>	(177)
The Consequence of Corporate Entrepreneurship and Its Formation: A Review on Empirical Works	

<i>Wei qi DAI, Qiao LIN</i>	(180)
Financial Performance Evaluation of the City Commercial Banks in China Based on Factor Analysis	
<i>Kan SONG, Jinfeng ZHU</i>	(185)
Research on the “Double-Edged Sword Effect” of Cross-Shareholdings in China	
<i>Xiaoyan WANG, Jiurong SONG, Chris Deeley</i>	(189)
Study on Regional Industry Cluster Module Management Based on Multi-Agent	
<i>Tao ZHOU</i>	(192)
JF Mechanical Limited Company Internal Surrounding Analysis Based Internal Factor Evaluation	
<i>Shuai YUE, Chunguang WANG</i>	(197)
The Sand Table Simulation Teaching Research of Enterprise Strategic Decision	
<i>Wenlong LI</i>	(200)
Driving Mechanism in SOCBs’ Structure Reform	
<i>Fenglu XU</i>	(204)
Lifecycles, Operational Risks and Management of Enterprise Alliances	
<i>Zhiquan ZHAO</i>	(209)
Research on the Development Problem and Countermeasure of Corporate Culture in the Private Enterprises	
<i>Meng QIE</i>	(214)
Study of Management Theory Based on Corporate Social Responsibility and Learning Organization	
<i>Lixin CHEN</i>	(219)
A Study on Firms’ Capital Structure and Their Harmonious Development	
<i>Qiuping ZHANG</i>	(223)
Comparative Study: The Social Responsibility of Foreign-Funded Corporate in China	
<i>Yingji LIU, Zhaoxi ZOU</i>	(226)
The Network-Based Dynamic Budget Management Model in Heilongjiang Reclamation Area	
<i>Yufeng LI, Can WANG</i>	(230)
A Study on the Structure System of Industrial Cluster Brand Ecosystem	
<i>Zhiguo LIU, Zhifeng LIU</i>	(235)
Analysis of Economic Utility in Stakeholders Sharing Financial Rights	
<i>Hong SHAN</i>	(240)
Efficiency Analysis of China Coal Listed Enterprises Based on DEA	
<i>Lei TONG, Yan LU, Wen ZHANG</i>	(244)
A Study of Asset Life Cycle Management Mechanism in Power Grid Corporations	
<i>Yong ZHANG</i>	(249)
Research of China’s Hotel Organization Reengineering in Network	
<i>Lili ZHENG</i>	(253)
Research of Private Enterprise’s Investment and Operation on Scenic Spot	
<i>Yingcheng HAO, Lili ZHENG, Tingting CHEN</i>	(257)
The Development and Management of Tian Hetan Scenic Spot Discussed	
<i>Jie SU</i>	(261)
The Public Factor in Jingdezhen Ceramics Characteristic Industry Cluster	
<i>Shanqing LIU</i>	(267)
Corporate Social Responsibility Management Based on Sustainable Development	
<i>Hongru NING, Hongmei SUN</i>	(271)
The Media Coverage of Corporate Social Responsibility: International Trends and Comparative Analysis	
<i>Hailong LIU</i>	(275)
The Origin of Natural Resource-Based Industrial Cluster——A “Game” Analysis Based on Regional Effect and Agglomeration Effect	
<i>Minyan XU, Zuhui HUANG</i>	(279)

Research on Countermeasures of Entrepreneurs Crime	
<i>Jin HU, Lingli ZHANG</i>	(284)
At the Present Stage of China's Dairy Industry Competition Strategy Analysis	
<i>Qian LI</i>	(287)
A Study of Management Mode of International Business in Power Groups	
<i>Yong ZHANG</i>	(291)
ISO 26000 and the Qualitative Growth of Chinese Private Enterprises	
<i>Cangyan LIU</i>	(295)
Comprehensive Qualities Evaluation Model of Employees of Small and Medium Enterprises Based on BP Neural Networks	
<i>Shuiqiu LI</i>	(298)
Study on Key Legal Question and Resolvment in Company Registration	
<i>Ling LIU, Jingru WU, Yongqing CUI</i>	(301)
Reach on the Standardization Problems of the Accounting of Institutions	
<i>Huihe LIU</i>	(304)
Reach on Improving the Accounting Information Quality of the Rural Collective Economic Organizations	
<i>Huihe LIU</i>	(308)
Research on Improvement of Automobile Components and Parts Industrial Competitiveness in Hubei Province	
<i>Shaoling WU, Jianghua WANG, Peng WAN</i>	(312)
Review on Accounting Information Transparency in China	
<i>Xuan QI, Dan LIU</i>	(317)
A Study on Building Enterprises Competitive Advantage Index——Taking Xinjiang Dairy Processing Enterprises as an Example	
<i>Jianwen SHEN, Tong CHEN</i>	(322)
A Research on the Relevance between Comprehensive Income Structure and Enterprise Value	
<i>Qinghua ZHENG, Di ZHANG</i>	(327)
A Study on the Behavior Intention of Green Consumption and Related Factors of the University Students	
<i>Jui-chih TSAI, Hsiao-lin TENG</i>	(330)
Financing Strategy Based on the Life Cycle of the Medium-Sized and Small Enterprises	
<i>Chunxiang JIA, Xiaoxia LI</i>	(334)
A Study of CFL Evaluation Method for Manufacturing Plants	
<i>Horng-Huei WU, Tzu-Fang HSU</i>	(338)
A Study of the Feasibility of ERP in Small Company	
<i>Horng-Huei WU, Teng-Hui TSAI</i>	(343)
Research on Regulatory Mechanisms of Enterprise Internal Stability	
<i>Jie LIU</i>	(349)
A Research about SMEs Growth on the Base of CAS Theory	
<i>Linghua HU</i>	(353)
The Influence of Measurement by Fair Value to Enterprise Value——Analyzing Based on Statistics of Listed Enterprises in Financial Industry	
<i>Yanli XING</i>	(357)
The Innovation Path of Resource-Based Industries in Ethical Regions——“Ordos Mode” as an Example	
<i>Siqin ZHANG, Pu ZHANG</i>	(361)
A Study of Cell Production Mode from the Perspective of Labor Division	
<i>Xiongyi LI, Shanshan ZHANG</i>	(364)
Empirical Analysis of Scale Changes on the Private Property System Changes	
<i>Zhengqi GONG, Zhurong WAN</i>	(368)
Empirical Research of the Relationship between Listed Companies' Profitability and Dividend Policy——Listed Companies in Shanghai Stock Exchange in 2010 as an Example	
<i>Chenwei WANG</i>	(371)

On Management Thought of Drucker Peter <i>Shunqiang SUN</i>	(375)
Xinjiang Private Technology Enterprise's Core Competitiveness Empirical Analysis <i>Kui HE</i>	(379)
The Urbanization and the Industrialization in the Development of Private Enterprises in Jilin Province <i>Jun GAO, Heping GUO, Chuanlong SHAO</i>	(383)
The Analysis of Necessity of Enterprise Social Responsibility from Global Perspective in China <i>Xianghong WANG</i>	(387)
The New Trends on CSR in Developed Countries——From the Point View of both Government and Corporation <i>Benyuan XIE</i>	(391)
Research on Public Participation Based on Ethics of Circular Economy <i>Dandan SHI, Wenwu YU</i>	(395)
On Entrepreneur Competencies' Constitution and Its Effects on Entrepreneurship Strategy Choices of Entrepreneurs <i>Peiqun YE</i>	(399)
S Water-Supply Corporation Performance Management Research <i>Shuqin FAN</i>	(404)
Exploring the Mechanism between Charismatic Leadership and Follower Effects: Insights Based on Multiple Perspectives <i>Wenhao LUO</i>	(409)
Build Enterprise Investment Pattern Based on Saving Human Capital <i>Qun BAI, Hualing CAO</i>	(413)
Analysis on the Composition and Characteristics Problem of Power in Modern Administration <i>Xiangmin CHEN, Yiwu WANG</i>	(417)
A Review of Ethical Leadership <i>Xu WANG</i>	(421)
Study on Enterprise Culture Construction Based on Occupational Happiness of Team Staff <i>Ning LI, Ying LOU</i>	(425)
PING AN Insurance Company of Dezhou CRM Design <i>Xiaoli DING</i>	(429)
Services Marketing of Telecom Enterprises in Mobile Internet Era <i>Xiangheng DENG</i>	(433)
A Theoretical Model on Golfers' Post-Purchase Behaviors: Based on the Place Attachment Theory <i>Kexiang WU, Dongsheng ZHANG, Yuanyuan ZHANG, Huimin SONG</i>	(437)
A Model Framework for Measuring Enterprise Micro-Blogging Marketing Results <i>Jinghuan ZHU, Aiqin ZHAO</i>	(443)
The Motivation for Tax Avoidance in Earnings Management <i>Shiwei WANG, Siyu CHEN</i>	(447)
Analysis on the Form and Game of Value Distribution in the Mobile TV Industrial Value Chain <i>Han LV, Jingjing CHEN</i>	(451)
Countermeasures to Promote the Financial Profit Ability: Basing on the Listed Securities Company's Innovation Business <i>Chengmin LIU</i>	(457)
Customer Relationship Management Based on M-Commerce——Taking Shaanxi Xintai Pharmaceutical (Group) Co., Ltd., for Example <i>Jia WANG, Qiao REN, Lei HUANG</i>	(461)
Signaling and Function of Company Registration System <i>Lan WANG</i>	(465)
HRO Needs Analysis and Problem Solving of SMEs <i>Chunge YU</i>	(470)
Study of Customer Relationship Management Based on Corporate Social Responsibility	

Lixin CHEN, Zilong CUI.....(473)
A Global Optimization Method of Web Services Composition Based on QoS
Fan YAN.....(478)

Human Resource Management

The Effect of Planting Structure on the Income of Farmer
Ping XU.....(483)
Problems and Countermeasures of the University Human Resources Allocation in Digital Library
Cuihong HU.....(488)
Coping with Abusive Supervision: Mechanisms of Personal Factors and Political Skill
Fengzhi BAI, Xujie GUO, Xi CHEN, Yongchang DENG, Ying DONG, Jun LIU.....(493)
The Impact of State Affect on Justice Judgment: A Scenario Based Study from China
Xiaojun LV.....(501)
The Effect of the Core Self-Evaluation on Counterproductive Work Behavior the Employees Suffered——Mediated by Popularity
Shiyong XU, Mingzhen SUN, Xiaomei QIN.....(504)
Research on Growth Situation, Problems and Countermeasures of Executive Search Firms in China
Meifen LIU.....(508)
Research on the Local Government Performance Evaluation Based on the DEA Model with Improved AHP Restraint Cone——In Case of Five Suburban Counties in Nanjing
Taoan GE, Jingjing HU.....(512)
Cultivation of Quality of Farmer in Sustainable Development and Sustainable Development of Agriculture
Qiang LI.....(520)
Factors in Demographic Variables with Moral Construction of Commerce Students in Chinese Higher Education
Xianxia YANG.....(525)
On the Efficient Allocation of Human Capital in the Western Region
Xin WEI, Guangsheng LI.....(529)
Analysis of the Features and Evolution of the Employment Structure under the Urban-Rural Integration Trend in China
Wen ZHANG, Yuan GUO.....(533)
Dissymmetrical Analysis on Urban-Rural Residents Income in China
Tianzhu HUANG, Jinglin LI.....(538)
The Transfer Effectiveness, Issues and Countermeasures of Shaanxi Rural Surplus Labor Force
Lihui LI.....(542)
Discussion on Vocational Institutes' Cultivation Model of Talents Using Cooperation between School and Enterprise——Based on the Technical School in Zhuji City of Light Industry
Pingyu YANG, Yu YU.....(546)
The Study on the Relationship Model among the Enterprise Culture, Attribution Style and Employee's Performance
Ping WANG, Zhangyu XIAO.....(550)
University Human Resources Teaching Staff Ability Construction Several Ponders
Dong WU.....(556)
The Empirical Study on Living Conditions of Migrant Workers in the Construction Industry
Ping WANG, Yuting JIN.....(560)
Study on Personnel Management Reform in Higher Schools
Zhaoli SONG.....(564)
Spatial Econometric Analysis of Income Disparity between Urban and Rural, Human Capital and TFP in China
Haiping XU.....(567)
The Prospect of the Research of Subjective Well-Being by Using the Method of Neuroeconomics
Guoqin BU.....(571)

High and New Technology Enterprise Human Resources Flexible Management Model <i>Jianzhong WEI</i>	(575)
The Decision Research of Company Leaders Led to the D Type of Staffs <i>Junhong LI</i>	(579)
Study on the Long-Term Mechanism's Construction of Farmers' Education and Training from the Urban-Rural Integration Perspective——Using Tianjin as an Example <i>Yanfen DOU</i>	(583)
Perfection of the Transforming Institutions Supervision System <i>Huimin SONG, Hongjun SUN, Fengqi LIN</i>	(587)
Heavily Stressed by Multiple Roles, Should I Leave?——The Mediated Moderation between Role Stressors and Turnover Intention <i>Zhonghua GAO</i>	(591)
Competency Model in Independent Colleges Applied Research in Teacher Recruitment <i>Lihui DONG, Ying ZHANG</i>	(595)
Brief Analysis on Source and Connotation of Power in Modern Administration <i>Xiangmin CHEN, Yiwu WANG</i>	(599)
Construction of Diversity Employment Model for State-Owned Enterprise <i>Feifei WANG, Junkai LI</i>	(601)
Research on the Diversity Career Development Path for Human Resource Managers in State-Owned Enterprises <i>Junkai LI</i>	(605)
The HR Function in the Mergers and Acquisitions: Risks and Affecting Factors <i>Lisheng ZHANG</i>	(609)
Analysis of Existing Science and Technology Human Resources in Guangdong <i>Binhui WANG, Renjun ZHANG</i>	(613)
Study of FX Mining Group Human Resource Management <i>Qiuxu YAN, Qianqian GAO, Dawei QIN</i>	(617)
Research on Strategies of Restoring Organizational Justice and Psychological Mechanism <i>Liu YANG, Yanyuan CHENG</i>	(622)
A Study of the Factors Influencing the Loss of Clothing-Sale Employees——Based on a Survey and Analysis of X Company <i>Zengli MI, Yifan YANG</i>	(627)
The Mode Selection about the High-End Technology Talents Team Construction of Military Departments <i>Qian XIE, Laixi JIA, Hai YANG</i>	(631)
To Structure the Maximum Performance Evaluation Index System of the Enterprises <i>Sujuan WANG</i>	(634)
Reform of Public Institutions and Innovation of Personnel Archives Management <i>Xiaoyan WANG</i>	(640)
The Construction of Quaternary Incentive Mechanism of Human Resource Management to Knowledge-Based Talents <i>Sheng JIAN</i>	(643)
The New Entrants' Job Embeddedness as Career Beginners and the Organizational Socialization Performance <i>Xiaowei LIANG, Sha LI</i>	(647)
On the Theoretical Basis of Strategic Performance Management——An Analysis Based on the Need of Practical Effectiveness <i>Yanyan WANG</i>	(652)
To the Cities or to the Towns: An Explore of the Rural Labor Force's Transferring Paths——A Survey of Sichuan Province <i>Futian LI, Lixia LU</i>	(657)
Research on the Human Resource Information Management Based on Network <i>Qin QIN, Jianmin XIE</i>	(661)
Transition in the Pattern of Social Resources——From a Single Subject to Multi-Body <i>Yanqing XU, Qinhua SHAN</i>	(664)
Study on Vocation Training for Emerging Labor Force in Rural Areas	

<i>Xin SU</i>	(668)
The Latest Research on Status of Service Outsourcing Talent Training in Colleges	
<i>Jun DAI, Xia WANG</i>	(671)
Study on the Relation between Employee's Impression Management Behavior and Performance	
<i>Qing WANG, Ran LI</i>	(676)
The Human Resource Development at Private Owned University A in Henan Province	
<i>Baolong LI</i>	(680)
Some Recommendations on Entire Media Education Development in Contemporary China	
<i>Xiaodong WANG</i>	(683)
Study on Coping Strategies for Staff Demission Based on Career Cycle	
<i>Xin SU</i>	(688)
College Faculty and Total Compensation	
<i>Wanbing SHI, Qian LI</i>	(692)
A Study on the Problems and Countermeasures in the Practice Teaching of the International Trade Business of Local Colleges and Universities	
<i>Li XIAO, Chunyang LI</i>	(695)
Basis Theories and Principles of College Faculty Compensation Design	
<i>Qian LI, Wanbing SHI</i>	(699)
The Integrated Mode Innovative Scientific and Technological Personnel Training	
<i>Minmin GU, Lihui WANG</i>	(703)
The New Mode Design on the Social Old-Age Security of Off-Farm Workers	
<i>Xiang WANG</i>	(707)
Localization of Human Resources in MNCs: A Perspective of Content Analysis	
<i>Yanzhen HE, Juying HONG</i>	(711)
On the Moral Virtue Quality of Managers——Based on the Management Idea of Mohist	
<i>Nan XING</i>	(718)
Based on the Analysis of Influence Factors of the Psychological Empowerment Team Effectiveness Research Prospect	
<i>Tao WAN, Yu ZHOU, Yuan ZHAO</i>	(722)
Research on Principles and Trends of Power in Modern Administration	
<i>Xiangmin CHEN, Yiwu WANG</i>	(726)
The Study on the Relationship between Psychological Capital and Job Performance of Knowledge Workers	
<i>Ping WANG, Danchen LI</i>	(729)
The Correlation Study on the Practice Base of Corporation and the Approach of Cultivating Talents	
<i>Boming SHE</i>	(734)
Review on Organizational Commitment of Manager	
<i>Fenglian LI</i>	(737)
A Study on Human Resources Allocation in Family Businesses	
<i>Yanhong YU</i>	(741)
Moral Education Research on College Students Based on Cognition and Behavior Intention to “Red Tourism”——Take Hunan University of Science and Engineering as an Example	
<i>Yajun JIANG, Xiaofeng WU</i>	(745)
Empirical Study on the New-Generation Migrant Workers' Psychological Contracts in China	
<i>Yanzhen HE, Yumei WANG</i>	(749)
A Study of Employee Motivation of Chinese Colliery Enterprise	
<i>Yonghua PI</i>	(755)
Study on the Effect of Teaching and Studying Atmosphere on Training of Creative Personnel	
<i>Qiuping GE, Huaqin RUI</i>	(760)
Loyalty to Supervisor, Loyalty to Organization and Job Satisfaction: An Empirical Study on Small and Medium-Size Enterprises	

<i>Jun XIE, Xiaofeng YANG, Xiaoping CHU</i>	(764)
The Research on China-ASEAN Economic and Trade Personnel Training Mode	
<i>Zhenping DENG</i>	(768)
Students' Entrepreneurial Capabilities Information System	
<i>Jie ZHANG, Minghai YE</i>	(772)
Chinese Normal University Explores New Models and Practice at Helping the Vulnerable Students——Taking Shaanxi Normal University as an Example	
<i>Bing YUAN, Wu DING</i>	(778)
A Research on Enhance Capability of Financial Teacher in Private University	
<i>Yuzhi LI, BingSheng ZHAO</i>	(782)

目 录

第一卷 企业运营与管理 (1)

企业管理

从儒家“理想人”模型看西方内隐领导(下属)理论的本土化发展——一项比较研究.....袁颖洁,罗文豪(1)	
How Much Do Niche and Partnership Strategies Overlap for Small Technology Enterprises of Emerging Economies.....	
.....Lee LI, Peggy NG(6)	
A Probe into International Business Etiquette in the Context of Intercultural Communication.....Xiangyue YU(11)	
北京高技术产业全要素生产率变动及其对经济增长的影响分析.....王华伟,齐园,韩景(17)	
How Market Reaction to Stock-Based Compensation for Employee in China Stock Market?.....Jianguang ZHANG(22)	
Research on the Contents and Structure of Two-Dimension's Entrepreneurial Initiative for a College Student in Chinese Transitional Environment.....Xueyan WEI, Zhongyuan WU(26)	
AHP-Based Corporate Finance Comprehensive Evaluation System.....Zongmin LI(30)	
A 3-D Cellular Automaton Model for the Transmitting of Senior Management Personnel Salary Incentive Effect.....	
.....Yun XIA, Qibin XING, Huang XIN(33)	
知识管理环境下的学习-网络组织结构:一个模式设计.....陈寿雨(37)	
旅游规划的SWOT分析与战略研究——以阳朔山水乡村度假基地旅游总体规划为例.....张俊霞,段文军(42)	
会计稳健性、制度背景与现金持有价值——来自中国上市公司的经验证据.....颜琴(47)	
市场竞争强度、财务保守行为与多元化经营的互动关系——以友好集团为例.....刘茜,曹兵(52)	
新疆乳制品企业动态竞争优势的影响因素分析——基于结构方程的实证研究.....沈建文,陈彤(56)	
以模糊語意、Kano二維模式與DEMATEL於贏得訂單條件的改善:以台灣自行車制動系統業為例.....吳慧貞,鄧肖琳(61)	
在DBR環境下的雙資源指派法則之探討.....吳鴻輝,李明峰(66)	
鉴别分析评估台湾地区中小企业融资风险非财务构面之研究.....刘光泰,黄柏荣,姜美伊(71)	
A Study on Localization for Ethnic Enterprises in Ethnic Areas.....Hong WANG, Xun YAO(75)	
团队认同、合作行为与任务相互依赖:来自民营企业员工的证据.....杨肖锋,谢俊,储小平(78)	
移动通信领域顾客满意与顾客购买行为、企业经营绩效的关系研究.....孟庆红,刘川,李仕明(83)	
An Empirical Study of the Relationships between Consensus and Performance in Functional Strategy Implementation of Enterprise.....	
.....Li YANG, Jingyun ZHANG, Jionghua LI(89)	
住宅小区物业管理服务企业现状评价研究——以烟台市为例.....耿世群,沈玉志(96)	
A Reinvestigation of Managerial Ties and Firm Performance in China's Transition Economy...Changhong NI, Jiehui ZHANG(100)	
经济转型中管理者社会关系的制度嵌入性及其对企业的功效.....倪昌红,张洁慧(104)	
国际知名品牌价值量化评价模型.....甘瑁琴,叶瑾(109)	
多元化程度、内部资本市场运作规模及效率——基于整体上市企业集团的实证分析.....吕洪雁,王立明(115)	
基于竞优思想的企业增长测评方法研究.....董恩伏,赵希男,崔欣茹(122)	
基于收益管理的MTO企业的定价和交货期策略研究.....范丽繁,陈旭(127)	
Application of Stimulating Policy in Budgeting Management.....Xiangxia MENG(131)	
基于契约动机的中小家族上市公司盈余管理实证研究.....蔡锐,蔡灵莎(134)	
快递企业服务失误分析及其补救研究.....王超,杨立杰,刘伊生(138)	

内部审计绩效综合评价体系研究.....	孙红梅, 徐小燕, 李钢(142)
上市公司股权融资选择的思考.....	刘成民(146)
Entrepreneurship Research Framework Building.....	Jie ZHANG, Minghai YE(150)
浅谈中小企业管理的模式创新.....	韩馥冰(155)
中国企业融入全球创新体系路径的比较研究.....	邹昭晞(159)
高校效能监察及其方式方法研究.....	商植桐, 刘丽, 李永奎, 于伟峰, 张旭, 王素丹(164)
完善上市公司会计估计变更选择的思考.....	刘成民(169)
企业要素资本与产业结构调整的动力、机制及途径.....	陈刚(173)
The Reasons for the Recession and Upgrading of Industrial Clusters.....	Qun CAO(177)
公司创业的效应及其形成机制实证研究综述.....	戴维奇, 林巧(180)
基于因子分析的我国城市商业银行财务绩效评价.....	宋侃, 朱金凤(185)
Research on the “Double-Edged Sword Effect” of Cross-Shareholdings in China.....Xiaoyan WANG, Jiurong SONG, Chris Deeley(189)
基于 Multi-Agent 的区域产业集群模块化研究.....	周韬(192)
JF Mechanical Limited Company Internal Surrounding Analysis Based Internal Factor Evaluation.....Shuai YUE, Chunguang WANG(197)
企业战略决策的沙盘仿真教学研究.....	李文龙(200)
国有商业银行机构改革中动力机制研究.....	徐冯璐(204)
企业联盟的生命周期、运行风险及其管理.....	赵志泉(209)
民营企业文化发展问题及对策研究.....	郝萌(214)
基于社会责任和组织学习的管理理论研究.....	陈丽新(219)
A Study on Firms’ Capital Structure and Their Harmonious Development.....	Qiuping ZHANG(223)
外商投资企业在华社会责任比较研究.....	刘英骥, 邹昭晞(226)
基于网络平台的黑龙江垦区动态预算管理模式的.....	李玉凤, 王璨(230)
产业集群品牌生态系统的结构体系研究.....	刘志国, 刘志峰(235)
利益相关者共享财务控制权的经济效用分析.....	单虹(240)
基于 DEA 的煤炭上市企业经营绩效评价.....	童磊, 路延, 张文(244)
电网企业资产全生命周期管理机制研究.....	张勇(249)
网络环境下我国饭店组织再造研究.....	郑丽丽(253)
民营企业景区投资与经营研究.....	郝迎成, 郑丽丽, 陈婷婷(257)
天河潭旅游景区开发与管理的初探.....	苏洁(261)
景德镇陶瓷特色产业集群中的公众因子.....	刘善庆(267)
基于可持续发展的企业社会责任管理.....	宁宏茹, 孙红梅(271)
企业社会责任报道的国际趋势及比较分析.....	刘海龙(275)
资源型产业集群的起源——基于区域效应与集聚效应的博弈分析.....	徐敏燕, 黄祖辉(279)
企业家犯罪行为的治理对策研究.....	胡进, 张玲莉(284)
现阶段中国乳业的竞争战略分析.....	李倩(287)
A Study of Management Mode of International Business in Power Groups.....	Yong ZHANG(291)
ISO 26000与中国民营企业的质变成长.....	刘藏岩(295)
Comprehensive Qualities Evaluation Model of Employees of Small and Medium Enterprises Based on BP Neural Networks.....	

.....	Shuiqiu LI(298)
Study on Key Legal Question and Resolvment in Company Registration.....	Ling LIU, Jingru WU, Yongqing CUI(301)
关于事业单位会计核算规范化问题研究.....	刘慧翮(304)
提高农村集体经济组织会计信息质量的途经研究.....	刘慧翮(308)
湖北汽车零部件产业竞争力提升研究.....	武少玲, 王江华, 宛朋(312)
Review on Accounting Information Transparency in China.....	Xuan QI, Dan LIU(317)
企业竞争优势指数构建研究——以新疆乳品加工企业为例.....	沈建文, 陈彤(322)
全面收益结构与企业价值相关性研究.....	郑庆华, 张迪(327)
綠色消費行為意圖及其相關因素之研究-以大專院校學生為例.....	蔡睿之, 鄧肖琳(330)
基于生命周期的中小企业融资策略.....	贾春香, 李晓霞(334)
工廠產品二氧化碳排放量評估方法探討.....	吳鴻輝, 徐梓芳(338)
小型企業導入ERP之可行性探討.....	吳鴻輝, 蔡騰輝(343)
企业内部稳定性调控机制研究.....	刘洁(349)
基于CAS理论的中小企业成长研究.....	虎玲华(353)
公允价值计量对企业价值的影响——基于金融行业上市公司数据分析.....	邢艳丽(357)
The Innovation Path of Resource-Based Industries in Ethical Regions——“Ordos Mode” as an Example.....
.....	Siqin ZHANG, Pu ZHANG(361)
A Study of Cell Production Mode from the Perspective of Labor Division.....	Xiongyi LI, Shanshan ZHANG(364)
规模变化对私营企业产权制度变迁影响的实证分析.....	龚征旗, 万祝蓉(368)
上市公司盈利性与股利分配政策的实证研究——以2010年沪市上市公司为例.....	王晨巍(371)
论彼得·德鲁克的管理理念.....	孙顺强(375)
新疆民营科技企业核心竞争力实证分析.....	何奎(379)
城镇化和工业化进程中吉林省民营企业发展研究.....	高军, 郭贺平, 邵传龙(383)
全球视角下我国企业承担社会责任的必要性分析.....	汪翔红(387)
发达国家企业社会责任实践的新趋势——基于政府和企业视角.....	解本远(391)
基于循环经济伦理的公众参与制度研究.....	时丹丹, 于文武(395)
企业家能力构成及对创业战略选择的影响研究.....	叶培群(399)
S供水公司绩效管理研究.....	樊舒琴(404)
魅力型领导的作用机制初探：多理论视角的思考.....	罗文豪(409)
构建基于节约人力资本的企业投资模式.....	柏群, 曹华玲(413)
现代管理中权力的特征及构成分析.....	陈祥敏, 王毅武(417)
伦理型领导研究综述.....	王旭(421)
基于班组员工工作幸福感的企业文化建设研究.....	李宁, 楼莹(425)
PING AN Insurance Company of Dezhou CRM Design.....	Xiaoli DING(429)
论服务营销理论在电信企业中的应用.....	邓湘衡(433)
A Theoretical Model on Golfers’ Post-Purchase Behaviors: Based on the Place Attachment Theory.....
.....	Kexiang WU, Dongsheng ZHANG, Yuanyuan ZHANG, Huimin SONG(437)
A Model Framework for Measuring Enterprise Micro-Blogging Marketing Results.....	Jinghuan ZHU, Aiqin ZHAO(443)
The Motivation for Tax Avoidance in Earnings Management.....	Shiwei WANG, Siyu CHEN(447)
手机电视产业链价值形成与分配博弈.....	吕寒, 陈晶晶(451)

基于上市证券公司创新业务提升财务盈利能力的对策.....	刘成民(457)
基于移动电子商务的客户关系管理——以陕西鑫泰药业(集团)有限公司为例.....	王佳,任俏,黄磊(461)
信号传递与公司登记功能分析.....	王兰(465)
中小企业人力资源外包服务的需求分析及问题解决.....	禹春歌(470)
面向社会责任实现的客户关系管理研究.....	陈丽新,崔子龙(473)
A Global Optimization Method of Web Services Composition Based on QoS.....	Fan YAN(478)

人力资源管理

The Effect of Planting Structure on the Income of Farmer.....	Ping XU(483)
高校数字图书馆人力资源配置的问题及对策.....	胡翠红(488)
应对辱虐管理:员工个人因素与政治技能的作用机制.....	白凤至,郭旭杰,陈曦,邓永昌,董瀛,刘军(493)
The Impact of State Affect on Justice Judgment: A Scenario Based Study from China.....	Xiaojun LV(501)
核心自我评价对个体遭受反生产行为的影响——以受欢迎程度为中介.....	徐世勇,孙明珍,秦小妹(504)
Research on Growth Situation, Problems and Countermeasures of Executive Search Firms in China.....	Meifen LIU(508)
含AHP约束锥DEA模型的地方政府绩效评估研究——以南京市五郊区为例.....	葛涛安,胡晶晶(512)
农民可持续发展素质的培养与农业的可持续发展.....	李强(520)
Factors in Demographic Variables with Moral Construction of Commerce Students in Chinese Higher Education.....	Xianxia YANG(525)
西部地区人力资本有效配置的研究.....	韦欣,黎广胜(529)
中国城乡一体化趋势下就业结构的特征与演变分析.....	张文,郭苑(533)
当前中国城乡居民收入非均衡分析.....	黄天柱,李景霖(538)
陕西省农村剩余劳动力转移成效、问题与对策.....	李丽辉(542)
浅谈职业院校“校企合作”人才培养模式及改进建议——以诸暨轻工技术学校为例.....	杨平宇,尉郁(546)
企业文化、归因风格与员工工作绩效关系模型研究.....	王萍,肖章瑜(550)
高校人力资源教研人员能力建设的几点思考.....	吴冬(556)
建筑业农民工生存状况实证研究.....	王萍,金宇婷(560)
Study on Personnel Management Reform in Higher Schools.....	Zhaoli SONG(564)
城乡收入差距、人力资本与TFP的空间计量分析.....	许海平(567)
神经经济学方法应用于主观幸福感问题研究的前景.....	卜国琴(571)
高新技术企业人力资源柔性化管理模式探析.....	魏建中(575)
公司领导者对D类员工的领导决策研究.....	李军红(579)
城乡一体化视阈下构建农民教育培训长效机制研究——以天津为例.....	奚艳芬(583)
转型中的事业单位监督体制的完善.....	宋惠敏,孙红军,蔺丰奇(587)
Heavily Stressed by Multiple Roles, Should I Leave?——The Mediated Moderation between Role Stressors and Turnover Intention.....	Zhonghua GAO(591)
胜任力模型在独立学院专职教师招聘中的应用研究.....	董黎晖,张颖(595)
Brief Analysis on Source and Connotation of Power in Modern Administration.....	Xiangmin CHEN, Yiwu WANG(599)
国有企业多元用工模式优化构建研究.....	王翡翠,李俊凯(601)
国有企业人力资源管理者的多元化职业发展通道研究.....	李俊凯(605)

人力资源管理在企业并购中的作用：风险及影响因素分析.....	张立省(609)
Analysis of Existing Science and Technology Human Resources in Guangdong.....	Binhui WANG, Renjun ZHANG(613)
FX矿业集团人力资源管理研究.....	颜秋许, 郜倩倩, 秦大伟(617)
组织公平补救策略及心理机制研究.....	杨柳, 程延园(622)
影响服装销售类企业员工流失率的因素研究——基于典型企业的调查分析.....	米曾丽, 杨一帆(627)
军事部门高端技术人才队伍建设模式选择.....	谢茜, 贾来喜, 杨海(631)
构建我国企业绩效最大化的考核指标体系.....	王素娟(634)
事业单位改革与人事档案管理创新.....	王晓燕(640)
知识型人才“四位一体”人力资源管理激励机制构建.....	蹇升(643)
初入职业群体新进员工工作嵌入与组织社会化绩效.....	梁小威, 李沙(647)
On the Theoretical Basis of Strategic Performance Management——An Analysis Based on the Need of Practical Effectiveness.....	Yanyan WANG(652)
To the Cities or to the Towns: an Explore of the Rural Labor Force's Transferring Paths——A Survey of Sichuan Province.....	Futian LI, Lixia LU(657)
Research on the Human Resource Information Management Based on Network.....	Qin QIN, Jianmin XIE(661)
社会资源配置的模式变迁——从单一主体到多元主体.....	徐艳晴, 单芹华(664)
农村新成长劳动力培训问题研究.....	苏欣(668)
对高校培养服务外包人才状况的最新研究.....	戴军, 王霞(671)
员工印象管理与其个人绩效之间的关系.....	王青, 李冉(676)
河南省民办高校A的人力资源开发.....	李宝龙(680)
我国现阶段全媒体教育发展的几点构想.....	王晓东(683)
基于职业生涯周期的员工离职应对策略.....	苏欣(688)
College Faculty and Total Compensation.....	Wanbing SHI, Qian LI(692)
地方高校《国际贸易实务》课程实践教学中的问题与对策探讨.....	肖黎, 刘纯阳(695)
Basis Theories and Principles of College Faculty Compensation Design.....	Qian LI, Wanbing SHI(699)
产学研一体化模式下创新型科技人才的培养.....	顾敏敏, 王丽慧(703)
The New Mode Design on the Social Old-Age Security of Off-Farm Workers.....	Xiang WANG(707)
Localization of Human Resources in MNCs: A Perspective of Content Analysis.....	Yanzhen HE, Juying HONG(711)
论管理人才应具备的品德素质——基于墨家管理思想.....	邢楠(718)
Based on the Analysis of Influence Factors of the Psychological Empowerment Team Effectiveness Research Prospect.....	Tao WAN, Yu ZHOU, Yuan ZHAO(722)
论现代管理中权力的趋势及原则.....	陈祥敏, 王毅武(726)
知识型员工心理资本与工作绩效的关系研究.....	王萍, 李丹晨(729)
企业实践教学基地与人才培养途径的关联度研究.....	余伯明(734)
管理者组织承诺研究综述.....	李凤莲(737)
家族企业人力资源配置的研究.....	于艳红(741)
基于“红色旅游”认知和意向行为的大学生德育工作研究——以湖南科技学院为例.....	蒋亚军, 吴晓凤(745)
Empirical Study on the New-Generation Migrant Workers' Psychological Contracts in China.....	Yanzhen HE, Yumei WANG(749)
我国煤矿企业员工激励问题研究.....	皮永华(755)
教学氛围对创新型人才培养的影响研究.....	葛秋萍, 芮华勤(760)

Loyalty to Supervisor, Loyalty to Organization and Job Satisfaction: An Empirical Study on Small and Medium-Size Enterprises...
.....Jun XIE, Xiaofeng YANG, Xiaoping CHU(764)

中国-东盟经贸信息人才培养模式研究.....邓振平(768)

大学生创业能力档案系统构建.....张洁, 叶明海(772)

高师院校帮困育人新模式的探索与实践——以陕西师范大学为例.....袁冰, 丁武(778)

民办高校金融学教师能力提升研究.....李玉志, 赵炳盛(782)

Contents

Part 2 Enterprise Operation and Management (2) Marketing Management

An Empirical Research on Micro-Blog by Self-Efficacy-Based Value Adoption Model (SVAM) <i>Ge ZHU, Hong WANG</i>	(785)
Application of Seasonal Decomposition on Short-Term Forecast of Cigarette Sales in Xifeng <i>Lan LV, Yuesong TONG, Hongmei ZHANG</i>	(792)
The Sorrow of Social Climbers: Examining the Relationship between Individuals' Anxiety and Their Status Consumption in China <i>Min WANG, Fang LIN</i>	(797)
How Consumers' Herd Behavior Influences Willingness to Buy in Taiwan Movie Market <i>Yu CHAO, Chun-Chun LU</i>	(802)
The Mechanism of Consumer Behavior Attitude on Purchase Intention of New Luxury <i>Wan WANG, Sizong WU</i>	(807)
Micro-Blogging Marketing Based on the Characteristics of Network Consumer <i>Yifeng WANG, Ping XU</i>	(812)
The Customer Perception of Service Experience in Different Buying Behavior Tendencies: Conclusions Based on Empirical Research <i>Chen GUO, Yuanjian QIN</i>	(816)
The Regional Brand Construction Based on Investor Perspective——A Case of the Liaoning Coastal Economic Zone <i>Shengyu HAO, Jinping LIU</i>	(820)
City Brand Evaluation Method of Comparative Analysis and Enlightenment <i>Shengyu HAO</i>	(824)
Research on the Dynamic Mechanism of the County Market between the Adjacent City <i>Yanqing WANG</i>	(828)
Audiences' Attitude towards Public Traffic TV-On-Mobile Advertising Research at Xiamen <i>Xiuqin ZENG, Wenjing CHEN</i>	(832)
Bail out the Inevitable Choice for SMEs——Online Marketing Strategies for SMEs in China <i>Zhidong YU</i>	(836)
Analysis of Business Model by Network Group Buying <i>Lina XIE</i>	(840)
A Competitive Model for Financial Products by Introducing Brand <i>Chao ZHANG</i>	(844)
The Ankang Tour Industry Can Keep on the Main Factor Analysis of Development <i>Linlong ZHAO</i>	(849)
The Thinking of Product Pricing Strategies for Private Petrochemical Enterprises <i>Ailing WANG, Xingming ZHANG, Jiao WANG</i>	(854)
A Study on the Features of Industrial Cluster Brand Ecosystem <i>Zhifeng LIU, Diandian WANG</i>	(858)
An Analysis of Tourist Perception: Based Brand Equity Model on the Theme Park <i>Jin WU, Sujie ZHANG</i>	(863)
The Analysis on the Ways of How to Raise City Brand Effectively <i>Junchang XU, Yuxing YAN</i>	(868)
Study on Private Brand Strategy in Distribution Industry:——Recent Developments in Western Countries and Japan <i>Lanfeng YU</i>	(871)

Research on the Fundamental Principle of Network Group Buying Improving the Enterprises' Benefits <i>Yifeng WANG, Rong HUANG</i>	(876)
The Strategies of Relationship Marketing in the Banking Customer Market <i>Xue WANG, Naipeng DING, Binggang YI</i>	(880)
Research on Regional Brand-Building of Characteristic Agricultural Products——The Case of “Anji White Tea” <i>Qianlan HE, Yongfeng CAO</i>	(884)
Research on Shaanxi Apple Marketing Environment and Marketing Strategy <i>Zhidong YU</i>	(888)
Research on Changes in Online Consumer Behavior——Based on China Internet Development Survey <i>Zhidong YU</i>	(892)
Problems Discovered in the Marketing Strategies of Corrosion Protective Coating Products and Possible Solutions <i>Hong JIN, Kaishi LV, Yutingting GONG, Zhenfei GUO</i>	(896)
Research on Competency Evaluation Factors of Marketing Customer Manager <i>Jiabin YI</i>	(900)
The Research on Four-In-One Marketing Mode of Building & Decorating Enterprises <i>Shouze CHEN, Nan WANG</i>	(905)
The Analysis about the Relation between Brand and Famous Brand <i>Junchang XU</i>	(909)
Based on WTO Rules, Research Chinese Financial Support on Aquatic Product <i>Yong XIAO</i>	(912)
When Will Cheese Time Arrive in China <i>Bing Tsui</i>	(918)
Identification of Key Dimensions of Famous-Brand Community Effects: Based on Cluster Brands <i>Yajun SHENG, Lihui SUN</i>	(922)
Innovation of Low Carbon Marketing Strategy Based on E-Commerce <i>Juan ZHANG</i>	(926)
A Study on Consumers' Perceived Corporate Hypocrisy <i>Tao WANG Bo WANG Yupeng MOU</i>	(930)
Evolution of Famous Brand Community Concept and Its Ecology Metaphor <i>Yajun SHENG, Lihui SUN</i>	(934)
The Study on the Tactics of Enhancing Terminal Management of Enterprises <i>Junchang XU</i>	(937)
Why Do We Need Brand <i>Jihua ZHANG</i>	(941)
A Study on the Operational Capacity Evaluation of Auto 4S Shops in Middle Cities of China——Based on a Auto Manufacturer <i>Aodun YANG, Jiqin REN</i>	(945)
The “New Domestic”——The Resurgence of a New Round of Domestic Products? <i>Zhibin LUO</i>	(950)
The Analysis on the Social Responsibility of the Foreign Retail Enterprise in China——Based on the Case of “Price Incident of Carrefour” <i>Xiaolong LI</i>	(954)
Research on the Path of Transformation and Upgrading for Enterprises from OEM to OBM——Based on the Practice of Enterprises in Ningbo <i>Qizhong WANG</i>	(956)
The Implementation and Model Construction of the Hospital Experiential Marketing <i>Desheng DENG, Tingting ZHAO</i>	(961)
Standardized Industry OEM Sales Working Process Feasibility Analysis and Design <i>Fei YAO, Yuan TIAN</i>	(966)

Study on Integrated Marketing Communications Strategy of the Brand Promotion of Daqing's Tourism Industry	
<i>Yuli ZHANG, Xiaochun SUN, Haoyu LI</i>	(971)
The Challenge and Breakthrough of Low-Carbon Marketing	
<i>Qing CHEN</i>	(977)
A Pilot Study of Willingness to Pay	
<i>Fanbin ZENG</i>	(982)

Logistics Management

Determining a Location of the 2 nd Distribution Center: A Case Study of a Paper Distributor in Bangkok	
<i>Chumpol MONTHATIPKUL</i>	(985)
Emergency Materials Allocation Model Based on Dynamic Demand	
<i>Huadong GAN, Nan LIU</i>	(990)
Game Analysis between Supplier and Manufacturer in the Environmental Cost Internalization of Supply Chain	
<i>Qian LIU</i>	(994)
Purchasing Alliance Research Based on Demand Depends on Sales Price	
<i>Panpan YU, Pengfei LIU</i>	(998)
Research on Fuzzy Comprehensive Evaluation on Core Competence of Express Company	
<i>Zaiqiu GU, Qingwei ZHU</i>	(1002)
Study on the Joint Pricing and Delivery Date Policy under Service Level Constraints	
<i>Ying ZHOU, Li LU</i>	(1007)
Study on the Impact of Behavior Factors on Supply Chain Performance	
<i>Aiqiao CUI, Chunjie LI, Hongda GUO</i>	(1011)
Study on Coordination Evaluation of Emergency Logistics System	
<i>Haitao LIN, Yihong RU, Hanqing LI</i>	(1015)
Internal Pricing Mechanism of Firm under Price and Quality Competition	
<i>Hui MAN, Xingzheng AI</i>	(1020)
Research on Tourism Service Supply Chain Overall Optimization	
<i>Xiaojun HUANG, Fengzhen XIAO</i>	(1024)
Research on Linkage Development of Manufacturing Industry and Logistics Industry	
<i>Yingxia ZHAO</i>	(1029)
Effect Evaluation of the Transformation from Resource-Based Enterprise Logistics to Social Logistics	
<i>Xinglan YANG, Keming ZHANG</i>	(1033)
The Structure of Emergency Logistics Network Based on Underground Logistics System	
<i>Han XU, Jianqin ZHOU</i>	(1037)
Research on Location Model of Logistic Center Based on Multiple Service Times	
<i>Wei WANG, Zhuan WANG, Guoquan CHENG, Qinghua ZHANG</i>	(1042)
The Gray Edge Rough Set Model of China's Railway Operation Performance Evaluation	
<i>Cheng ZHANG, Guangsheng ZHANG</i>	(1048)
The Evaluation for Express Enterprises Service Quality Based on Gray Correlation Analysis	
<i>Qi SUO</i>	(1054)
A Matter Element Model Study on the Performance Evaluation of Food Cold Chain Logistics Enterprises	
<i>Weizhe REN, Fang WANG</i>	(1058)
The Status of the Competitiveness Negotiation in the Government Procurement	
<i>Libo XI, Fanqin MENG, Shandan ZHOU, Yuanli ZHAO</i>	(1062)
The Governance Structure of Supply Chain	
<i>Hong TAN</i>	(1065)
Research on Implementation of Joint Distribution in Urban Logistics of China	

<i>Jingxiang YANG</i>	(1070)
Strategic Customer Behavior, Quantity Discounts Contract and the Vendor Orders Strategy	
<i>Shan YU, Mingrong DENG</i>	(1072)
Research on Supplier Strategic Partnership of the Supply Chain	
<i>Jing LIANG, Xuyang LIU</i>	(1075)
The Cost Accounting Study of TPL Enterprise Based on ABC	
<i>Yaping CHEN, Junqing ZHONG, Shiqiang TANG</i>	(1079)
Research on the Improvement of Best Economic Order Quantity Method of Inventory in Material Management	
<i>Weiguang CHEN, Shuxiu YU</i>	(1084)
Research on Optimal Resources Configuration of Third Party Reverse Logistics Based on Ant Colony Optimization	
<i>Shu CAI</i>	(1087)
Forest Right Circulation New Trend: The Formation of Private Forest Farm——Based on Jiangxi Province Ganzhou City Forestry Practice Survey	
<i>Huafeng ZENG</i>	(1091)
Based on the Synergy Strategy of Yantai-Rizhao-Qingdao Port Interior Dry Bulk of the Optimal Allocation and Model Discussed	
<i>Jigang WANG</i>	(1095)
Survey-Based Empirical Research on Reverse Logistics: A Review	
<i>Chunhua GAO, Yacan WANG</i>	(1098)
Study on Creative Logistics Model of Small and Medium Sized Enterprises in Jiangxi	
<i>Ling ZHONG, Yunjuan CHEN</i>	(1103)
Comparative Study on the Regional Logistics Abilities of 10 Provinces (City) in West Region Based on Factor Analysis	
<i>Mingkai XU</i>	(1106)
An Inventory Model of Life Circle Products Based on Discount Price and Reservation Sale	
<i>Youjun ZHOU</i>	(1110)
Retail Enterprise-Oriented Supply Chain Risk and Its Prevention	
<i>Haiqing GUO, Yaowu KANG</i>	(1115)
Supply Chain of Agricultural Products Logistics Outsourcing	
<i>Xiuqing SHEN</i>	(1119)
The Research on the Automobile Parts Procurement Supply Chain	
<i>Ping LI, Wei CHENG</i>	(1122)
Empirical Analysis on Supply Chain Management of Gannan Navel Orange Industry	
<i>Zhaoyang HUANG</i>	(1126)
Research on the Developing Strategy of Chongqing Rural Logistics System	
<i>Han XU, Jianqin ZHOU</i>	(1130)
Research of Information System Integration of Enterprise Logistics in the Supply Chain	
<i>Rui LIANG, Hanping HOU</i>	(1134)
A Design of Plant Layout of a Factory	
<i>Jin GE, Bing ZHU</i>	(1139)
Inventory Management of Food Processing Industry——A Case Study	
<i>Chih-Han CHEN, Kai-Chung CHENG, Chih-Chin LIANG, Pei-Hua WU, Rung-Zhen CAO</i>	(1146)
Incoterms 2010: New Rules of Delivery Terms in International Trade	
<i>Zhenling XU</i>	(1150)
Research on Supply Chain Coordination Concerning a Seller's Promotion Innovations and Demand Information Improvement	
<i>Wei TIAN</i>	(1154)
Multinational Corporations Control Structure Choices under Uncertainty Environment	
<i>Jianhua MA, Xingzheng AI</i>	(1158)
Optimization of Logistics Costs of Agricultural Products	
<i>Dongdong WANG</i>	(1162)
Study on the Agricultural Products Logistics Organizations in China	

<i>Wei FANG</i>	(1166)
Research on the Index Design of Emergency Logistics Performance: Based on Response to Public Unexpected Events	
<i>Jing LI</i>	(1170)
Relationship between Jiujiang Port Logistics and Regional Economic Growth	
<i>Yefu ZHOU, Xi LUO</i>	(1174)
Logistics Input and Output System for Jiangxi Province Based on Petri Net	
<i>Xiaodong MAO, Yanling WANG, Guangsheng ZHANG</i>	(1178)
Application of Real Options to the Pharmaceutical Supply Chain in China	
<i>Chengchao WANG, Ziqi LIU</i>	(1183)

Risk Management

A Study on Farmer Credit Trouble and Optimal Management after Crisis	
<i>Hong WANG, Pengjun DAI</i>	(1189)
The Risk Sharing Mechanism for B-SO-T Projects in Urban Rail Transit	
<i>Na WU, Liyuan SHANG</i>	(1193)
Game and Management of Safety and Risk in the Development of New Strategic Industries Projects	
<i>Tie LIU, Jiuyun WANG</i>	(1198)
Analysis for Model of China's Stock Market Price-Earnings Ratio of Non-Symmetry	
<i>Yuan LIU</i>	(1204)
Research of Wholesale Price Contract and Risk Hedge Strategy under Risk of Demand and Exchange Rate	
<i>Juan DU</i>	(1208)
Risk Analysis and Management of Loess Landslide Considering Water Infiltration in the Top Fissure	
<i>Yan LIANG, Jifei ZHAO, Ping LI, Tonglu LI</i>	(1213)
The Analysis of College Students Credit Card Risk Control——Take Shanghai Students as an Example	
<i>Ying GOU, Yingjun SUN</i>	(1218)
Research on Concepts and Causes of Sank Costs and Sunk Cost Effect	
<i>Ming LIN, Jianqiu WANG</i>	(1223)
Research on the Formation Path for the Investment Risk of the Large Energy Project	
<i>Zhenyu LI, Jinsuo ZHANG, Guoying HUANG</i>	(1228)
Research on the Management Control Tactics of Network Public Sentiment of Listed Company	
<i>Yanbiao DI, Xinyu GENG</i>	(1232)
Risk Analysis and Sharing of Urban Rail Transit BT Mode	
<i>Yan WANG</i>	(1236)
Promote the Standardization of the Risk Management of Construction Project	
<i>Ming WU, Shiqiang ZHAO</i>	(1241)
The Research on the Situation of Chinese Emergency Management in Earthquake Disaster	
<i>Bing BU, Qunlin JIA</i>	(1245)
Empirical Analysis on Selection of Leading Indicators of China's Financial Crisis Early Warning System	
<i>Fengmin XIE</i>	(1249)
Enforcing the Monitoring on the Borrowers to Safeguard Bank's Credit Assets	
<i>Hui WANG, Jianling PAN, Jianguo PAN</i>	(1254)
ERM under the Framework of Research on Chinese Corporate Internal Control	
<i>Lin CHEN, Guofeng NI</i>	(1258)
Study on Evaluating the Credit Assets Risk of Commercial Bank	
<i>Yongzhong LIAO, Xiaoni WEN, Xun YU</i>	(1262)
The Construction of Commercial Bank Loan Business Credit Risk Management System——Chongqing Bank as an Example	
<i>Qun BAI, Hualing CAO</i>	(1267)

On the Absence of Ethical Dimension in Chinese Science and Technology Assessment System	
<i>Huimin YANG</i>	(1272)
Origin and Resolving Channel of Debt Crisis of Small and Medium Enterprises of Wenzhou	
<i>Junping LIU</i>	(1276)
Research on Emergency Management and Coping Strategies for Emergencies during Large-Scale Sporting Events	
<i>Zhou LI, Yang GAO</i>	(1281)
Inspirations from Phylogeny of Market and Credit Risk Measurement Methods Which Benefit to Studies on Operational Risk Measurement	
<i>Hui WANG, Jianguo PAN</i>	(1286)
Structured Finance, Financial Crisis and Commercial Bank Credit Risk Management	
<i>Hui WANG, Jianguo PAN</i>	(1290)
Study on the Integration of Risk Management Framework and Tax Risk Prevention	
<i>Yanyan LI</i>	(1294)
Research Report of the Financial Risk Management and Its Safety Situation in the Development of Colleges and Universities	
<i>Dezhen WEI</i>	(1298)
Based on Symbiosis Theory of College Development and Financial Security System Research	
<i>Qianmei WEI</i>	(1302)
Research on Prevention and Emergency Response to College Public Emergencies in the Support of College Logistics	
<i>Chongli HUANG, Yanqing XU</i>	(1307)
An Application Study of Corporate Contingent Claim Model in Enterprises Acquisition Decision——General Mills Acquired Diageo’s Pillsbury	
<i>Qian XU, Donghua HAN, Shengnan LI</i>	(1311)
Researching on Credit Risk Management of the Commercial Banks of China	
<i>Fan ZHANG, YanBo LUO</i>	(1315)
Study on the Funds and Material Risk Management of Armed Police Forces	
<i>Hai YANG</i>	(1319)
Study on Restructuring Risk Prewarning Mechanism of China Small-Medium Enterprises’ Finance Guarantee	
<i>Yufen WEI</i>	(1322)
Financial Management of Credit System	
<i>Jing YANG</i>	(1326)
The Analysis about the Real Estate Market of the Reform of Estate Tax System	
<i>Mingxun LIU, Xuebin CHEN</i>	(1329)
Risk Management of Small and Medium-Sized Enterprises in China under Debt Crisis of European and USA	
<i>Ping SONG</i>	(1333)
On the International Airport Service Etiquette Standards Based on Brand Image Enhancement	
<i>Wengang LU</i>	(1337)
Discuss on the Enterprise Operating Risk Analysis and Prevention	
<i>Chunying ZHANG, Junsheng LANG</i>	(1342)
The Analysis of Life Insurance Companies’ Financial Risk under New Circumstance	
<i>Yanqi MA</i>	(1345)
Research on Constructing Early-Warning Index System of the Listed Company Network Public Opinion	
<i>Yanbiao DI, Xiangchun LI</i>	(1349)
Research on Establishment and Application of Corporate Financial Early-Warning System	
<i>Xiaoyan DU, Ende ZHOU</i>	(1353)
The Risk Control Research of Small and Medium-Sized Enterprise ERP Project Implementation	
<i>Shihuai WANG</i>	(1357)

Knowledge Management

Intellectual Property Protection, Human Capital of R&D and R&D Level of Foreign Firms——A Test of Constraints Basing on Intellectual Property Protection and Labor Mobility	
<i>Zhenmin FANG, Qiyun FANG, Yuanhai FU</i> ·····	(1361)
The Mediating Effect of Inter-Firm Bargaining Power in the Alliances	
<i>Jing JIN</i> ·····	(1370)
Deficiencies and Countermeasures of Intellectual Property Management and Innovation of Convention and Exhibition Industry in China	
<i>Yan XU, Xuan WANG</i> ·····	(1375)
Research on Knowledge Services Retrieval Model Based on Domain Ontology	
<i>Fan YAN</i> ·····	(1379)
Research on the Evaluation Problem for the Knowledge Innovation Ability about Service Outsourcing Enterprises in the New Coastal Region of Tianjin	
<i>Kun WANG, Jing YUAN</i> ·····	(1384)
Agricultural Industry Cluster Development Types and Their Learning Motivation	
<i>Zaifang JING</i> ·····	(1389)
A Bibliometric Comparative Study on the Academic Contribution by the Economics-Management Scholars and the Non-Economics-Management Scholars	
<i>Ying JI, Yan NING, Guang YU</i> ·····	(1395)
Online Procurement Auctions for Knowledge Products	
<i>Ruyi GE, Pengzhu ZHANG</i> ·····	(1399)
The Nature of R&D Industry and Its Development in China	
<i>Bizhen LI, Xinkuo XU</i> ·····	(1403)
A Research on Permanent Establishment: Definition and Judicial Applications	
<i>Changda CAI</i> ·····	(1408)
Tacit Knowledge and Tacit Knowledge Explicating	
<i>Mingrui HE</i> ·····	(1411)
Learning from Ambidextrous Capability in New Product Development Project	
<i>Jingwen HUANG, Yonghui LI</i> ·····	(1415)
Research on Enterprise Green Management Based on Knowledge Management	
<i>Tao XU, Weining LI</i> ·····	(1418)
Research on the Process and Influencing Factors of Knowledge Innovation	
<i>Jing YUAN, Kun WANG</i> ·····	(1421)
On the Analysis of the Interim Report Based on Can-Do Self-Evaluation Questionnaire for Candidates of Japanese-Language Proficiency Test in 2010	
<i>Qingyun REN</i> ·····	(1426)
The Design of the Performance Evaluation System of Enterprise Knowledge Management Which Based on the Balanced Scorecard	
<i>Mingkui HUO, Xiangxian ZHANG, Jinling LI</i> ·····	(1429)
A Comparative Study on the University Education Mode between China and the United States——Taking CUIT-SDSU International Hotel Project as an Example	
<i>Chuangle GUO, Min CHEN</i> ·····	(1434)
Construction on the Views Processing of Readers and Feedback Mechanism in Academic Libraries under the Network Environment	
<i>Changwei Huang</i> ·····	(1438)
The Research on the Developmental Direction of Higher Education	
<i>Baolong LI</i> ·····	(1441)
Information Technology and New Development of Modern Education	
<i>Hongbing ZHANG</i> ·····	(1444)
Implementation and Optimization of Educational Resources Integration Based on Cloud Storage——Computer Course as Example	
<i>Huaqing MAO, Li ZHU</i> ·····	(1447)

The Research on the Information Asymmetry Based on the Data from American Supervising Liability Insurance Market	
<i>Baolong LI</i>	(1451)
The Investigation and Study on Cognition Status of College Students' Self-Employment——Taking-College Students from Henan Province as the Example	
<i>Fang LIU</i>	(1455)
Research on the Factors of Effective Operation of Hospital Group Based on Knowledge Sharing	
<i>Xin WU, Wei CHENG</i>	(1459)
The Role of Knowledge and Trust in the Born Global Firm: A Case Study for a Manufacturing Firm in China	
<i>Yu GAO</i>	(1463)
The Study on Promoting Employees Independent Learning in Hotel E-Learning Training	
<i>Jingjing LIANG</i>	(1469)
A Study on the Impact of Knowledge Transfer between Marketing Channel Members on Customer Value	
<i>Jing SU, Qinghua ZHAI, Sizong WU</i>	(1475)
Knowledge Boundary and Knowledge Circle of Supply Chain Knowledge Flowage and Sharing	
<i>Lijun YANG</i>	(1480)
Ontological Support for Web Courseware Authoring System Based on SCORM	
<i>Jing CHENG</i>	(1484)
Ontology-Based Semantic Retrieval Review	
<i>Zhonghua DENG, Rong LUO</i>	(1489)
Study on Discipline Knowledge Spillovers——Based on Knowledge Producers Perspective	
<i>YangJie HUANG</i>	(1494)

Quality Control

Study on Customer Satisfaction System of the Elevator Industry	
<i>Xiaomin XU</i>	(1499)
Product Market Competition, Professional Specialization and Audit Quality	
<i>Guiliang LIU, Jiawei LIU</i>	(1503)
Bayesian Shrinkage Estimation of Parameter of Inverse Exponential Model	
<i>Guoping ZHOU</i>	(1507)
Data Quality Control in the International Mud Logging Operation	
<i>Yingzhao ZHENG, Dehui WAN, Xianghong ZENG, Guosheng YUAN</i>	(1510)
Research on the Application of Lean Production in Manufacturing Enterprise	
<i>Chao WANG, Liqin LIU, Yisheng LIU</i>	(1514)
Application of Emotional Quality in Product Design	
<i>Xuefeng JIN, Jiayi YAO</i>	(1518)
The Design of Prevention Control System Based on ZD Management for Satellite Control Centers	
<i>Hua SHAO, Bo JIANG, Weibo ZHU, Xingxing CHEN, Jiaoyan ZHANG</i>	(1522)
A Study about the Evaluation on the Quality of Personal Internet Banking Website	
<i>Zhuo DAI, Zaiyue LI</i>	(1526)
Quality Management and Control on the Regulatory Documents of Universities——With the View of Law	
<i>Guoqiang LIU</i>	(1530)
Study and Practice of Supervisory and Control System for Undergraduate Teaching Quality	
<i>Licheng JIA, Weihua HUANG</i>	(1533)
Improve the Quality of Higher Education Services Based on Education Classification	
<i>Chen GUO, Qiao REN, Lei HUANG, Jia WANG</i>	(1537)
Application of Two Kinds of Quality Diagnosis Theories in the Production of Recirculating-Ball Steering Gear	
<i>Chunfang GUO, Pengchao HU</i>	(1541)

Research on Evaluation Indicators of Logistics Industry's Service Quality
Lan FU.....(1546)

Agile Requirement Analysis and Quality Control
Huihua SHANG.....(1549)

Preventive Quality Management Research
Jun KANG.....(1553)

目 录

第二卷 企业运营与管理 (2) 市场营销

基于自我效能感的价值接受度模型 (SVAM) 的微博用户接受实证研究.....	朱阁, 王鸿(785)
季节分解法在息烽县卷烟销量短期预测中的应用.....	吕南, 童岳嵩, 张红梅(792)
上升者的悲哀: 中国社会的焦虑感与地位消费的关系探讨.....	王敏, 林方(797)
消费者从众行为影响购买电影票意愿之研究.....	赵瑀, 吕纯纯(802)
新奢侈品消费行为态度对购买意愿的影响机理研究.....	王婉, 吴泗宗(807)
Micro-Blogging Marketing Based on the Characteristics of Network Consumer.....	Yifeng WANG, Ping XU(812)
基于购买行为倾向的顾客体验感知差异实证研究.....	郭辰, 秦远建(816)
基于投资者视角的区域品牌构建——以辽宁沿海经济带为例.....	郝胜宇, 刘进平(820)
城市品牌评价方法的对比分析及启示.....	郝胜宇(824)
近域城市之间的县域市场一体化发展动力机制研究.....	王彦庆(828)
厦门公交移动电视广告受众态度分析.....	曾秀芹, 陈文静(832)
中小企业摆脱困境的必然选择——我国中小企业网络营销策略研究.....	於志东(836)
网络团购的商业模式分析.....	解丽娜(840)
引入品牌的金融产品持续竞争优势模型.....	张超(844)
安康旅游业可持续发展的要素分析.....	赵临龙(849)
The Thinking of Product Pricing Strategies for Private Petrochemical Enterprises.....Ailing WANG, Xingming ZHANG, Jiao WANG(854)
产业集群品牌生态系统的基本特征研究.....	刘志峰, 王典典(858)
基于旅游者感知视角的主题公园品牌资产模型探析.....	伍进, 张素杰(863)
浅析城市品牌有效提升的途径.....	徐俊昌, 闫宇星(868)
流通业的自有品牌战略研究——欧美及日本流通业的变革.....	于兰凤(871)
Research on the Fundamental Principle of Network Group Buying Improving the Enterprises' Benefits.....Yifeng WANG, Rong HUANG(876)
关系营销在银行客户市场中的策略研究.....	汪雪, 丁乃鹏, 易炳刚(880)
特色农产品区域品牌建设研究——以“安吉白茶”为例.....	何倩兰, 曹永峰(884)
陕西苹果营销环境及营销策略研究.....	於志东(888)
网上消费者行为变迁的研究——基于中国互联网络发展状况统计调查.....	於志东(892)
防腐涂料促销策略存在的问题及对策.....	金虹, 吕凯士, 宫羽婷婷, 郭振飞(896)
营销客户经理胜任力评价因子研究.....	易加斌(900)
建筑装饰企业四位一体营销模式探析.....	陈守则, 王楠(905)
品牌与名牌的关系分析.....	徐俊昌(909)
基于WTO规则, 中国水产品对外贸易的财政支持研究.....	肖勇(912)
When Will Cheese Time Arrive in China.....	Bing Tsui(918)

Identification of Key Dimensions of Famous-Brand Community Effects: Based on Cluster Brands.....	Yajun SHENG, Lihui SUN(922)
.....
基于电子商务的低碳营销策略创新.....	张娟(926)
消费者感知企业“伪善”研究.....	汪涛,王波,牟宇鹏(930)
名牌群落概念的衍生及其生态学隐喻.....	盛亚军,孙丽辉(934)
强化企业终端管理的对策研究.....	徐俊昌(937)
Why Do We Need Brand.....	Jihua ZHANG(941)
中国二三线城市汽车 4S 店运营能力评价研究——以某汽车厂商为例.....	杨奥敦,任继勤(945)
“新国货”——新一轮的国货回潮?.....	罗志斌(950)
The Analysis on the Social Responsibility of the Foreign Retail Enterprise in China——Based on the Case of “Price Incident of Carrefour”.....	Xiaolong LI(954)
Research on the Path of Transformation and Upgrading for Enterprises from OEM to OBM——Based on the Practice of Enterprises in Ningbo.....	Qizhong WANG(956)
医院体验营销的实施及模型构建研究.....	邓德胜,赵婷婷(961)
工业品 OEM 销售流程标准化可行性分析及设计.....	姚飞,田园(966)
Study on Integrated Marketing Communications Strategy of the Brand Promotion of Daqing’s Tourism Industry.....	Yuli ZHANG, Xiaochun SUN, Haoyu LI(971)
低碳营销的挑战与突破.....	陈青(977)
A Pilot Study of Willingness to Pay.....	Fanbin ZENG(982)

物流管理

Determining a Location of the 2 nd Distribution Center: A Case Study of a Paper Distributor in Bangkok.....	Chumpol MONTHATIPKUL(985)
.....
基于需求动态变化分析的应急物资分配决策模型.....	干华栋,刘南(990)
供应链环境成本内部化中供应商与制造商的博弈研究.....	刘倩(994)
Purchasing Alliance Research Based on Demand Depends on Sales Price.....	Panpan YU, Pengfei LIU(998)
速递物流企业核心竞争力的模糊综合评价研究.....	谷再秋,朱庆伟(1002)
Study on the Joint Pricing and Delivery Date Policy under Service Level Constraints.....	Ying ZHOU, Li LU(1007)
行为因素对供应链绩效影响程度的研究.....	崔爱巧,李春杰,郭红达(1011)
应急物流系统协调性评价研究.....	林海涛,汝宜红,李汉卿(1015)
基于价格和质量竞争的企业内部定价机制.....	满慧,艾兴政(1020)
旅游服务供应链整体优化研究.....	黄小军,肖风楦(1024)
制造业与物流业联动发展研究.....	赵英霞(1029)
资源型企业物流向社会物流转型的效果评价研究.....	杨星兰,张可明(1033)
基于地下物流系统的应急物流网络构建.....	许汉,周建勳(1037)
基于多服务时限的物流中心选址模型的研究.....	王薇,王转,程国全,张庆华(1042)
中国铁路运营绩效评价的灰色优势粗集模型.....	张诚,张广胜(1048)
基于灰色关联分析的快递企业服务质量综合评价研究.....	索琪(1054)
A Matter Element Model Study on the Performance Evaluation of Food Cold Chain Logistics Enterprises.....

.....	Weizhe REN, Fang WANG(1058)
The Status of the Competitiveness Negotiation in the Government Procurement.....	
.....	Libo XI, Fanqin MENG, Shandan ZHOU, Yuanli ZHAO(1062)
供应链的治理结构.....	谭宏(1065)
Research on Implementation of Joint Distribution in Urban Logistics of China.....	Jingxiang YANG(1070)
引入战略性顾客行为的数量折扣契约下, 销售商订货策略研究.....	余姗, 邓明荣(1072)
供应商战略合作伙伴关系研究.....	梁婧, 刘旭阳(1075)
基于作业成本法的第三方物流企业成本核算研究.....	陈雅萍, 钟峻青, 汤世强(1079)
物资管理中存货最佳经济批量法改进探讨.....	陈伟光, 余淑秀(1084)
基于蚁群算法的第三方逆向物流优化配置问题研究.....	蔡舒(1087)
Forest Right Circulation New Trend: The Formation of Private Forest Farm——Based on Jiangxi Province Ganzhou City Forestry Practice Survey.....	Huafeng ZENG(1091)
基于协同策略的青岛港-烟台港-日照港腹地散货货源分配最优化策略及模型探讨.....	王继刚(1095)
基于问卷调查的逆向物流实证分析文献综述.....	高春华, 王雅璨(1098)
Study on Creative Logistics Model of Small and Medium Sized Enterprises in Jiangxi.....	Ling ZHONG, Yunjuan CHEN(1103)
基于因子分析法的西部地区 10 省市区域物流能力的比较研究.....	徐明凯(1106)
一类基于价格折扣与预订销售的生命周期产品库存模型.....	周优军(1110)
Retail Enterprise-Oriented Supply Chain Risk and Its Prevention.....	Haiqing GUO, Yaowu KANG(1115)
Supply Chain of Agricultural Products Logistics Outsourcing.....	Xiuqing SHEN(1119)
汽车零部件采购供应链优化研究.....	李萍, 程维(1122)
Empirical Analysis on Supply Chain Management of Gannan Navel Orange Industry.....	Zhaoyang HUANG(1126)
重庆市农村物流体系发展战略研究.....	许汉, 周建勤(1130)
供应链中企业物流信息系统的集成研究.....	梁锐, 侯汉平(1134)
基于物流技术的某厂厂区布局设计.....	葛靳, 朱兵(1139)
食品加工运输业存货管理探究.....	陈芷函, 郑凯中, 梁直青, 吴姝华, 曹容祯(1146)
Incoterms 2010: 国际贸易交货条件新规则.....	徐振领(1150)
基于销售商促进产品需求创新与需求信息改进的供应链协调研究.....	田巍(1154)
Multinational Corporations Control Structure Choices under Uncertainty Environment.....	Jianhua MA, Xingzheng AI(1158)
Optimization of Logistics Costs of Agricultural Products.....	Dongdong WANG(1162)
我国农产品物流组织研究.....	方威(1166)
Research on the Index Design of Emergency Logistics Performance: Based on Response to Public Unexpected Events.....	
.....	Jing LI(1170)
Relationship between Jiujiang Port Logistics and Regional Economic Growth.....	Yefu ZHOU, Xi LUO(1174)
基于 Petri 网的江西省物流业投入产出系统研究.....	冒小栋, 王艳玲, 张广胜(1178)
实物期权视角下的中国药品供应链研究.....	王承超, 刘子齐(1183)

风险管理

A Study on Farmer Credit Trouble and Optimal Management after Crisis.....	Hong WANG, Pengjun DAI(1189)
The Risk Sharing Mechanism for B-SO-T Projects in Urban Rail Transit.....	Na WU, Liyuan SHANG(1193)

发展战略性新兴产业项目安全与风险的博弈及管理.....	刘铁, 王九云(1198)
Analysis for Model of China's Stock Market Price-Earnings Ratio of Non-Symmetry.....	Yuan LIU(1204)
Research of Wholesale Price Contract and Risk Hedge Strategy under Risk of Demand and Exchange Rate.....	Juan DU(1208)
考虑裂缝影响的黄土滑坡风险分析与管理.....	梁燕, 赵纪飞, 李萍, 李同录(1213)
大学生信用卡风险控制研究——以上海大学生为例.....	苟莹, 孙英隼(1218)
沉没成本与沉没成本相关性的概念及成因的研究.....	林鸣, 王建秋(1223)
大型能源项目投资风险形成路径研究.....	李振宇, 张金锁, 黄国英(1228)
Research on the Management Control Tactics of Network Public Sentiment of Listed Company.....Yanbiao DI, Xinyu GENG(1232)
城市轨道交通 BT 模式的风险分析与分担.....	汪琰(1236)
促进建设工程项目风险管理的标准化.....	邬明, 赵世强(1241)
关于国内地震灾害应急管理现状的思考.....	步兵, 贾群林(1245)
中国金融危机预警指标选择实证分析.....	解凤敏(1249)
强化银行信贷监督, 维护信贷资产安全.....	王惠, 潘建玲, 潘建国(1254)
ERM 框架下我国企业内部控制问题研究.....	陈琳, 倪国锋(1258)
商业银行信贷资产风险评估及控制研究.....	廖永忠, 温小霓, 余勋(1262)
商业银行创业贷款信用风险管理体系的构建——以重庆银行为例.....	柏群, 曹华玲(1267)
On the Absence of Ethical Dimension in Chinese Science and Technology Assessment System.....	Huimin YANG(1272)
温州中小企业债务危机起源与化解途径.....	刘俊萍(1276)
Research on Emergency Management and Coping Strategies for Emergencies during Large-Scale Sporting Events.....Zhou LI, Yang GAO(1281)
从风险度量技术演进看操作风险度量问题.....	王惠, 潘建国(1286)
结构化融资、金融危机与商业银行信贷风险管理.....	王惠, 潘建国(1290)
Study on the Integration of Risk Management Framework and Tax Risk Prevention.....	Yanyan LI(1294)
高校发展中财务风险管理及其安全现状研究报告.....	韦德贞(1298)
基于共生理论下高校发展与财务安全体系研究.....	魏乾梅(1302)
高校后勤保障中突发公共事件的预防与应急处置.....	黄崇利, 徐艳晴(1307)
或有价值权定价在企业并购决策中的应用研究——General Mills 收购 Diageo 旗下的 Pillsbury 公司.....徐倩, 韩冬骅, 李胜楠(1311)
浅析我国商业银行信用风险管理.....	张帆, 罗延博(1315)
武警部队经费与实物的风险管理机制研究.....	杨海(1319)
中小企业融资担保风险预警机制的重塑研究.....	尉玉芬(1322)
Financial Management of Credit System.....	Jing YANG(1326)
房地产税制改革对房地产市场的影响分析.....	刘明勋, 陈学滨(1329)
欧美债务危机下我国中小企业风险管理探析.....	宋平(1333)
基于提升品牌形象的国际机场服务礼仪通用标准研究.....	卢文刚(1337)
论企业经营风险分析与防范.....	张春颖, 郎俊生(1342)
The Analysis of Life Insurance Companies' Financial Risk under New Circumstance.....	Yanqi MA(1345)
上市公司网络舆情预警指标体系构建研究.....	邱彦彪, 李向春(1349)
企业财务预警制度的建立及其应用研究.....	杜小艳, 周恩德(1353)

中小企业 ERP 项目实施风险控制研究.....汪诗怀(1357)

知识管理

- 知识产权、人力资本与外资企业研发水平——基于知识产权和就业流动约束的检验.....方臻旻,方齐云,傅元海(1361)
- 联盟中企业间权力关系的中介效用.....金晶(1370)
- Deficiencies and Countermeasures of Intellectual Property Management and Innovation of Convention and Exhibition Industry in China.....Yan XU, Xuan WANG(1375)
- Research on Knowledge Services Retrieval Model Based on Domain Ontology.....Fan YAN(1379)
- 天津滨海新区服务外包企业知识创新能力评价问题研究.....王坤,袁静(1384)
- 农业产业集群发展类型及其学习动力机制.....景再方(1389)
- 基于文献计量的经济管理与非经济管理学者学术贡献比较研究.....季莹,宁岩,于光(1395)
- 知识产品在线招标研究.....葛如一,张朋柱(1399)
- 研发产业的性质及其在中国的发展研究.....李碧珍,徐新扩(1403)
- A Research on Permanent Establishment: Definition and Judicial Applications.....Changda CAI(1408)
- Tacit Knowledge and Tacit Knowledge Explicating.....Mingrui HE(1411)
- Learning from Ambidextrous Capability in New Product Development Project.....Jingwen HUANG, Yonghui LI(1415)
- Research on Enterprise Green Management Based on Knowledge Management.....Tao XU, Weining LI(1418)
- 知识创新的过程与影响因素研究.....袁静,王坤(1421)
- 2010年度日语能力考试Can-Do自我评价《中期报告》解析.....任青云(1426)
- The Design of the Performance Evaluation System of Enterprise Knowledge Management Which Based on the Balanced Scorecard
.....Mingkui HUO, Xiangxian ZHANG, Jinling LI(1429)
- 中美大学教育模式比较研究——以 CUIT-SDSU 国际酒店项目为例.....郭创乐,陈敏(1434)
- 网络环境下高校图书馆读者意见处理与反馈机制的构建.....黄长伟(1438)
- 浅论高等教育的发展方向.....李宝龙(1441)
- 信息技术与现代教育新发展.....张红兵(1444)
- 基于云存储的高校数字化教学资源整合与优化——以计算机类课程为例.....毛华庆,朱丽(1447)
- 基于美国监理责任保险市场数据的信息不对称研究.....李宝龙(1451)
- 大学生自主创业认知状况调查研究——以河南省大学生为例.....刘芳(1455)
- 基于知识共享的医院集团有效运行因素研究.....吴欣,程薇(1459)
- The Role of Knowledge and Trust in the Born Global Firm: A Case Study for a Manufacturing Firm in China.....Yu GAO(1463)
- 酒店员工E-learning培训自主性提升研究.....梁菁菁(1469)
- 营销渠道成员间知识转移对顾客价值的影响研究.....苏靖,翟庆华,吴泗宗(1475)
- 供应链知识流动与共享中的知识边界与知识圈问题研究.....杨利军(1480)
- Ontological Support for Web Courseware Authoring System Based on SCORM.....Jing CHENG(1484)
- 基于本体的语义检索研究综述.....邓仲华,骆蓉(1489)
- 学科组织知识溢出研究——基于知识生产者视角.....黄扬杰(1494)

质量控制

电梯行业顾客满意度体系研究.....	徐晓敏(1499)
产品市场竞争、审计行业专门化与审计质量.....	刘桂良, 刘嘉伟(1503)
Bayesian Shrinkage Estimation of Parameter of Inverse Exponential Model.....	Guoping ZHOU(1507)
国际录井作业中的资料质量控制.....	郑应钊, 万德辉, 曾祥红, 院国胜(1510)
精益生产在制造企业中的应用研究.....	王超, 刘丽琴, 刘伊生(1514)
产品设计过程中情感质量的控制.....	金学峰, 姚家奕(1518)
基于零缺陷管理思想的卫星测控中心预防控制系统设计.....	邵华, 姜波, 祝伟博, 陈星星, 张娇艳(1522)
个人网上银行网站质量评价研究.....	戴卓, 李再跃(1526)
Quality Management and Control on the Regulatory Documents of Universities——With the View of Law...	Guoqiang LIU(1530)
教学质量监控体系的研究与实践.....	贾历程, 黄卫华(1533)
教育分类对提高高等教育服务质量的研究.....	郭宸, 任俏, 黄磊, 王佳(1537)
两种质量诊断理论在循环球式转向器生产中的应用.....	郭春芳, 胡朋超(1541)
Research on Evaluation Indicators of Logistics Industry's Service Quality.....	Lan FU(1546)
敏捷需求分析与质量控制.....	商惠华(1549)
预防性质量管理研究.....	康军(1553)

Contents

Part 3 Engineering and Project Management Engineering Management

Study on the Impact of Entrepreneurial Environment and Entrepreneurial Orientation on Firm Performance <i>Wenyang DONG</i>	(1557)
Model to Determine the Number of Factors for Neural Network Forecasting System <i>Ying-Mei TU, Hsin-Nan CHEN, Wei-Chieh CHEN, Yung-Hsin KAO, Chun-Chiang YEH</i>	(1561)
Using Internet at Different Locations: Internet Usage and Skill Differences among High School Students <i>Fei LI, Long ZHANG</i>	(1565)
Research on Forecasting Method of Railway Passenger Transport Demand <i>Xiaowei HAI, Runtong ZHANG, Chanchan ZHAO, Jia PENG</i>	(1569)
Valuation for Technical Efficiency of Manufacturing Based on DEA <i>Li XU, Tianran ZHENG</i>	(1573)
On Training the Ability of Critical Thinking in Mathematics Teaching <i>Yanwu DU</i>	(1576)
Legal Consideration on Divorce Damages System <i>Zequin HUANG</i>	(1579)
Study on Conception Marketing and Its Spreading <i>Jiandi LIU</i>	(1582)
AHP-Based Approach to Performance Evaluation of College English Elective Courses <i>Aimin PENG</i>	(1586)
Wenzhou Clothing Industry Analysis and Forecast <i>Xianjie WANG, Yinao WANG</i>	(1590)
Environmental Performance Audit Mode Based on AHP <i>Lili ZHANG, Cuili SUN</i>	(1594)
Study on Financing Mode in Cultural Industry Based on Value Chain Perspective <i>Wenzhen WANG, Man XIAO</i>	(1599)
The Real Option and Enterprise Integration <i>Dezhu YE, Xiao XU, Tao YUE, Ming TONG</i>	(1603)
The Management of the Capital Adequacy Ratio of Commercial Banks in Rate Hike Cycle <i>Dezhu YE, Jiaying WANG, Kunming HUANG, Qian NIE</i>	(1606)
New Technology Revolution and Companys' Fraud in Information Disclosure <i>Ziqin WEN</i>	(1609)
Research Related to Entrepreneurial Learning <i>Wenyang DONG</i>	(1613)
Analysis on the Impact Factors of Environmental Protection Information Disclosure in the Listed Corporations of China <i>Man XIAO, Wenzhen WANG</i>	(1615)
Applied Research of AHP in Comprehensive Evaluation <i>Haifei XIANG</i>	(1619)
Research on Recognition and Measurement of Environmental Costs for Thermal Power Company <i>Maohua XIE, Wei WANG</i>	(1623)
Critical Factors of Promoting Market Demand of Sustainable Housing in Australia <i>Zhengyu YANG, Jay YANG</i>	(1627)

Analysis of the Elderly Tourism Behavior of 4P Based on Marketing Theory	
<i>Yan SHI</i> ·····	(1632)
Current Situation and Treatment Measure Analysis of Mining Collapses in Tangshan City	
<i>Baozhu TIAN, Tingting CHEN</i> ·····	(1636)
Research of the Rule-Based Automatic Billing Method of Goods of Traffic Logistics Nodes	
<i>Jingjing MA, Lei HUANG</i> ·····	(1639)
UML-Based Model Construction and Development of Online Course Selection System	
<i>Jingjing MA, Xiyao LV</i> ·····	(1643)
Design Model Construction of On-Line Course Selection System Based on Object-Oriented	
<i>Pengyun SUN, Lei HUANG</i> ·····	(1648)
Study on Attribute of Chinese Enterprises' Project Management Capabilities Based on the Resource-Based View	
<i>Jun ZHOU, Sichong ZHU</i> ·····	(1652)
Determinants of Outward FDI from International Chinese Investment in Macro Level	
<i>Jun ZHOU, Zhen ZHANG</i> ·····	(1656)
Analysis of Application of IM Instant Messaging Tools in Educational Administration	
<i>Peng QI, Wei TANG</i> ·····	(1660)
Research on the Realization Mechanism of Library Knowledge Services	
<i>Guangyuan LV</i> ·····	(1663)
Research on External Supervision Model of Financial Holding Company in China	
<i>Yirui DENG, Xiaofeng XU</i> ·····	(1666)
Evaluating the Needs of Elderly Centered eHealth—Using Enabling Technology-Based Services that Could Meet Them	
<i>Ying SU, Xiaodong WANG</i> ·····	(1669)
Empirical Analysis on the Dynamic Relationship between Economic Growth and Stock Market in China	
<i>Jun XIE, Jun LENG</i> ·····	(1674)
The Research of Institution Provision-Type Empowerment in Tourism Management	
<i>Yajuan WANG</i> ·····	(1678)
Golden Ageing Program for Mobile Education and Health Coaching	
<i>Ying SU, Jeffrey SOAR</i> ·····	(1682)
Oral Presentation in E-Commerce English Course	
<i>Li LIU, Guopeng WANG</i> ·····	(1686)
Second Large Shareholders and Corporate Value	
<i>Huixuan LAN, Yong YE, Xuhui ZHANG, Xuqian WEN</i> ·····	(1690)
Exploration of Reservoir Management in the Stage of Oil and Gas Production for Oil Production Plant	
<i>Ailing WANG, Jiao WANG</i> ·····	(1694)
The Composite Value-Creation Capacity of Chinese Commercial Banks	
<i>Zhiwei ZHANG</i> ·····	(1698)
Analysis of the Strategic Transformation of Telecom Operators on 3G Era	
<i>Jiantao LI, Xuan DUAN</i> ·····	(1704)
Strategy of Differentiation for Telecom Operators 3G Transformation under the Ground of Cloud Computing	
<i>Jiantao LI, Xuan DUAN</i> ·····	(1708)
Think on Fostering Cultural Progress of Tourism Enterprise	
<i>Yongzhen ZHOU, Yu WANG</i> ·····	(1711)
The Influence of Corporate External Social Capital to Technological Innovation—Based on the Perspective of Knowledge Creation	
<i>Xiaojin HU, Yanping QU</i> ·····	(1714)
Port Process Reengineering Based on Information Technology	
<i>Bing WANG, Shifeng LIU</i> ·····	(1718)

Research on Development of Yacht Tourism in Zhoushan	
<i>Xuecheng DUAN</i>	(1721)
The Design and Optimize of Scheduling System for Guangzhou Port Group	
<i>Bing WANG, Shifeng LIU</i>	(1725)
From Public Participation to Environmental Democracy—Research on the Problem of Public Participation in “Environmental Impact Assessment Law”	
<i>Yunbo WANG</i>	(1729)
Research on Application of Business Intelligence in the Enterprise Informatization Construction	
<i>Pengyun SUN, Lei HUANG</i>	(1733)
Empirical Study on Loan Pricing Mechanism of Chinese Commercial Banks	
<i>Lei SONG</i>	(1736)
Traditional Finance, Behavioral Finance and Evolutionary Finance	
<i>Fenglin YUAN</i>	(1740)
An Empirical Study on VaR of Shanghai Composite Index Based on Estimating Function Model and Historical Simulation Approach	
<i>Jiping YANG, Chunhui ZHANG, Lu YUAN</i>	(1745)
The Prospect and Challenge of Regulatory Budget	
<i>Qingcai ZHANG</i>	(1749)
Status and Defects: Labor Disputes Resolution Mechanism in China	
<i>Zhijun LIU, Hong LIU</i>	(1754)
International Comparison on Labor Dispute Mediation System	
<i>Zhijun LIU, Changyue SHEN</i>	(1758)
Path Selection of Application-Style Talents Cultivation of Human Resource Management Major in Higher School	
<i>Xuming ZHANG</i>	(1762)
Research on Fluctuant Mechanism of Real Estate Price Based on the Fixed Effects Model——The Empirical Data from Guanzhong Cities	
<i>Yaqing HE, Feng LAN</i>	(1766)
Growth Strategies of Chinese Big Businesses——4 Cases in Automotive Industry	
<i>Zhen ZHANG, Yuebing LU</i>	(1771)
Game Analysis of the Economical Housing	
<i>Maosheng YANG, Wencheng YU</i>	(1774)
Discussions on Some Basics for Initializing Real Estate Development in China	
<i>Nan LIU, Long LIU, Fengxia XU</i>	(1778)
The Research on the Coordination of Construction Project Organization	
<i>Xi CHEN, Yisheng LIU</i>	(1781)
Analysis and Prediction of Share Price Based on EMD Method	
<i>Bin LI, Zheng WANG</i>	(1786)
Empirical Study on the Relationship between Commercial House Price and Economic Fundamentals in Wuhan	
<i>Ya`nan LI, Yongzhong TANG</i>	(1792)
The Balanced Scorecard and Executing Strategy in Small Business Enterprises	
<i>Michael L. Werner, Fuyuan XU</i>	(1797)
Unilateral Specification Process Capability Indices under the Fuzzy Analysis	
<i>Chi-Huang Yeh, Liang-Chyau Sheu, Ching-Ho Yen</i>	(1803)
Improved Product Cost Accuracy and Cost Reduction Using Activity Based Costing	
<i>Michael L. Werner, Fuyuan XU</i>	(1807)
A Deterministic and Multi-Variate Approach for Very Large Scale IT System Acquisition	
<i>Jim Tam, Junlian XIANG, Tzu-Ming LIN</i>	(1813)
The Comparison of Total Amount and Structure of Service Trade between China and the USA	
<i>Lina DUAN, Di WU</i>	(1818)

Examining Critical Success Factors in ERP Implementations for Better Management of Enterprises in Pakistan <i>Muhammad Aamir Obaid KHATTAK, Yuanguan SHE, Muhammad IRFAN</i>	(1822)
Research of Rough Decision Analysis Method Based on the Tolerance Relation <i>Xiaopeng DAI, Dahong XIONG</i>	(1831)
Research for Quality Control Chart Based on Demand of Fuzzy and Random Mode <i>Yuanqiang XIA, Yong WANG</i>	(1836)
Product-Service Solution Development for Synergistic Community Transformation <i>Ke XING, David Ness, Furen LIN</i>	(1842)
A Study on Incentive Mechanism of Agent under Uncertain Risk Preference <i>Sen YAN, Jing PENG</i>	(1846)
Measuring Chinese Provincial Logistics Capability Based Factor Analysis <i>Yuanhong LIU</i>	(1850)
Analysis and Forecast of Construction Cost Index <i>Guoliang LI, Jianping ZHANG</i>	(1854)
Employment Hidden Discrimination Event Analysis and Countermeasures and Suggestions <i>Chunxiang ZHANG</i>	(1859)
Micro Mechanisms of Firms' Group Lending <i>Heming ZHENG</i>	(1863)
An Analysis on Competitiveness for Shrimp Products in China Based on Sustainable Development Perspective <i>Zhenfu CHU, Huanan LIU</i>	(1866)
Comparison Analysis of Livelihood between Different Ecological Consciousness Households <i>Xiujun TAI, Rong TAN</i>	(1870)
Ecological Policy and Rural Households' Energy Choice——Based on the Survey in China <i>Qiuyan LIANG</i>	(1875)
Research of Application of Project Management in Enterprise Human Resources Management <i>Ruiyu LIU, Sheng XU</i>	(1879)
Evaluation on Competitiveness of China's High-Tech Industry Based on Factor and Cluster Analysis <i>Xiaomei LI, Jingjing GUO</i>	(1884)
The Study on Real Estate Supply Chain Trust Management Based on Game Theory <i>Chunyu ZHOU</i>	(1889)
The Study on Network Information System Security Based on Trusted Computing <i>Yunhao XIN</i>	(1893)
Quality Research on Voluntary Accounting Information Disclosure of Listed Company <i>Lin ZHANG, Jia WANG</i>	(1897)
Corporation Reputation Damage Vis- à -vis Reputation Repair <i>Jing DONG, Xiaohua DONG, Jinyun LI</i>	(1902)
The Economic Principle and Application of Incremental Analysis <i>Qifa JIANG</i>	(1909)
Optimization of Multi-Objective Decision Making in Reverse Logistics Using Pallet-Renting Industry as Example <i>Chiao-Hsin MAI, Hung-Yu CHENG, Heng MA...</i>	(1914)
An Optimal Inventory Model Based on Delay in Payment and Stock-Dependent Selling Rate <i>Yiqian PAN, Hai HUANG</i>	(1919)
Interests Conflict between Clients and Contractors <i>Ting XU, Shuping CHENG, Xuerong WANG</i>	(1923)
Study of Credit Evaluation Index System of Construction Enterprises <i>Xiuli XIE, Peng HAN, Yisheng LIU</i>	(1927)
A Product Service System for Aircraft Maintenance, Repair and Overhaul <i>Haihua ZHU, James GAO, Dongbo LI, Dunbing TANG</i>	(1931)

The SWOT Analysis and the Strategy of Hong Kong Building Surveyor Expanding the Mainland Market in the Context of CEPA	
<i>Xing GAO, Jiming CAO</i>	(1936)
Location of the Refuge Chamber	
<i>Tongyong NAN, Lizhong XIANG</i>	(1941)
Safe Production Systems of Shield Tunneling under the Operation Tunnels	
<i>Yuhai GUO, Xinggao LI, Dajun YUAN</i>	(1944)
Discussion on Cost Management of Site Visa	
<i>Tingyue HAO</i>	(1949)
Analysis of Construction Project Bidding	
<i>Daozhai ZHU, Siyong QIN</i>	(1953)
Cost Structure of the Real Estate	
<i>Jingjing YIN, Juan ZHAO</i>	(1956)
Ethical Reflection in Engineering Management: Analysis Based on Ethic Dimension of Engineering	
<i>Huaimin ZHANG, Dan YANG</i>	(1960)
Discussion on Project Management of Low Carbonization	
<i>Xiao CHEN</i>	(1965)
Study on the Cultivation Pattern of Construction Management Specialty	
<i>Fanglu JIANG, Jianye PAN, Xiangshang CHEN, Quan YUAN</i>	(1969)
On Competitive Strategy Selection of Chinese Construction Business	
<i>Yulin WANG, Xiaojun CHEN</i>	(1973)
Cost Analysis of Construction Project Based on Transaction Cost Theory	
<i>Xiuli XIE, Yisheng LIU</i>	(1977)
Considerations on the Innovation of Barracks Management and Service	
<i>Shengshan ZHANG, Feng CHEN, Yan ZENG</i>	(1982)
Construction Demand Forecasting Using Artificial Neural Networks and Multiple Regression: The Case of Hong Kong and Mainland China	
<i>Yinglin WANG, Jiyu LAI</i>	(1985)
Sources of Competitive Advantage of Chinese Construction Enterprises in the International Market	
<i>Xiaoming HAO, Shengyue HAO</i>	(1990)
The Models of Entrepreneurial Capacity's Development in Engineering Education in the U.S. & It's Inspiration	
<i>Shuyu GAO, Xiaodong ZOU</i>	(1994)
Analysis on Human Reliability in Mine Safety	
<i>Qian TANG, Guobin LU</i>	(2000)
Hospital Cost Control in Building Design Phase——Taking Qingping Township Hospital in Mianzhu City for an Example	
<i>Yuying HOU, Zheng YAO</i>	(2003)
The Application of Value Engineering in Construction Phase of a Project	
<i>Honghong SUI, Yuanfeng WANG</i>	(2007)
Research on the Legalization of Departmental Interests in Government's Norm Formulation——A Case Study of the "Pricing Norm of Quantities Bill of Construction Project"	
<i>Ming LIN, Jianqiu WANG</i>	(2011)
The Study on the Use of REITs in the Financing for Low-Cost Housing and Public Rental Housing	
<i>Nana ZHANG, Jing LIU</i>	(2016)
Study on the Applicability of TOT Financing Mode in Public Rental Housing	
<i>Liyang ZHANG, Jingjing YIN</i>	(2020)
Research on Fuzzy Comprehensive Evaluation Model for Subway Bogie Risk Factors and Its Application	
<i>Zhihua WANG, Yongjun LIU, Xinsheng FU</i>	(2024)
Study of the Behavior of Affiliation in Construction	
<i>Siyong QIN, Daozhai ZHU</i>	(2029)

The Research of Project Management of Services Sub-Contract	
<i>Siyong QIN, Daozhai ZHU</i>	(2032)
The Analysis on the Principal-Agency Problem of Professional Liability Insurance for Supervising Engineers	
<i>Baolong LI</i>	(2036)
Project Risk Prevention Measures for Construction Enterprises	
<i>Qinjiang HOU, Yisheng LIU</i>	(2040)
A Study on the Collaborative Group Decision-Making of Construction Projects	
<i>Jingzhong MA</i>	(2044)
Application of Life Cycle Theory in HK Destination	
<i>Jieli DU</i>	(2047)
The Dilemma of Enterprise's Ethical Decision and Its Solutions: On the Perspective of the Bounded Rational Decision	
<i>Rong LIU</i>	(2054)
Small and Medium-Sized Enterprise Informatization Construction Mode of DIY——Cloud Computing Base On	
<i>Yunyan SONG</i>	(2058)
Research of Existing Problem and Countermeasure on Convention Exhibition Logistics in China	
<i>Dandan SHI</i>	(2063)
The Comparative Analysis and Enlightenment from the Talents Policy of Technology Innovation among US, Japan and Germany	
<i>Dandan SHI</i>	(2066)
Research on the Development Prospects of Electronic Business in China from the Successful Operation of Taobao	
<i>Hongwei WANG</i>	(2070)
Study on the Fourth-Party Patent Trade Platform Based on the Value Network Theory	
<i>Ningxin HE, Xiaodong YUAN</i>	(2074)
Driving by Innovation Mechanical Speciality Teaching Mode Reformation	
<i>Jitao DU</i>	(2077)
Research on the Performance Evaluation of the Soft Science Item	
<i>Wei WANG, Xiaoyan JIA, Zhenguo RONG</i>	(2081)
On the Communication Private College of the Brand and Brand Management	
<i>Yan LIU</i>	(2085)
From the Communication Perspective of the Supply Chain Information Distortion	
<i>Yan LIU</i>	(2087)
From the “Prisoner’s Dilemma” and “Clever Pig Game” to See the China Stock Market	
<i>Xiujie TIAN</i>	(2089)
Hotel Chillers: Power Consumption Modeling and Energy Improvement	
<i>Wilco W. CHAN, Sylvester YEUNG, Barry MAK, Leon LIU</i>	(2093)
Application and Research of Wastewater Treatment at Small Towns in China	
<i>Yongfu GUO, Jinyu CHU, Haihua YANG, Zhisheng HAO, Tao MU, Yu CAO</i>	(2096)
The Development and Reform of Human Resource Management Practice of Japanese Businesses	
<i>Tao LI, Suchun FANG</i>	(2100)
Transforming China: Relationships in the Sports World	
<i>Qing GUO</i>	(2104)
A Principal Component Analysis on Social Economic Development in Anhui Province	
<i>Qiao GU, Jingjing ZHU</i>	(2109)
The Construction of Contract Management System on Our Country’s University Experiment Teaching Center	
<i>Lei MA</i>	(2113)
Study on the Influence of Industrial Benefit on Jingdezhen Ceramics Characteristic Industry Cluster	
<i>Xiaolan YE</i>	(2118)
The Study of Building Customer Evaluation Model in Hotel CRM	

<i>Ling LI, Shan TIAN</i>	(2121)
Analysis and Evaluation of Hospital Identification System	
<i>Xue QIAO, Yajuan FENG</i>	(2125)
A Research on the Development of Rural Micro-Credit	
<i>Hong WANG, Dandan SONG, Pengjun DAI</i>	(2129)
Research on Internet Bank's Credit Questions and the Dealing with Strategy under Electronic Commerce	
<i>Qin QIN, Jianmin XIE</i>	(2133)
Research on Digital Watermarking Algorithms Based on Wavelet Transform	
<i>Jianmin XIE, Qin QIN</i>	(2138)
Research on the Ecological Environmental Problems in the Rural Areas in Sichuan Based on the Perspective of Circular Economy	
<i>Lixia LU, Futian LI</i>	(2142)
The Analysis of Factors Affecting Tourism Revenues in Hubei	
<i>Xiaoying LIAN, Junke WU, Jiahong XU</i>	(2146)
Evaluation and Empirical Analysis of Investment Environment on the Modern Service Industry	
<i>Mingchang CHU, Hua ZHANG</i>	(2150)
The Empirical Analysis on the Competitiveness of Innovative Science and Technology Talents——Based on Liaoning Coastal Economic Belt	
<i>Mingchang CHU, Lipan QIAO, Shuang YU</i>	(2154)
Evaluation on Core Competitiveness of the Enterprise Based on BP Neural Network	
<i>Xiaomei LI</i>	(2158)
Discussion on the Influence of Three-Point Field Goal Reform on Basketball Game	
<i>Jieshi CHEN</i>	(2163)
Discussion on the Teaching of Object-Oriented Programming Language VB in Non-Computer Majors of Higher Learning Schools	
<i>Feng LIU, Guiying HAO</i>	(2166)
The Study on College Sports Informationization Education Current Situation in China	
<i>Yuan MA</i>	(2169)
Comparative Analysis of Turnovers in Chinese Men's Basketball Team and Participating Teams	
<i>Zhihai HUO, Wensheng SHI</i>	(2173)
Analysis on the Rational Basis of Corporate Crisis Management	
<i>Yan TONG</i>	(2177)
Comprehensive Analysis on Methods of Low Permeability Oil Reservoirs Exploitation	
<i>Weidong JIANG, Xiaofeng HUI</i>	(2181)
Analysis of Rural Green Building Developmental Issues	
<i>Daozhai ZHU, Siyong QIN</i>	(2187)
Game Analysis on the Real Estate Market of Central Government, Local Government and Real Estate Developers	
<i>Meiting CHEN</i>	(2190)
The Strategy of Internationalization for Chinese Large-Scale Construction Enterprises: Where to Go and How to Do in a Global Market	
<i>Xu REN, Xin LIU, Shengyue HAO</i>	(2193)
An Optimal Replenishment Policy with Non-Linearly Decreasing Trend in Demand	
<i>B. C. OUYANG, Y. F. KAO</i>	(2197)
Study on Construction Project Manager Leadership	
<i>Zhitong LI, Bo JIANG, Shupeng WANG</i>	(2202)
The Study of Connotation and Successful Criteria in Sustainable Construction Project	
<i>Xiaolong GAN, Shirong LI</i>	(2206)
Lean Sustainable Construction Value in the Project Level	
<i>Xiaoping MAO, Huimin LU, Qiming LI</i>	(2211)
Study on the Successful Criteria of Large Infrastructure Project	

<i>Xiaolong GAN, Shirong LI</i>	(2215)
Construction Research Respecting Security Management Body of Knowledge on Coal Mining Surface Based on Project Management	
<i>Gongyu HOU, Chenyan DONG, Mangmang ZHOU, Qiang WAN, Guilan YU, Mengdi ZHANG</i>	(2219)
Research on Integrated Management of Construction Project Based on Life Cycle	
<i>Lijie YANG, Liqin LIU, Yisheng LIU</i>	(2224)
Research on the Brand Strategy of Cultural and Creative Industries Park Based on the Copyright Value	
<i>Peng HAN, Xiuli XIE, Yisheng LIU</i>	(2227)
Research on Risks Recognition and Management of Contractor on the Design Construction Pattern of Contract	
<i>Peng HAN, Yisheng LIU</i>	(2230)
Research on Owners Using the Tender Control Price to Regulate Unbalanced Bid	
<i>Junhui ZHAO</i>	(2232)
Research on Construction Contract Bonding System in China	
<i>Lijie YANG, Chao WANG, Yisheng LIU</i>	(2235)
Research on Quality Management System of China's Urban Rail Transit Construction	
<i>Liqin LIU, Chao WANG, Yisheng LIU</i>	(2238)

Project Management

Dairy Enterprise and Milk Workshop Borrowing Game Theory	
<i>Caiping SONG, Zhenzhen DING</i>	(2243)
The Analysis of the Process of Importing New Product in Small and Medium ODM Enterprises	
<i>Dawei LI, Yuzhi SHEN, Xin XIE</i>	(2248)
The Application of FAHP and VIKOR to Evaluate Company Employees	
<i>Shun-Chien CHEN, Amy H. I. LEE</i>	(2252)
The Research of Optimization Model about Enterprise Resources Configuration Based on the Complex Project Management	
<i>Wusi LI, Xiaoxue LIU</i>	(2257)
Selecting an Appropriate Sample Size of Experiments	
<i>Ruei-Lung LAI, Ful-Chiang WU, Cheng-Hsiung CHEN</i>	(2261)
Study on the Economical Responsibility Audit of Leading Cadres Evaluation of APF Based on DEA	
<i>Hai YANG, Qian XIE</i>	(2265)
A Study on Government Supervision Costs of Food Safety	
<i>Degang ZHANG, Qian ZHOU, Jiayu FAN</i>	(2268)
On the Effective Class Management of College English Teaching	
<i>Degang ZOU</i>	(2272)
A Novel Approach to Optimizing the Robust Design	
<i>Ful-Chiang WU, Cheng-Hsiung CHEN, Ruei-Lung LAI</i>	(2275)
The Evaluation Model on the Quality of Economic Operation of Business	
<i>Guowang ZHANG</i>	(2279)
Research on the Coordinated Development of China's Regional Multi-Airport Composite System	
<i>Huiyan ZHOU, Lina SHI, Li ZHANG</i>	(2283)
Integrating Project Time Controlling with Schedule Risk Management in Project Controlling Mode: A Large-Scale Construction Project Management Case Study	
<i>Wei PENG, Feng XU, Runrun DONG</i>	(2287)
Coordination Control of the Three Main Goals on the Bridge Engineering Project Management	
<i>Xiaoyu LIU, Gangyao PENG</i>	(2292)
On Strengthening the Quality Construction of Learning Party Using Performance Evaluation	
<i>Lihong DU, Yuanyuan XING, Jiarong SUN</i>	(2296)

On the Efficiency of Information Management in the Improvement of Construction Projects
Yi LI, Ming YAN, Yuequn XU.....(2299)

The Thinking of the Innovation of Financing Mode of Jilin Provincial Highway Construction Project
Yuan GAO, Yuqiong WANG.....(2302)

The Contracting Mode of Property Service
Mingli HU, Jian SUN.....(2306)

The Dynamic Analysis of Large Scale Project Multi-Objective Integration Based on PCA and CA
Hui ZHAO, Liming CHEN, Yong HAN.....(2310)

目 录

第三卷 工程与项目管理 工程管理

创业环境、创业导向对创业企业绩效的影响研究.....	董文洋(1557)
類神經網路預測系統因子個數決策模式.....	杜瑩美,陳欣男,陳偉傑,高永欣,葉俊江(1561)
Using Internet at Different Locations: Internet Usage and Skill Differences among High School Students.....Fei LI, Long ZHANG(1565)
铁路客运需求预测方法研究.....	海晓伟,张润彤,赵婵婵,彭佳(1569)
基于DEA的制造业技术效率评价.....	徐莉,郑天然(1573)
批判性思维能力在数学教学中的培养.....	杜彦武(1576)
对离婚损害赔偿制度的法理思考.....	黄泽群(1579)
论概念营销及其传播.....	刘建堤(1582)
AHP-Based Approach to Performance Evaluation of College English Elective Courses.....	Aimin PENG(1586)
温州服装业发展分析及其预测.....	王先阶,王义闹(1590)
基于层次分析法的环境绩效审计模式的构建.....	张丽丽,孙翠丽(1594)
Study on Financing Mode in Cultural Industry Based on Value Chain Perspective.....	Wenzhen WANG, Man XIAO(1599)
The Real Option and Enterprise Integration.....	Dezhu YE, Xiao XU, Tao YUE, Ming TONG(1603)
The Management of the Capital Adequacy Ratio of Commercial Banks in Rate Hike Cycle.....Dezhu YE, Jiaying WANG, Kunming HUANG, Qian NIE(1606)
New Technology Revolution and Companys' Fraud in Information Disclosure.....	Ziqin WEN(1609)
Research Related to Entrepreneurial Learning.....	Wenyang DONG(1613)
Analysis on the Impact Factors of Environmental Protection Information Disclosure in the Listed Corporations of China.....Man XIAO, Wenzhen WANG(1615)
层次分析法在综合评价案例的应用研究.....	项海飞(1619)
火力发电企业环境成本确认、计量研究.....	颜茂华,王崴(1623)
Critical Factors of Promoting Market Demand of Sustainable Housing in Australia.....	Zhengyu YANG, Jay YANG(1627)
基于市场营销理论下老年人旅游行为的 4P 分析.....	史燕(1632)
唐山市矿山采空塌陷现状与治理对策分析.....	田宝柱,陈婷婷(1636)
基于规则的交通物流节点货物自动计费方法研究.....	马京京,黄磊(1639)
基于 UML 的网上选课系统模型构建与开发.....	马京京,吕希艳(1643)
基于面向对象的网上选课系统设计模型构建.....	孙鹏云,黄磊(1648)
Study on Attribute of Chinese Enterprises' Project Management Capabilities Based on the Resource-Based View.....Jun ZHOU, Sichong ZHU(1652)
Determinants of Outward FDI from International Chinese Investment in Macro Level.....	Jun ZHOU, Zhen ZHANG(1656)
IM 即时通讯工具在高校教务管理中的应用探讨.....	戚鹏,唐伟(1660)
图书馆知识服务实现的机制研究.....	吕光远(1663)
Research on External Supervision Model of Financial Holding Company in China.....	Yirui DENG, Xiaofeng XU(1666)

以老年人中心的电子健康需求评估——满足其需求的使能技术应用研究.....	苏颖,汪晓东(1669)
我国经济增长与股票市场动态关系的实证分析.....	谢骏,冷军(1674)
旅游管理中的制度性增权研究.....	王亚娟(1678)
Golden Ageing Program for Mobile Education and Health Coaching.....	Ying SU, Jeffrey SOAR(1682)
Oral Presentation in E-Commerce English Course.....	Li LIU, Guopeng WANG(1686)
Second Large Shareholders and Corporate Value.....	Huixuan LAN, Yong YE, Xuhui ZHANG, Xuqian WEN(1690)
Exploration of Reservoir Management in the Stage of Oil and Gas Production for Oil Production Plant.....	Ailing WANG, Jiao WANG(1694)
中国商业银行的综合价值创造能力评价.....	张志伟(1698)
浅析3G 时代电信运营商战略转型.....	李建涛,段萱(1704)
云计算技术视域下电信运营商 3G 转型的差异化策略.....	李建涛,段萱(1708)
略论旅游企业文化建设.....	周永振,王羽(1711)
企业外部社会资本对技术创新的影响——基于知识创造的视角.....	胡小进,曲艳萍(1714)
基于信息技术的港口流程再造.....	王冰,刘世峰(1718)
舟山游艇旅游业发展研究.....	段学成(1721)
港口调度计划管理系统设计与优化.....	王冰,刘世峰(1725)
从公众参与到环境民主——《环境影响评价法》中公众参与问题评析.....	王蕴波(1729)
商业智能在企业信息化建设中的应用研究.....	孙鹏云,黄磊(1733)
Empirical Study on Loan Pricing Mechanism of Chinese Commercial Banks.....	Lei SONG(1736)
传统财务·行为财务·演化财务.....	袁凤林(1740)
An Empirical Study on VaR of Shanghai Composite Index Based on Estimating Function Model and Historical Simulation Approach.....	Jiping YANG, Chunhui ZHANG, Lu YUAN(1745)
监管预算的前景与挑战.....	张庆才(1749)
Status and Defects: Labor Disputes Resolution Mechanism in China.....	Zhijun LIU, Hong LIU(1754)
International Comparison on Labor Dispute Mediation System.....	Zhijun LIU, Changyue SHEN(1758)
高校人力资源管理专业应用型人才的路径选择.....	张旭明(1762)
Research on Fluctuant Mechanism of Real Estate Price Based on the Fixed Effects Model——The Empirical Data from Guanzhong Cities.....	Yaqing HE, Feng LAN(1766)
Growth Strategies of Chinese Big Businesses——4 Cases in Automotive Industry.....	Zhen ZHANG, Yuebing LU(1771)
经济适用房博弈分析.....	杨茂盛,虞文成(1774)
Discussions on Some Basics for Initializing Real Estate Development in China.....	Nan LIU, Long LIU, Fengxia XU(1778)
The Research on the Coordination of Construction Project Organization.....	Xi CHEN, Yisheng LIU(1781)
基于EMD方法的股指股价分析与预测.....	李斌,王正(1786)
武汉市商品住宅价格与经济基本面关联性实证研究.....	李亚男,唐永忠(1792)
The Balanced Scorecard and Executing Strategy in Small Business Enterprises.....	Michael L. Werner, Fuyuan XU(1797)
Unilateral Specification Process Capability Indices under the Fuzzy Analysis.....	Chi-Huang Yeh, Liang-Chyau Sheu, Ching-Ho Yen(1803)
Improved Product Cost Accuracy and Cost Reduction Using Activity Based Costing.....	Michael L. Werner, Fuyuan XU(1807)
A Deterministic and Multi-Variate Approach for Very Large Scale IT System Acquisition.....	Jim Tam, Junlian XIANG, Tzu-Ming LIN(1813)
中美服务贸易总额与结构的比较分析.....	段丽娜,吴迪(1818)

Examining Critical Success Factors in ERP Implementations for Better Management of Enterprises in Pakistan.....Muhammad Aamir Obaid KHATTAK, Yuanguan SHE, Muhammad IRFAN(1822)
Research of Rough Decision Analysis Method Based on the Tolerance Relation.....Xiaopeng DAI, Dahong XIONG(1831)
基于模糊随机需求模式下的质量控制图研究.....夏远强, 王勇(1836)
Product-Service Solution Development for Synergistic Community Transformation.....Ke XING, David Ness, Furen LIN(1842)
基于不确定产出的经营者相对业绩评价.....闫森, 彭静(1846)
Measuring Chinese Provincial Logistics Capability Based Factor Analysis.....Yuanhong LIU(1850)
工程造价指数的分析与预测研究.....李国良, 张建平(1854)
就业隐性歧视事件分析与对策建议.....张春香(1859)
Micro Mechanisms of Firms ' Group Lending.....Heming ZHENG(1863)
An Analysis on Competitiveness for Shrimp Products in China Based on Sustainable Development Perspective.....Zhenfu CHU, Huanan LIU(1866)
不同生态意识农户生计状况的比较分析.....邵秀军, 谭荣(1870)
Ecological Policy and Rural Households ' Energy Choice——Based on the Survey in China.....Qiuyan LIANG(1875)
项目管理在企业人力资源管理中的应用研究.....柳瑞禹, 徐晟(1879)
基于因子和聚类分析的我国高技术产业竞争力评价.....李晓梅, 郭静静(1884)
The Study on Real Estate Supply Chain Trust Management Based on Game Theory.....Chunyu ZHOU(1889)
The Study on Network Information System Security Based on Trusted Computing.....Yunhao XIN(1893)
Quality Research on Voluntary Accounting Information Disclosure of Listed Company.....Lin ZHANG, Jia WANG(1897)
企业声誉折损的诱因与修复策略.....董静, 董晓华, 李景云(1902)
The Economic Principle and Application of Incremental Analysis.....Qifa JIANG(1909)
逆物流多目标决策最佳化 以棧板租賃產業為例.....麥僑芯, 鄭弘裕, 馬恆(1914)
基于信用支付且存货影响销售率的最优库存模型.....潘义前, 黄海(1919)
工程业主与承包商的利益冲突研究.....许婷, 程书萍, 王雪荣(1923)
建筑施工企业信用评价指标体系研究.....解秀丽, 韩鹏, 刘伊生(1927)
A Product Service System for Aircraft Maintenance, Repair and Overhaul.....Haihua ZHU, James GAO, Dongbo LI, Dunbing TANG(1931)
CEPA 背景下香港建筑测量师拓展内地市场的 SWOT 分析与对策.....高星, 曹吉鸣(1936)
Location of the Refuge Chamber.....Tongyong NAN, Lizhong XIANG(1941)
盾构下穿运营隧道施工安全生产管理制度.....郭玉海, 李兴高, 袁大军(1944)
论现场签证的费用管理.....郝婷玥(1949)
建设工程招投标问题分析.....朱道斋, 秦泗永(1953)
房地产信贷成本构成研究.....尹敬敬, 赵娟(1956)
工程管理中的伦理思考: 基于工程伦理规范向度.....张怀民, 杨丹(1960)
浅谈工程项目低碳化管理.....陈晓(1965)
关于工程管理专业本科学生培养模式的研究.....姜芳祿, 潘建业, 陈向上, 袁全(1969)
On Competitive Strategy Selection of Chinese Construction Business.....Yulin WANG, Xiaojun CHEN(1973)
基于交易费用的建设工程项目费用分析.....解秀丽, 刘伊生(1977)
营房管理服务创新的思考.....张胜山, 陈锋, 曾岩(1982)
Construction Demand Forecasting Using Artificial Neural Networks and Multiple Regression: The Case of Hong Kong and Mainland China.....Yinglin WANG, Jiyu LAI(1985)

Sources of Competitive Advantage of Chinese Construction Enterprises in the International Market.....	Xiaoming HAO, Shengyue HAO(1990)
美国工程教育领域中的创业能力开发模式及启示.....	高树昱, 邹晓东(1994)
Analysis on Human Reliability in Mine Safety.....	Qian TANG, Guobin LU(2000)
医院建筑设计阶段的造价控制——以绵竹市清平乡卫生院为例.....	侯宇颖, 姚铮(2003)
The Application of Value Engineering in Construction Phase of a Project.....	Honghong SUI, Yuanfeng WANG(2007)
政府在标准制定中部门利益法制化问题的研究——以《建设工程工程量清单计价规范》为例.....	林鸣, 王建秋(2011)
REITs 在“两租房”融资中的应用研究.....	张娜娜, 刘菁(2016)
TOT 融资模式在公租房项目中的适用性研究.....	张立颖, 尹敬敬(2020)
基于模糊层次分析法的地铁车辆走行部故障风险模型及应用.....	王志华, 柳拥军, 付新生(2024)
工程挂靠行为的研究.....	秦泗永, 朱道斋(2029)
工程劳务分包装管理的研究.....	秦泗永, 朱道斋(2032)
监理责任保险的委托代理问题分析.....	李宝龙(2036)
建筑企业的工程风险防范措施.....	侯沁江, 刘伊生(2040)
建设项目协同群决策研究.....	马靖忠(2044)
Application of Life Cycle Theory in HK Destination.....	Jieli DU(2047)
企业组织道德决策的困境与出路: 有限理性决策视角.....	刘戎(2054)
中小企业信息化建设的 DIY 模式——基于云计算的设想.....	宋云雁(2058)
我国会展物流业存在的问题与对策研究.....	时丹丹(2063)
美日德技术创新的人才政策比较分析及启示.....	时丹丹(2066)
从淘宝的成功运作看中国电子商务的发展前景.....	王红伟(2070)
Study on the Fourth-Party Patent Trade Platform Based on the Value Network Theory.....	Ningxin HE, Xiaodong YUAN(2074)
以创新驱动机械类专业教学模式改革研究.....	杜继涛(2077)
软科学项目绩效评估研究.....	王纬, 贾霄燕, 荣振国(2081)
浅议民办高校的品牌传播与品牌管理.....	刘燕(2085)
从传播学角度看供应链信息传递的失真.....	刘燕(2087)
从“囚徒困境”和“智猪博弈”看中国股市.....	田秀杰(2089)
Hotel Chillers: Power Consumption Modeling and Energy Improvement.....	Wilco W. CHAN, Sylvester YEUNG, Barry MAK, Leon LIU(2093)
我国小城镇污水治理探索与应用实例.....	郭永福, 储金宇, 杨海华, 郝志胜, 沐涛, 曹宇(2096)
日本企业人力资源管理实践的发展与变革.....	李涛, 方苏春(2100)
中国体育与传媒关系演变.....	郭晴(2104)
A Principal Component Analysis on Social Economic Development in Anhui Province.....	Qiao GU, Jingjing ZHU(2109)
试论我国高校实验教学中心合同管理人制度之构建.....	马蕾(2113)
产业效益与景德镇陶瓷特色产业集群.....	叶小兰(2118)
The Study of Building Customer Evaluation Model in Hotel CRM.....	Ling LI, Shan TIAN(2121)
Analysis and Evaluation of Hospital Identification System.....	Xue QIAO, Yajuan FENG(2125)
A Research on the Development of Rural Micro-Credit.....	Hong WANG, Dandan SONG, Pengjun DAI(2129)
电子商务环境下网络银行的信用问题及应对策略研究.....	秦琴, 谢健民(2133)
基于小波变换的数字水印算法研究.....	谢健民, 秦琴(2138)
Research on the Ecological Environmental Problems in the Rural Areas in Sichuan Based on the Perspective of Circular Economy...	

.....	Lixia LU, Futian LI(2142)
The Analysis of Factors Affecting Tourism Revenues in Hubei.....	Xiaoying LIAN, Junke WU, Jiahong XU(2146)
Evaluation and Empirical Analysis of Investment Environment on the Modern Service Industry.....Mingchang CHU, Hua ZHANG(2150)
创新型科技人才竞争力评价研究——以辽宁沿海经济带为例.....	初明畅, 巧丽潘, 于爽(2154)
基于 BP 神经网络的企业核心竞争力评价研究.....	李晓梅(2158)
Discussion on the Influence of Three-Point Field Goal Reform on Basketball Game.....	Jieshi CHEN(2163)
Discussion on the Teaching of Object-Oriented Programming Language VB in Non-Computer Majors of Higher Learning Schools...	Feng LIU, Guiying HAO(2166)
The Study on College Sports Informationization Education Current Situation in China.....	Yuan MA(2169)
Comparative Analysis of Turnovers in Chinese Men ' s Basketball Team and Participating Teams.....Zhihai HUO, Wensheng SHI(2173)
Analysis on the Rational Basis of Corporate Crisis Management.....	Yan TONG(2177)
Comprehensive Analysis on Methods of Low Permeability Oil Reservoirs Exploitation.....	Weidong JIANG, Xiaofeng HUI(2181)
发展农村绿色建筑问题的分析.....	朱道斋, 秦泗永(2187)
关于房地产市场中央政府、地方政府及房地产开发商之间的博弈分析.....	陈梅婷(2190)
The Strategy of Internationalization for Chinese Large-Scale Construction Enterprises: Where to Go and How to Do in a Global Market.....	Xu REN, Xin LIU, Shengyue HAO(2193)
An Optimal Replenishment Policy with Non-Linearly Decreasing Trend in Demand.....	B. C. OUYANG, Y. F. KAO(2197)
建筑施工项目经理领导力研究.....	李志通, 姜波, 王书鹏(2202)
可持续建设工程项目的内涵与成功标准研究.....	甘晓龙, 李世蓉(2206)
Lean Sustainable Construction Value in the Project Level.....	Xiaoping MAO, Huimin LU, Qiming LI(2211)
大型可持续基础设施项目成功标准研究.....	甘晓龙, 李世蓉(2215)
基于项目管理的煤矿采面安全管理知识体系的构建研究.....	侯公羽, 董晨燕, 周芒芒, 万强, 于桂兰, 张梦迪(2219)
Research on Integrated Management of Construction Project Based on Life Cycle.....	Lijie YANG, Liqin LIU, Yisheng LIU(2224)
基于版权价值的文化创意产业园区品牌战略研究.....	韩鹏, 解秀丽, 刘伊生(2227)
Research on Risks Recognition and Management of Contractor on the Design Construction Pattern of Contract.....	Peng HAN, Yisheng LIU(2230)
业主利用招标控制价控制不平衡报价的分析研究.....	赵俊慧(2232)
完善我国建筑工程担保制度研究.....	杨立杰, 王超, 刘伊生(2235)
我国城市轨道交通建设工程质量管理体系的研究.....	刘丽琴, 王超, 刘伊生(2238)

项目管理

乳品企业与奶站的借款博弈分析.....	宋彩平, 丁真真(2243)
中小型ODM 企业新产品流程导入探析.....	李大威, 沈玉志, 谢鑫(2248)
應用模糊層級分析及VIKOR 排序法衡量員工績效.....	陳純鑑, 李欣怡(2252)
基于复杂项目管理的企业资源配置优化模型研究.....	李五四, 刘晓雪(2257)
Selecting an Appropriate Sample Size of Experiments.....	Ruei-Lung LAI, Ful-Chiang WU, Cheng-Hsiung CHEN(2261)
基于数据包络分析的武警部队领导干部经济责任审计评价研究.....	杨海, 谢茜(2265)
政府食品安全监管成本探讨.....	张德刚, 周倩, 范佳玉(2268)

On the Effective Class Management of College English Teaching.....Degang ZOU(2272)

A Novel Approach to Optimizing the Robust Design.....Ful-Chiang WU, Cheng-Hsiung CHEN, Ruei-Lung LAI(2275)

商贸业经济运行质量评价模型的构建.....张国旺(2279)

Research on the Coordinated Development of China 's Regional Multi-Airport Composite System.....
.....Huiyan ZHOU, Lina SHI, Li ZHANG(2283)

项目总控模式下整合项目进度总控与进度风险管理的大型工程项目管理案例研究.....彭为,许凤,董润润(2287)

桥梁工程项目管理中对三大目标的协调控制.....刘小渝,彭光耀(2292)

On Strengthening the Quality Construction of Learning Party Using Performance Evaluation.....
.....Lihong DU, Yuanyuan XING, Jiarong SUN(2296)

浅谈提高工程项目信息化管理效率.....李轶,颜铭,徐越群(2299)

The Thinking of the Innovation of Financing Mode of Jilin Provincial Highway Construction Project.....
.....Yuan GAO, Yuqiong WANG(2302)

The Contracting Mode of Property Service.....Mingli HU, Jian SUN(2306)

The Dynamic Analysis of Large Scale Project Multi-Objective Integration Based on PCA and CA.....
.....Hui ZHAO, Liming CHEN, Yong HAN(2310)

Contents

Part 4 Urban Management and Financial Investment

Urban Management, Environment Protection and Policy

An Analysis of Regional Social Public Services Development Difference in Jiangxi Province <i>Quan'en GUO, Yexi ZHONG</i>	(2315)
Analysis of Evolutionary of Buying Affordable House System <i>Hanmi LIN</i>	(2320)
Urbanization, Urban-Rural Income Gap and Economic Growth: A Dynamic Panel Threshold Model Study <i>Zhe WANG</i>	(2324)
On the Upgrade of Culture Industry in Western Central Cities Based on Comparative Advantage <i>Hongyu LIAN, Fangyong HE</i>	(2329)
Tourism Development of Historical and Cultural District Based on Tourists' Experience—A Case Study of Litchi Bay in Guangzhou <i>Yi LIU, Lihua PANG</i>	(2334)
Empirical Analysis between Urbanization Quality and Car Demand Based on the VAR Model <i>Jing YANG</i>	(2338)
Outsourcing and Crowdsourcing Operation Model Development and Contrast Mechanism <i>Na HUANG, Zheng QIN</i>	(2343)
Quality of Service Evaluation System and Method of Construction for Small and Medium Service Enterprises in Inner Mongolia <i>Zhe ZHANG, Yunhui ZHAO</i>	(2347)
Analysis on Model of Game Theory in the Process of Regional Brand Formation <i>Zuofei YANG</i>	(2351)
Analysis of Validity of a New Ecotourists Identification—A Case Study in Qinghai Lake Nature Reserve <i>Li CONG, Jingbo JIA, Jionghua LI</i>	(2356)
Robust Analysis of Heavy Metal Contaminative Source Based on Factor Analysis <i>Zhe HUANG, Quansheng GAO, Danqing ZHU</i>	(2360)
The Research of Revenue Mode of China Mild Economic Development <i>Shubin JIANG, Junjie XU</i>	(2365)
The Basic Study for Green Flood Control and Mitigation under Climate Change <i>Chun-Jung CHIOU, Wei-Ming WANG, Amy H. I. LEE, Chun Yu LIN</i>	(2369)
Marine Biodiversity for Taiwanese Primary Education <i>Kuang-Tai LIU, Zhen-Hui ZHAO</i>	(2374)
A Novel Multi-Lane Changing Model Based on Cellular Automaton <i>Jiangfeng WANG, Xuedong YAN, Shuo NIE, Xiaomeng LI</i>	(2378)
Comparative Analysis to the Current and Future Situation of Comprehensive Transportation between China and US <i>Xiaolei WANG, Xuedong YAN</i>	(2383)
Modeling Pedestrian Crossing Behavior at Signalized Intersections Based on the Cellular Automata Method <i>Xiaomeng LI, Xuedong YAN, Jiangfeng WANG, Hui ZHAO</i>	(2390)
Evaluation of Automobile Military Vehicles Security Based on ISM <i>Bingqiang ZHAO, Tao LI</i>	(2395)
Gis-Based Safety Analysis of Urban Roadway Segments	

<i>Cuiping ZHANG, Xuedong YAN, Meiwu AN, Dan LIU</i>	(2399)
Research on the Safety Evaluation of Dangerous Goods Transport Based on Fuzzy Comprehensive Evaluation	
<i>Yueqi LIU, Xinyuan XIAO, Huaijun LI, Min WANG</i>	(2404)
Design and Implementation of Control and Utilize Road Network Decision Support System	
<i>Tao LI, Ning WANG</i>	(2409)
Economy-Energy-Environment Input-output Analysis——The Case of Beijing	
<i>Jing HE, Jian XU</i>	(2414)
The Path Plan and the Solution of Total Energy Consumption Control in Zhejiang	
<i>Yang MIAO, Wenwen OU, Jianqiang BAO</i>	(2418)
Analysis on Industrial Structure to Dynamic Impact of Energy Consumption in Beijing	
<i>Shouli CHEN, Liping MA</i>	(2423)
Macro-Control of Natural Gas Price in China Based on the Principles of Four Balances	
<i>Xingyou GAO, Wenjin GAO</i>	(2428)
Discussion on the Medium and Small Coal Mines Reform and Reorganization in Shanxi Province	
<i>Na LI, Huiying GAO</i>	(2433)
The Analysis on Energy Consumption of Affordable Housing in Beijing——The Case of Tiantongbeiyuan and Longbo District Court	
<i>Xin ZHAO, Zhihui ZHANG, Chenxia SUO, Linyuan DONG</i>	(2437)
Emergency Management Capability Analysis on Public Places in Cities	
<i>Tao CHEN, Guofeng SU, Hongyong YUAN</i>	(2442)
Study on Structural Transformation and Reconstruction of Beijing Metropolitan Area	
<i>Weiwei CHEN, Ying HE, Suoyao HU, Yichao CHEN, Yijun JI</i>	(2446)
The Spatial Relations between Residential Prices and Traffic Congestion——A Case of Beijing	
<i>Linlin CHENG, Mao LI</i>	(2449)
Fuzzy Delphi Method Applied in Establishing Evaluation Criteria for Place Marketing	
<i>WeiMing WANG, Cheng-Yi CHENG, Shih-Chua WANG</i>	(2454)
Analysis on the Situation of and Countermeasures toward the Shaping of Chinese City Brands	
<i>Guoqin BU</i>	(2459)
Countermeasure of China's Urbanization on Promotion of Economic Development	
<i>Baochun ZHU, Jie XIA</i>	(2462)
Ideas and Countermeasures of Accelerating Urbanization in Jilin Province of China	
<i>Nan LI, Yuetong HE</i>	(2466)
Reconsideration of Human Settlement Environment Construction	
<i>Xiaotang XIA</i>	(2470)
Approach and Measure of Chongqing Urban Forest Construction	
<i>Yi XI</i>	(2474)
On Marketization of Managing City Sanitation in Tianjin	
<i>Lei ZHU</i>	(2478)
Service-Oriented Government and People-Oriented Urban Administration	
<i>Wenhua LIU</i>	(2482)
A Contrastive Case Study of Cohesion in English and Chinese Tourist Texts	
<i>Hong CUI, Danying LU, Yang HONG</i>	(2486)
SWOT Analysis and Countermeasures Study on Tangshan's Constructing Creative City	
<i>Zuting ZHENG, Ying HAN</i>	(2490)
Study the Spatial Structure of Urban Land Price——A Case Study in Mang Shi	

<i>Jinlan GAO, Shu GAN, Xiping YUAN</i>	(2494)
House Demolition Compensation Standard for Reasonable Share of Development Benefit	
<i>Tiao XIAO, Shaoling WU</i>	(2499)
The Basis and Method on House Property Tax Levy	
<i>Tiao XIAO</i>	(2505)
Practice and Theoretical Considerations of Home-Based Care for the Aged in Tianjin	
<i>Yong LI</i>	(2509)
The Comparative Study Overview of Urban Intensive Land Use Management at Home and Abroad	
<i>Yi ZONG, Haozheng YUAN</i>	(2514)
The Study of Mode from Creative Practice of Tourism City Management in Sanya	
<i>Qimin XING, Bo NING</i>	(2519)
On the Nature of Culture and the Development of Urban Culture	
<i>Jianmei LIU</i>	(2522)
Trends of the Architectural Design in the Abroad and Domestic Elderly-Living Building	
<i>Jing TANG</i>	(2526)
Space-Time Reseach and Optimization of Nanchong City	
<i>Xing HUANG</i>	(2530)
The Forecasting Analysis for Population of Beijing Based on R Software	
<i>Yujie CUI, Shaofang DING, Bingxing LIU</i>	(2535)
Exploration about Practice Teaching System Construction of Urban Management Major Based on Digital City Management Teaching System	
<i>Yonggang SHU</i>	(2538)
Wenzhou Urban Inhabitants' Consumption Function Research	
<i>Yi'nao WANG, Xianjie WANG, Jiaying JIN</i>	(2542)
Research on Quality Management of Combination of Work and Study in Higher Vocational Schools Based on Network Teaching Platform	
<i>Cuiqing LI, Chunxia CUI, Juncheng GUO, Shuqing LI</i>	(2545)
Service Outsourcing Management for Complexity——The CAS Characteristics Reveal of Service Outsourcing Industry Union Decision-Making	
<i>Xia WANG, Shilei SUN</i>	(2549)
The Empirical Research on Rural Grassroots Employment Influence Factors of Agriculture and Forestry Graduates	
<i>Yanbo ZHOU, Hongpeng DONG</i>	(2552)
Study on Promoting Mode of Inner Mongolia in Information Age——Discussion on Base of Driving Force Model of Service Innovation	
<i>Shuxia HOU, Xiaodan TANG</i>	(2556)
Empirical Analysis of the Relationship between the Development of Technique and Chinese Economic Growth	
<i>Xiaobing LE</i>	(2560)
Comparison Study on International Competitiveness of Service Trade of “BRICS”	
<i>Qiao LIU, Jianzhong HUANG</i>	(2563)
Industry Interaction and Development of Producer Services: A Partial Equilibrium Model	
<i>Wen XIAO, Wenjing FAN, Liyun LIU</i>	(2568)
Innovation of Tourism Team Recepted Mechanism Based on Service Science Theory	
<i>Qingyong XU, Xijia HUANG, Hongzhe CAO</i>	(2573)
Research Design of the Relationship between the Degree of Service Standardization and Service Quality in Traditional and Modern Service Industries	

<i>Ying CHEN, Jun ZHUO</i>	(2577)
On the Construction of College Students' Innovation Service System Research——Based on Ningbo	
<i>Lihong SHEN, Yi ZHAO</i>	(2581)
The Discussion on the Research Management of Local Normal University	
<i>Yaolong LI</i>	(2585)
Comparative Analysis on the Influential Factors of the Service Industry Development in China——Based on Panel Data of Eastern and Western Regions	
<i>Shuyun ZHANG, Yanlin MA</i>	(2589)
On Constraints and Countermeasures for Great-Leap-Forward Development of Local Service Outsourcing Industry in the Period of Twelfth Five-Year Plan——Based on Shanghai, Tianjin, Dalian, Xi'an, Suzhou Five Service Outsourcing Analysis	
<i>Jun DAI, Xia WANG</i>	(2593)
Several Relationships between Math and Life	
<i>Yihui LAO, Yiqian PAN</i>	(2597)
Research on the Role of Government in the Development of Creative Industries	
<i>Yongping FU, Chunhong LIU, Ruzhong CAO</i>	(2600)
Study on Strategy of Development Path of China Service Outsourcing Industry	
<i>Shiqiang TANG, Min ZHOU, Yaping CHEN</i>	(2603)
Comparative Study on the Regional Economic between Western Rich-Resource Regions of Guangxi and Beibu Gulf Economic Zone	
<i>Shengyue QUAN</i>	(2607)
The Application in Sentencing of Criminal Law of China——Take the Case of Yao Jiaxin as an Example	
<i>Hui QI</i>	(2611)
Principles and Countermeasures in the Anglicization of Tourist Signs	
<i>Weiling GUO, Rongfen LU</i>	(2615)
Component and Agglomeration Phases of Shipping Service' Elements in International Shipping Center	
<i>Yuanta JIANG, Siqin YU</i>	(2618)
Investigation Analysis of Henan Province Traditional Chinese Medicine Health Service in Township Health Center	
<i>Jing XU, Shiping XIE, Yingge FAN, Chengjun YANG</i>	(2622)
Investigation and Analysis of Audience Education's Impact on Shanghai World Expo Service Satisfaction	
<i>Shunyang YANG, Qingping NI, Zhongyuan KOU</i>	(2627)
Discussion on Mobile Reference Service Based on 3G	
<i>Aiqin LI, Yujia ZHAI</i>	(2631)
What Kinds of Information Technology Outsourcing Relationship Are More Beneficial for ITO Performance?	
<i>Tian XU</i>	(2636)
Industry Characteristics Based Cultural Industrial Competitiveness Analysis	
<i>Guoxue SUN</i>	(2640)
Analysis of Land Ecosystem Regulation Mechanism Based on Cybernetics	
<i>Xing NIU, Guancen WU</i>	(2645)
Of Urban Landscape Design and the Relationship between Ecological and Environmental Protection	
<i>Lifen REN, Yi LI</i>	(2649)
Inspiration of Foreign Environmental Protection Industry Circular Economic Development on the Construction of Energy Saving	
<i>Chongmei WANG</i>	(2652)
The Application of Building Energy-Saving Measures in Shijiazhuang	
<i>Lili TAN, Shumin ZHANG, Yanfang MA, Chunxia CUI</i>	(2656)
Model Construction of Non-Ferrous Metal Industry Chain of Ecological and Low-Carbon Economy	
<i>Jianling ZHANG, Shenghua XU</i>	(2660)
Research on Laws and Regulations System for Protection of Rural Drinking Water Source in China	
<i>Zhenhua LIU</i>	(2665)

Advance on Fractionation and Quantitative Assessment of Soil Carbon Pools <i>Jian ZHANG, Yanhui SUI</i>	(2669)
Study on the Motive and Models of Environmental Information Disclosure of Western Region Corporations—With the Sample of Chinese Listed Companies <i>Minfang GAO, Hongwei NIU</i>	(2673)
Application of Activated Carbon Fiber Adsorption Technology in Water Treatment <i>Yuequn XU, Shilong LIU, Yi LI, Hongjie ZHAO</i>	(2677)
The Practice and Experience of System Innovation of Circular Economy in Japan <i>Wenwu YU</i>	(2681)
China–Africa Infrastructure Cooperation: Implications for Sustainable Development in Ghana <i>Abdul-Manan Dauda, Hui GAO</i>	(2685)
Sound Environment Impact Assessment on Phoenix River Dredging Project during Construction <i>Yixin LU</i>	(2691)
Study on Strategies of Low-Carbon Economy Development in Tianjin <i>Yichao CHEN, Ying HE, Weiwei CHEN, Yijun JI</i>	(2694)
Development Path Research on Low-Carbon Economy and Carbon Emissions’ Driving Factors in Zhejiang Province <i>Xiaojia YE, Xiaojin CHEN</i>	(2697)
Low Carbon Economy and Low Carbon Economic of City about the Growth Choice Route—Take the City of Qujing, Yunnan Province, as Example <i>Shaoji LIU</i>	(2702)
Studies on Problems and Countermeasures of Promoting New Energy in Buildings of Hebei Province <i>Shumin ZHANG, Lili TAN, Xinliang LI</i>	(2706)
Study on the Problems of the Performance Management of Forestry Bureau in Heilongjiang Province <i>Hongshan LI, Xiaqing SUN</i>	(2710)
Children’s Toys Green Design Based on EU Environmental Regulation of Toy Industry <i>Hong YIN</i>	(2714)
Study on the Green Investment under the Low-Carbon Economy <i>Jialin LIU</i>	(2718)
Environmental Tax Accounting Research <i>Aiying LIU</i>	(2721)
Comparative Study on China’s Railway and Highway Infrastructure Investment <i>Liqin LIU, Lijie YANG, Yisheng LIU</i>	(2725)
Study on the Influence Factors of Existing Railway Developing Heavy Haul Transportation <i>Shuchun TANG, Jinchuan ZHANG</i>	(2730)
Aircraft Rerouting Problem Considering Passengers for Airlines Recovery <i>Chenxu ZHAN, Meilong LE</i>	(2735)
Analysis of Sampling Survey of Residents Travel Characteristics under the Rail Traffic Network Forming <i>Gang LIU, Minxiong WU</i>	(2740)
Study on Yuquan Road Planning Methods of Park and Ride Facilities <i>Tan XU, Xiangxiang XU, Kaiyi XING, Qiwen YE</i>	(2743)
The Design and Analysis of Bus Route around the Subway Station <i>Wenhui HUANG, Lie SHEN</i>	(2747)
School Bus Operation Modes and Its Influence on China’s Legislations on School Bus Safety <i>Zhihua DING</i>	(2754)
VaR Analysis of Oil Price Fluctuation in China Based on Value at Risk Method and GARCH Model <i>Yanhong LI</i>	(2758)
Research on Legal System Innovation of Circular Economy of Venous Industrial <i>Wenwu YU</i>	(2762)

Research and Development of Frequency Convertor Hood Based on Toshiba Microcontroller <i>Yinjun ZHANG</i>	(2765)
Shallow Geothermal Energy in the Application of Building Energy Saving in Shijiazhuang <i>Lili TAN, Huiqiang XIANG, Wenyi ZHOU</i>	(2769)
Energy Management—From the View of Property Rights <i>Yan REN</i>	(2774)
Inspirations from the Main Approaches of Industrial Energy Conservation in Hebei Province during the 11th Five-Year Planning Period <i>Bifeng WANG, Zhihua LAI</i>	(2778)
Analysis of the Industrial Layout and Development Status Quo of Port-Related Petrochemical Industry <i>Jianfeng ZHAO</i>	(2782)
Analysis of Energy Structure Based on Energy Security <i>Meitian ZHAO</i>	(2786)
Enlightenment from the Status of Development of Port-Related Chemical Industry in the World <i>Jianfeng ZHAO</i>	(2791)
Price Risk Measurement Based on Value-At-Risk Model in Electricity Market: A Literature Review <i>Yuming FENG, Xiaoyan ZOU</i>	(2796)
The Effects and Values Analysis of the Village Houses Energy-Efficiency Refurbishing Project in Daxing Beijing <i>Lan HUANG, Chenxia SUO, Yan QU</i>	(2801)
Analysis on the Effect of Nuclear Power Project on Marine Environment in Bohai Sea <i>Hang CHEN, Yuewei WANG</i>	(2806)
Assessment Model for the Energy Saving of the Rural Residential Buildings in Whole Life Cycles <i>Yong YANG, Chenxia SUO, Honglei ZHANG</i>	(2811)
Impact of Industry Structure Change on Energy Consumption in China <i>Feng YIN, Lijie WANG, Wensheng WANG</i>	(2814)
Sustainable Development Strategy of Thermal Power Industry in China Coast <i>Hang CHEN, Yuewei WANG</i>	(2818)
Performance of Agriculture Machinery Cooperative in Modern Agriculture Construction <i>Mei ZHANG, Hong YANG</i>	(2823)

Financial Investment

Empirical Analysis of RMB Equilibrium Exchange Rate <i>Yonghong JIANG, Fangfang ZHANG, Wayne CARROLL, Fanglong DAI, Yuli ZOU</i>	(2829)
A Study on the Profit Efficiency of Commercial Bank Credit Risk Based on CVaR <i>Zhipeng CAO, Lichun FAN, Li GAO</i>	(2834)
Quality of Accounting Information and Liquidity Risk <i>Sheng XU, Yuan LI, Yu LI</i>	(2839)
Envisage on Bond Financing for Beijing Rail Transit <i>Honglin LI, Tianshan LIU</i>	(2843)
Predictability of China Stock Market Return and Its Variance Decomposition: An Accounting-Based Present-Value Approach <i>Weihong CAI, Qiming TANG</i>	(2847)
Strategic Analysis of the Financial Environment in Liaoning Province Based on the SWOT Method <i>Ying HU</i>	(2852)
The Analyses on RMB Becoming Transaction Currency in International Trades <i>Xi HUANG</i>	(2859)

The Empirical Research to the Return Rates of the Equity Index in Shenzhen Based on High-Frequency	
<i>Lei ZHANG, Yue JIANG</i>	(2863)
A Mathematical Model of the Impact of Irrational Psychology on the Price of Risky Asset	
<i>Shiguo HUANG, Shihui JIANG</i>	(2868)
Improvement in Binomial Valuation of Lookback Options for Practical Application	
<i>Jin FENG, Chunqi YU</i>	(2873)
Theoretical Analysis of the Relationship between Finance and Technology in Economic Growth	
<i>Jie HU, Xiaohong FAN, Xinyu CAO</i>	(2877)
A Study on Passive Investment Strategy and Indexing Investment	
<i>Yang HU, Kuan LV, Xiaolan QU</i>	(2883)
The Unified Mortgage Model Based on Inflation and Prepayment	
<i>Chenggang LU</i>	(2887)
The Relationship between Financial Ecological Environments and Regional Economic Development from the Perspective of State-Space Model Analysis	
<i>Jian CUI, Dong LIU, Fan WANG</i>	(2891)
A Game Analysis on the Players' Interests in the Rural Credit Cooperative Financing Reform	
<i>Xinxin WU</i>	(2896)
Empirical Study on Shanghai Stock Exchange	
<i>Suanghong QU, Hua LI</i>	(2901)
The Bank's Decision Mechanism on Inventory Financing in Competitive Credit Market	
<i>Xuehui YI, Zongfang ZHOU</i>	(2905)
Studying on the Influence of Regulation Fair Disclose on the Voluntary Disclosure	
<i>Shaobo LIU, Zhuqing YANG</i>	(2909)
Dynamic Tracking Study on the Stock-Issuing Companies by Financial Early-Warning Radar Chart: Steel Industry of 2003-2007 as an Example	
<i>Xiaohui SHU, Sihuan LI, Fang YIN</i>	(2914)
The Influence of Competitive Forces on M&A Premium by Enterprise Acquirers	
<i>Shuang LI, Jian YU</i>	(2920)
An Empirical Research on the Coordinated Development of Foreign Trade and Utilizing Foreign Capital in Huzhou	
<i>Yongfeng CAO</i>	(2924)
Statistic Analysis on the Impact of Stock Index Futures on the Volatility of Spot Market	
<i>Liping MA</i>	(2929)
A Statistical Test of the Relations between Hebei's FDI, Industrial Economic Growth and Carbon Emission	
<i>Zhijia LAI, Bifeng WANG</i>	(2934)
The Analysis of Foreign Capital Utilization in Liaoning Province after Joining the WTO	
<i>Baixia LIU, Liang LI</i>	(2939)
Studies on Commercial Bank M&A——Taking Merchants Bank M&A Wing Lung Bank as Example	
<i>Wenxing LI, Chao HAN</i>	(2944)
The Situation, Question and Countermeasure in Developing Offshore Trade of Shanghai	
<i>Xinxiang HUANG</i>	(2950)
An Empirical Analysis of the Relationship between Financial Structure and Corporate Performance in Listed Real Estate Corporations	
<i>Baosen LIU, Guohua CAO, Shuifeng WU</i>	(2955)
Quanto Option Pricing in Fractional Brownian Motion Environment	
<i>Hong XUE, Kaiyuan HUANG</i>	(2959)
The Construction of Intellectual Property Pledge Financing Risk Evaluation Index System	
<i>Jieqian ZHANG</i>	(2963)

Research on the Prevention of CPA Lawsuit	
<i>Xiaolin BAI, Shanjun DONG</i>	(2967)
Research on the Efficiency of Capital Allocation and Its Effect Factors of Low Carbon Business in China——The Empirical Test Based on the Data of A-Share Market	
<i>Yingzi WU, Yuechun WEN</i>	(2970)
Country and Township Financial Difficulties in China: Causes and Policy Recommendations	
<i>Gan WU</i>	(2974)
The Advantage of Commercial Bank Supply-Chain Finance	
<i>Taifeng XIA</i>	(2978)
Study on Intermediate Business of Commercial Bank Development Strategy	
<i>Fengxia HE</i>	(2982)
Research on the Precaution Measures of the Financial Crisis	
<i>Wenyi DONG, Cuini ZANG</i>	(2987)
Analysis of Chinese Stock Market Volatility Based on GARCH Model	
<i>Yu PEI, Yiding XU</i>	(2991)
The Effect of Corporate Governance Structure on Corporate Performance——On Chinese Listed Companies in Manufacturing Industry	
<i>Yiding XU</i>	(2996)
On the Sustainable Development of Trust Industry	
<i>Shunqiang SUN</i>	(3000)
The Root Causes of the Russian Economic Crisis and the Advice to Long-Term Stability Economic Growth in Post-Crisis Era——The Conclusions Based on Data Subtitle as Needed	
<i>Lijie SUN</i>	(3005)
The Causes and Countermeasures about “Bull Market” of China’s Real Estate Prices at this Stage	
<i>Shiyu KU</i>	(3011)
Game Analysis on High-IPO Underpricing in China’s Stock Market	
<i>Fanqiang MENG, Shili BI</i>	(3015)
Study on the Cost of Equity Financing of Listed Companies	
<i>Juan ZHAO, Liying ZHANG</i>	(3020)
An Analysis on the Effects of Chinese Monetary Markets on Relationship between Inflation and Income Inequality in China——From a Wealth Threshold Perspective	
<i>Mengyuan REN, Yanan ZHOU</i>	(3023)
Analysis on the Relationship among Terrorism Activities, the Government Business Insurance Subsidy and Social Welfare	
<i>Jianguang ZHANG, Junjie XU</i>	(3027)
A Study on Linkages between Financial Services Industry Development and Industrial Structure Upgrading——An Empirical Analysis by Using Panel Data Model about the Central Region of China	
<i>Zhen LIU, Luning RUAN</i>	(3030)
Game Theory and Prisoner’s Dilemma Analysis and Revelation of China’s Real Estate Market Today	
<i>Yudi YANG</i>	(3033)
Comparative Analyses on Chinext and Nasdaq	
<i>Qin YUE, Denan PAN, Jin LIU</i>	(3037)
Analysis of SME Financing in China	
<i>Hongbing HE</i>	(3040)
China’s Urban Commercial Bank: Corporate Governance, Business Performance, and Safety Analysis	
<i>Sen WANG, Siyu SHAN</i>	(3045)
A Brief Analysis of Risk and Countermeasures on Informal Finance	
<i>Caiping XU, Yuxia DONG</i>	(3048)

Prudent Monetary Policy Rethinking the Financing of SMEs <i>Xiaodan SHI, Weiping CUI, Liping SHAO</i>	(3051)
The Efficiency Analysis of China Construction Bank Cross-Border Mergers and Acquisitions <i>Qin FENG, Chunli JIN</i>	(3055)
Empirical Analysis on the Relationship between IPO Over-Financing and Corporate Performance in the GEM <i>Junsheng LU, Yanyang ZHU, Weiyi WANG</i>	(3058)
A Study on the Macao Pataca (MOP) and Financial System Innovation in Macau <i>Sen WANG</i>	(3062)
Study on the Credit Extension Ratio of Accounts Receivable Financing of the Supply Chain Finance Mode <i>Yong ZHANG, Yihong RU, Yongzhen GENG</i>	(3066)
The Way and Path in Which the Market Information Affect the Agricultural Products Futures Prices <i>Pengjun DAI, Jibing CHEN</i>	(3070)
Applications of Expected Utility in Portfolio Selection <i>Pengbo MA, Yongming PING</i>	(3074)
The Emerging City Commercial Real Estate Value Realization in the Value Chain Process <i>Ling XU, Yueqing WU</i>	(3078)
Behavioral Analysis of the University Students “Scalping in Stocks”—Based on Survey of the Student Investors of the Part of Universities in Shenyang <i>Lishuang CHEN, Di ZHANG</i>	(3082)
A Study on the Puzzle of Dollar Cost Averaging <i>Yang HU, Rongrong ZHAO, Shuhai LIU</i>	(3087)
An Effective Solution of Minimax Portfolio Model <i>Jing CAO</i>	(3092)
The Venture Investment in Our Country Present Situation and Development Countermeasures <i>Jingbo LIU</i>	(3095)
The Factors Affected on the Investment Efficiency of Listed Companies <i>Qiuping ZHANG</i>	(3098)
The Return-Risk Performance——The Comparison of Asset Portfolio Performance of Institution Fund with that Based on Multifractal Detrended Fluctuation Approach <i>Hui WANG, Luojie XIANG, Zongfang ZHOU, Heping PAN</i>	(3101)
Structuring the Cost Management and Decision Method for New Product Development <i>Jianjun QIN, Yan’an YAO, Jianwei YANG</i>	(3104)
Research on Estimation of Total Factor Productivity for Enterprise <i>Yingli ZHANG, Zongfa WU</i>	(3109)
Firm Valuation: Comparing the Residual Income and Discounted Cash Flow Approaches——Evidence from Listed Financial Companies in China <i>Zhengxuan WU, Yongsheng JIANG, Zhuodan ZHU</i>	(3114)
CEO Overconfidence and Firm Investment <i>Lu XIE, Huanhuan LIU</i>	(3118)
Innovation Strategy and Capital Structure of Listed Companies Research <i>Changshan LI</i>	(3122)

目 录

第四卷 城市管理与金融投资 城市管理、环境保护与政策

江西省社会性公共服务区域差异分析.....	郭泉恩, 钟业喜(2315)
经济适用房申购制度的演化博弈分析.....	林菡密(2320)
城市化、城乡收入差距与经济增长: 基于动态面板门槛模型的实证研究.....	王哲(2324)
On the Upgrade of Culture Industry in Western Central Cities Based on Comparative Advantage.....	Hongyu Lian, Fangyong He(2329)
基于游客体验的历史文化街区的旅游开发——以广州荔枝湾涌为例.....	刘益, 庞莉华(2334)
基于VAR模型的城市化质量与汽车需求实证分析.....	杨晶(2338)
Outsourcing and Crowdsourcing Operation Model Development and Contrast Mechanism.....	Na HUANG, Zheng QIN(2343)
内蒙古中小型服务企业服务质量测评体系构建与方法研究.....	张哲, 赵云辉(2347)
区域品牌形成过程中的博弈模型分析.....	杨佐飞(2351)
Analysis of Validity of a New Ecotourists Identification——A Case Study in Qinghai Lake Nature Reserve.....	Li CONG, Jingbo JIA, Jionghua LI(2356)
基于因子分析的稳健重金属污染物溯源研究.....	黄喆, 高全胜, 朱丹青(2360)
我国低碳经济发展的税收路径研究.....	蒋书彬, 许俊杰(2365)
气候变遷下綠色防洪減災概念之初探.....	邱俊融, 王維民, 李欣怡, 林俊宇(2369)
台湾地区海洋生态环保基础教育内涵探讨.....	刘光泰, 赵振辉(2374)
基于元胞自动机的改进多车道换道模型.....	王江锋, 闫学东, 聂硕, 李小萌(2378)
中美综合交通的现状与未来对比分析.....	王晓磊, 闫学东(2383)
Modeling Pedestrian Crossing Behavior at Signalized Intersections Based on the Cellular Automata Method.....	Xiaomeng LI, Xuedong YAN, Jiangfeng WANG, Hui ZHAO(2390)
基于 ISM 的汽车部队车辆安全评价研究.....	赵炳强, 李涛(2395)
Gis-Based Safety Analysis of Urban Roadway Segments.....	Cuiping ZHANG, Xuedong YAN, Meiwu AN, Dan LIU(2399)
基于模糊综合评价法的危险品运输安全评价研究.....	刘越琪, 肖心远, 李怀俊, 王敏(2404)
公路网控制与利用决策支持系统的设计与实现.....	李涛, 王宁(2409)
Economy-Energy-Environment Input-output Analysis——The Case of Beijing.....	Jing HE, Jian XU(2414)
浙江省能源消费总量控制的路径与方法.....	苗阳, 欧雯雯, 鲍健强(2418)
Analysis on Industrial Structure to Dynamic Impact of Energy Consumption in Beijing.....	Shouli CHEN, Liping MA(2423)
Macro-Control of Natural Gas Price in China Based on the Principles of Four Balances.....	Xingyou GAO, Wenjin GAO(2428)
浅谈山西省中小煤矿改革重组.....	李娜, 高惠瑛(2433)
北京市经济适用房能耗现状分析——以北京市天通北苑三区和回龙观龙博苑小区为例.....	赵馨, 张志慧, 索晨霞, 董琳媛(2437)
城市公共场所应急能力评价研究.....	陈涛, 苏国锋, 袁宏永(2442)
Study on Structural Transformation and Reconstruction of Beijing Metropolitan Area.....	

.....Weiwei CHEN, Ying HE, Suoyao HU, Yichao CHEN, Yijun JI(2446)	
住宅价格与交通拥堵的空间关系——以北京为例.....程琳琳, 李懋(2449)	
模糊德爾菲法應用於地方行銷評價準則建立之研究.....王維民*, 鄭正儀, 王詩鈞(2454)	
中国城市品牌塑造的现状与对策分析.....卜国琴(2459)	
中国城市化促进经济发展的对策研究.....朱宝春, 夏杰(2462)	
加快推进中国吉林省城镇化的思路与对策.....李楠, 何悦恫(2466)	
人居环境建设的再思考.....夏小棠(2470)	
建设重庆城市森林的途径与措施.....席一(2474)	
On Marketization of Managing City Sanitation in Tianjin.....Lei ZHU(2478)	
服务型政府与人本化城市管理.....刘文花(2482)	
A Contrastive Case Study of Cohesion in English and Chinese Tourist Texts.....Hong CUI, Danying LU, Yang HONG(2486)	
唐山市建设创新型城市的SWOT分析及对策研究.....郑祖婷, 韩莹(2490)	
基于ESDA的城镇地价空间分异特征分析研究——以芒市为例.....高金兰, 甘淑, 袁希平(2494)	
合理分享开发利益的房屋拆迁补偿标准.....肖迢, 武少玲(2499)	
房产税征税依据与征收方法.....肖迢(2505)	
天津居家养老实践与理论思考.....李勇(2509)	
国内外城市土地集约利用管理比较研究综述.....宗毅, 袁浩正(2514)	
The Study of Mode from Creative Practice of Tourism City Management in Sanya.....Qimin XING, Bo NING(2519)	
论文化的本质与城市文化建设.....刘建梅(2522)	
Trends of the Architectural Design in the Abroad and Domestic Elderly-Living Building.....Jing TANG(2526)	
Space-Time Reseach and Optimization of Nanchong City.....Xing HUANG(2530)	
基于R的北京市人口变化预测分析.....崔玉杰, 丁绍芳, 刘炳兴(2535)	
基于数字城市管理系统城市管理专业实践教学体系建设探讨.....舒永钢(2538)	
温州城镇居民消费函数实证研究.....王义闹, 王先阶, 金佳英(2542)	
基于网络教学平台的高职院校工学结合教学质量管埋.....李翠轻, 崔春霞, 郭军城, 李书青(2545)	
服务外包管理面向复杂性——服务外包产业联盟决策的CAS特性揭示.....王霞, 孙石磊(2549)	
农林院校毕业生农村基层就业影响因素的实证研究.....周艳波, 董鸿鹏(2552)	
信息化时代下内蒙古服务业创新发展研究——基于服务创新驱动动力模型的探讨.....侯淑霞, 汤晓丹(2556)	
Empirical Analysis of the Relationship between the Development of Technique and Chinese Economic Growth...Xiaobing LE(2560)	
“金砖五国”服务贸易国际竞争力的比较分析.....刘俏, 黄建忠(2563)	
Industry Interaction and Development of Producer Services: A Partial Equilibrium Model.....	
.....Wen XIAO, Wenjing FAN, Liyun LIU(2568)	
基于服务科学理论旅游团队接待机制创新.....许庆勇, 黄细嘉, 曹红哲(2573)	
传统服务业与现代服务业服务标准化程度与服务质量的关系研究设计.....陈莹, 卓骏(2577)	
构建大学生创业服务体系研究——以宁波市为例.....沈立宏, 赵怡(2581)	
地方高等师范院校科研管理工作浅议.....李尧龙(2585)	
中国服务业发展影响因素比较分析——基于东部和西部省份面板数据.....张书云, 马燕林(2589)	
论十二五时期地方服务外包产业跨越式发展的瓶颈与对策——基于上海、天津、大连、西安、苏州五个服务外包承接地分析.....戴军, 王霞(2593)	
Several Relationships between Math and Life.....Yihui LAO, Yiqian PAN(2597)	

Research on the Role of Government in the Development of Creative Industries.....	Yongping FU, Chunhong LIU, Ruzhong CAO(2600)
Study on Strategy of Development Path of China Service Outsourcing Industry.....	Shiqiang TANG, Min ZHOU, Yaping CHEN(2603)
桂西资源富集区与北部湾经济区区域经济比较研究.....	全胜跃(2607)
论我国刑法中量刑的适用——以药家鑫案为例.....	齐慧(2611)
旅游景区英文标示的管理及对策.....	郭卫玲, 路荣芬(2615)
国际航运中心航运服务要素构成与集聚阶段分析.....	蒋元涛, 余思勤(2618)
Investigation Analysis of Henan Province Traditiona Chinese Medicine Health Service in Township Health Center.....	Jing XU, Shiping XIE, Yingge FAN, Chengjun YANG(2622)
Investigation and Analysis of Audience Education's Impact on Shanghai World Expo Service Satisfaction.....	Shunyong YANG, Qingping NI, Zhongyuan KOU(2627)
利用3G开展移动参考服务的探讨.....	李爱勤, 翟羽佳(2631)
何种ITO关系对ITO项目绩效更有利?.....	徐恬(2636)
基于产业特性的文化产业竞争力分析.....	孙国学(2640)
土地生态系统调控的控制论分析.....	牛星, 吴冠岑(2645)
探讨城市景观设计与生态环境保护的关系.....	任丽芬, 李轶(2649)
国外环保产业循环经济发展对我国节能减排建设的启示.....	王崇梅(2652)
谈石家庄建筑节能措施的应用.....	檀丽丽, 张淑敏, 马艳芳, 崔春霞(2656)
有色金属行业生态化低碳经济产业链模型构建.....	张建玲, 徐盛华(2660)
中国农村饮用水水源保护法律法规体系研究.....	刘振华(2665)
土壤碳库分组及其量化方法研究进展.....	张剑, 隋艳晖(2669)
中国西部企业环境信息披露动因及模式探讨——以上市公司为例.....	高民芳, 牛宏伟(2673)
活性炭纤维吸附技术及其在水处理中的应用.....	徐越群, 刘士龙, 李轶, 赵宏杰(2677)
日本循环经济制度创新的实践及经验借鉴.....	于文武(2681)
China-Africa Infrastructure Cooperation: Implications for Sustainable Development in Ghana...Abdul-Manan Dauda, Hui GAO(2685)	
凤凰二沟清淤工程施工期声环境影响分析.....	陆一新(2691)
天津市低碳发展对策研究.....	陈一超, 何迎, 陈维伟, 汲奕君(2694)
Development Path Research on Low-Carbon Economy and Carbon Emissions' Driving Factors in Zhejiang Province.....	Xiaojia YE, Xiaojin CHEN(2697)
低碳经济与城市低碳经济发展的路径选择——以云南曲靖市为例.....	刘绍吉(2702)
河北省新能源在建筑中推广的问题和对策研究.....	张淑敏, 檀丽丽, 李欣亮(2706)
黑龙江省森工林业局绩效管理问题研究.....	李洪山, 孙晓庆(2710)
基于欧盟玩具业环境规制的儿童玩具产品的绿色设计.....	尹鸿(2714)
Study on the Green Investment under the Low-Carbon Economy.....	Jialin LIU(2718)
环境税会计研究.....	刘爱英(2721)
我国铁路与公路建设投资的对比研究.....	刘丽琴, 杨立杰, 刘伊生(2725)
既有铁路发展重载运输影响因素研究.....	唐述春, 张进川(2730)
基于乘客送达目标的飞机重指派路径问题研究.....	詹晨旭, 乐美龙(2735)
轨道交通成网下的居民出行行为特征抽样调查分析.....	刘罡, 巫敏雄(2740)

玉泉路停车换乘设施布局规划研究.....	徐探,许翔翔,邢开裔,叶启文(2743)
地铁站周边地区接运公交路由设计分析.....	黄文慧,沈烈(2747)
School Bus Operation Modes and Its Influence on China's Legislations on School Bus Safety.....	Zhijia DING(2754)
VaR Analysis of Oil Price Fluctuation in China Based on Value at Risk Method and GARCH Model.....	Yanhong LI(2758)
静脉产业发展循环经济的法律制度创新研究.....	于文武(2762)
基于东芝单片机的变频抽油烟机的研究与开发.....	张银君(2765)
浅谈浅层地能在石家庄建筑节能中的应用.....	檀丽丽,相会强,周文奕(2769)
Energy Management—From the View of Property Rights.....	Yan REN(2774)
河北省“十一五”工业节能的主要做法及启示.....	王必锋,赖志花(2778)
我国临港石化产业布局及发展现状分析.....	赵剑峰(2782)
基于安全的能源结构分析.....	赵美田(2786)
世界临港化工产业发展现状与启示.....	赵剑峰(2791)
基于 VaR 的电力市场价格风险度量.....	冯玉明,邹小燕(2796)
北京市大兴区农户住房节能改造效益分析.....	黄岚,索晨霞,曲燕(2801)
环渤海核电项目对渤海海洋环境的影响分析.....	陈航,王跃伟(2806)
北方农村民居全生命周期节能评价模型分析.....	杨勇,索晨霞,张宏雷(2811)
我国产业结构变化对能源消费的影响.....	尹峰,王立杰,汪文生(2814)
我国沿海火力发电业的可持续发展战略研究.....	陈航,王跃伟(2818)
农机合作社在现代农业建设中的绩效分析.....	张梅,杨红(2823)

金融与投资

Empirical Analysis of RMB Equilibrium Exchange Rate.....	Yonghong JIANG, Fangfang ZHANG, Wayne CARROLL, Fanglong DAI, Yuli ZOU(2829)
基于 CVaR 的商业银行信用风险对利润效率影响研究.....	曹志鹏,范立春,高莉(2834)
会计信息质量与流动性风险.....	徐晟,李源,李雨(2839)
Envisage on Bond Financing for Beijing Rail Transit.....	Honglin LI, Tianshan LIU(2843)
基于会计现值模型的中国股票市场收益率可预测性及方差分解.....	蔡伟宏,唐齐鸣(2847)
基于SWOT方法的辽宁省金融生态环境战略分析.....	呼应(2852)
The Analyses on RMB Becoming Transaction Currency in International Trades.....	Xi HUANG(2859)
基于高频数据的深证股本指数收益率实证研究.....	张磊,蒋越(2863)
不完全理性心理影响风险资产价格的数理模型分析.....	黄土国,蒋世辉(2868)
Improvement in Binomial Valuation of Lookback Options for Practical Application.....	Jin FENG, Chunqi YU(2873)
经济增长中金融与科技关系的理论分析.....	胡杰,樊小宏,曹馨予(2877)
消极投资策略与指数化投资研究.....	胡阳,吕宽,屈小兰(2883)
The Unified Mortgage Model Based on Inflation and Prepayment.....	Chenggang LU(2887)
基于状态空间模型分析视角的金融生态环境与京津冀区域经济发展关系研究.....	崔健,刘东,王帆(2891)
A Game Analysis on the Players' Interests in the Rural Credit Cooperative Financing Reform.....	Xinxin WU(2896)
Empirical Study on Shanghai Stock Exchange.....	Suanghong QU, Hua LI(2901)
竞争市场下的存货质押融资银行信贷决策机制研究.....	易雪辉,周宗放(2905)

公平信息披露规则对自愿性信息披露的影响研究.....	刘少波, 杨竹清(2909)
Dynamic Tracking Study on the Stock-Issuing Companies by Financial Early-Warning Radar Chart: Steel Industry of 2003-2007 as an Example.....	Xiaohui SHU, Sihuan LI, Fang YIN(2914)
企业竞争力影响并购溢价吗?	李爽, 于健(2920)
湖州市对外贸易与利用外资协调发展的实证研究.....	曹永峰(2924)
股指期货的推出对现货市场波动性影响的统计分析.....	马立平(2929)
河北省 FDI、工业经济增长与碳排放关系的统计检验.....	赖志花, 王必锋(2934)
加入 WTO 后辽宁省利用外资情况的分析.....	刘柏霞, 李亮(2939)
商业银行并购研究——以招商银行并购永隆银行为例.....	李文兴, 韩超(2944)
上海离岸贸易的发展现状、存在问题与对策.....	黄新祥(2950)
中国房地产上市公司融资结构与公司绩效相关性分析.....	刘宝森, 曹国华, 吴水峰(2955)
分数布朗运动环境下的汇率连动期权定价.....	薛红, 黄开元(2959)
知识产权质押融资风险评价指标体系构建.....	章洁倩(2963)
Research on the Prevention of CPA Lawsuit.....	Xiaolin BAI, Shanjun DONG(2967)
我国低碳企业的资本配置效率及影响因素研究——基于我国A股市场数据的实证检验.....	吴英姿, 闻岳春(2970)
我国县乡财政困难的原因与对策.....	吴淦(2974)
商业银行供应链金融融资模式优势分析.....	夏泰凤(2978)
商业银行中间业务发展战略研究.....	何凤霞(2982)
Research on the Precaution Measures of the Financial Crisis.....	Wenyi DONG, Cuini ZANG(2987)
基于 GARCH 模型的中国股市波动性分析.....	裴誉, 徐一丁(2991)
公司治理结构对公司经营绩效影响的实证研究——以制造业上市公司为研究对象.....	徐一丁(2996)
金融信托业可持续发展探究.....	孙顺强(3000)
俄罗斯经济危机的根源和后危机时代经济长期稳定增长的对策——基于数据的结论.....	孙丽杰(3005)
The Causes and Countermeasures about “Bull Market” of China’s Real Estate Prices at this Stage.....	Shiyu KU(3011)
我国股票市场 IPO 高抑价的博弈分析.....	孟凡强, 毕士丽(3015)
上市公司股权融资成本分析.....	赵娟, 张立颖(3020)
An Analysis on the Effects of Chinese Monetary Markets on Relationship between Inflation and Income Inequality in China——From a Wealth Threshold Perspective.....	Mengyuan REN, Yanan ZHOU(3023)
恐怖主义活动、政府商业保险补助与社会福利分析.....	张健光, 徐俊杰(3027)
金融服务业发展与产业结构升级关联性研究——基于中国中部地区面板数据模型的分析.....	刘珍, 阮陆宁(3030)
博弈论中囚徒困境对当今中国房地产市场的启示.....	杨雨迪(3033)
Comparative Analyses on Chinext and Nasdaq.....	Qin YUE, Denan PAN, Jin LIU(3037)
我国中小企业融资现状分析.....	贺红兵(3040)
中国城市商业银行 :公司治理、经营绩效与安全性分析.....	王森, 陕思雨(3045)
浅析我国民间金融的风险及对策.....	徐彩苹, 董玉霞(3048)
Prudent Monetary Policy Rethinking the Financing of SMEs.....	Xiaodan SHI, Weiping CUI, Liping SHAO(3051)
The Efficiency Analysis of China Construction Bank Cross-Border Mergers and Acquisitions.....	Qin FENG, Chunli JIN(3055)
创业板 IPO 超募与企业绩效关系实证研究.....	卢君生, 朱艳阳, 王为一(3058)
澳门币及其澳门的金融制度创新研究.....	王森(3062)

Study on the Credit Extension Ratio of Accounts Receivable Financing of the Supply Chain Finance Mode.....	Yong ZHANG, Yihong RU, Yongzhen GENG(3066)
The Way and Path in Which the Market Information Affect the Agricultural Products Futures Prices.....	Pengjun DAI, Jibing CHEN(3070)
期望效用在投资组合选择中的应用.....	麻鹏波, 平永明(3074)
正在崛起城市的商业地产价值在价值链中的实现过程.....	许菱, 伍岳青(3078)
大学生“炒股”行为分析——基于沈阳市部分高校大学生股民的调查.....	陈立双, 张谛(3082)
定期定额投资争论研究.....	胡阳, 赵荣荣, 刘树海(3087)
极小极大投资组合模型的一种有效解法.....	曹静(3092)
The Venture Investment in Our Country Present Situation and Development Countermeasures.....	Jingbo LIU(3095)
The Factors Affected on the Investment Efficiency of Listed Companies.....	Qiuping ZHANG(3098)
The Return-Risk Performance——The Comparison of Asset Portfolio Performance of Institution Fund with that Based on Multifractal Detrended Flucutation Approach.....	Hui WANG, Luojie XIANG, Zongfang ZHOU, Heping PAN(3101)
面向新产品开发的成本管理决策方法构建.....	秦建军, 姚燕安, 杨建伟(3104)
企业全要素生产率测算方法探讨.....	张英丽, 吴宗法(3109)
Firm Valuation: Comparing the Residual Income and Discounted Cash Flow Approaches——Evidence from Listed Financial Companies in China.....	Zhengxuan WU, Yongsheng JIANG, Zhuodan ZHU(3114)
CEO Overconfidence and Firm Investment.....	Lu XIE, Huanhuan LIU(3118)
创新战略与公司资本结构研究.....	李长山(3122)

Contents

Part 5 Innovative Technology Information System

The Earthquake of Fushun Coal Mine Analysis and Research <i>Chao LI, Zirong YANG</i>	(3127)
Snowstorm Disaster Risk Forecast Based on GIS <i>Chao LV</i>	(3130)
Remote Sensing Monitoring and Spatial Heterogeneity Analysis of Thermal Environment for Mountain City <i>Xin LIU, Shu GAN, Linhua HAN</i>	(3135)
Based on Remote Sensing Image Processing of Kunming Construction Land Use Information Extraction Research <i>Haihong LIU, Shu GAN, Xiping YUAN, Hongwei HAN</i>	(3140)
Subjectivity Elimination Approach for Reputation Systems <i>Hui LI, Dongsu LIU</i>	(3144)
Empirical Research on the Influencing Factors of Trust during Trading in C2C Online Auctions <i>Jian TIAN, Guohong LIANG</i>	(3148)
High Availability of Housing Provident Fund Supervision Information Network System Design <i>Weijun GAO, Donglin MA, Quanhong LI, Fuqing ZHAO</i>	(3153)
Analysis of Cloud Security <i>Xin GAO</i>	(3158)
Game Theory Study on Railway Public-Oriented Information Service Deregulation <i>Chunfang GUO, Hao WU, Zhongliang GUAN</i>	(3163)
Research on Semantic Web Service Discovery Model Based on QoS Ontology <i>Honglei CHEN, Dongsu LIU</i>	(3167)
Research of TNV-Table Supporting Unlimited Group and Query Method in Relational Database <i>Hua ZHENG, Yang LIU, Xiaonan LI</i>	(3172)
Open Laboratory General Management System Based on 3G and Internet <i>Hongzhong SHAN, Naidong ZHAO</i>	(3176)
Design of OLAP System Based on Pentaho Open Source Business Intelligence Platform <i>Qiao REN, Jia WANG, Jiayi YAO, Chen GUO</i>	(3179)
The Analysis, Optimization and Design of the System for Vehicle Delivery in Bulk Port Based on RFID <i>Chen GUO, Lei HUANG, Jia WANG, Qiao REN</i>	(3183)
IT Project Management Improvement Strategies Research <i>Rongming WANG</i>	(3187)
Analysis and Design for the Optimized Solution to the Combined Transportation of Railway and Waterway <i>Jia WANG, Lei HUANG, Qiao REN</i>	(3192)
A GIS Based Emergency Management System for Daqing <i>Min ZHANG, Huiying GAO</i>	(3196)
Assessment of City Fire Fighting Capability Based on GIS <i>Xiaohong ZHENG, Huiying GAO</i>	(3200)
A Study on Site Location of a Chemical Factory Based on GIS and Fuzzy Synthetic Evaluation <i>Fangshuai TIAN, Huiying GAO</i>	(3204)
An Overview of Trend of GIS <i>Xiuqi FU, Bin TANG</i>	(3209)

Land Use and Land Cover Changes Based on Remote Sensing and GIS in Zhumadian City of Henan Province, China	
<i>Kun FU, Hexiang LI</i>	(3212)
The Matching Method of the Feature Template to Quickly Identify and Replace the Special Icons in the Map	
<i>Yang LI, Xiaodong ZHANG, Yuanlv BAO</i>	(3216)
A Method to Determine the Weights of Evaluation Indexes of E-Business Customers' Satisfaction	
<i>Shuihong YAO, Xingxing WU</i>	(3219)
Financial Risk Transfer Mechanisms of IT Outsourcing	
<i>Na HUANG, Zheng QIN</i>	(3223)
Electronic Commerce Management Based on Information Security	
<i>Yi LI, Ming YAN, Yuequn XU, Sijia YANG</i>	(3226)
Examining Post-Adoption of Mobile Services from the Perspective of ECT	
<i>Zhiyu CHEN</i>	(3230)
Examining the Determinants of Online Consumers' Initial Trust	
<i>Zhiyu CHEN</i>	(3234)
How Groupon Website Achieve the Trust of Customer?—An Empirical Study Idea of Two Recommendation Strategies	
<i>Yunyun XU</i>	(3238)
The Literature Review of the Relationship between Risk and Performance of E-Commerce System Project	
<i>Weihua YANG, Cong TIAN</i>	(3242)
On Platform Construction of Electronic Logistics of Tobacco	
<i>Jun WEN</i>	(3248)
Research on Information Asymmetry in Online Group Buying	
<i>Jun SUN, Jia'ai LIU</i>	(3251)
Research on Online Shopping Consumer's Right to Legal Protection	
<i>Xiaochun MO</i>	(3254)
Research on Building Customers' Trust Mechanism in BtoC E-Commerce	
<i>Hengliang WU</i>	(3257)
Study on E-Commerce Development Model of Metersbonwe Group	
<i>Zuting ZHENG, Juan LI, Licong MA, Lingling JING</i>	(3262)
The Linguistic Features of E-Commerce English	
<i>Limin LI, Hongjun LI</i>	(3266)
Research on Innovation of Financial Management in E-Commerce Era	
<i>Minfang GAO, Hongwei NIU</i>	(3270)
Research on the Search Engine Marketing Strategies of Small and Medium-Sized Enterprise	
<i>Yifeng WANG, He JIANG</i>	(3274)
An E-Commerce Recommendation System Model Based on Web Data Mining	
<i>Hengliang WU</i>	(3278)
Research on the Integration of E-Commerce and Logisticswith Cooperation-Competition Theory	
<i>Hongyan LU</i>	(3282)
Applying E-Commerce in the Troops Procurement of Staple and Non-Staple Foods	
<i>Chi XU, Hongmei JIANG, Fei WANG</i>	(3287)
Analysis on Operation Model of China's Podcast Portals—Based on the Case of Youku.com	
<i>Weibin PENG, Chenchen ZHANG</i>	(3290)
Research and Designing of an Agricultural E-Commerce Website Based on B/S Structure	
<i>Yan CHEN, Hanxiao SHI, Wenqiang HONG, Tiantian GAO</i>	(3296)
The Genesis of Tax Evasion within E-Business and Its Effecton on Source-Allocating	
<i>Hang WEI</i>	(3301)
The Research on the Preferential Tax Policies in the Blue Economic Zone	

<i>Yuping LI, Xiaoli LIN</i>	(3305)
The Performance Evaluation of E-Government: Model and Practice	
<i>Chuanjun LI, Xuyang BAI</i>	(3310)
Analysis of the Development and Construction of E-Government in China——In Perspective of Public Participation	
<i>Rui ZHANG, Conghui CHENG</i>	(3314)
The Functions of Chinese Municipal Government Websites: An Interactional Analysis	
<i>Lili GAN</i>	(3318)
The Research on Digital Map the Shortest Path Algorithms Chosen	
<i>Qunlin JIA, Nianfa WANG, Bing BU</i>	(3322)
Research on the Military Transportation Information Security in Information War	
<i>Cheng ZHANG, Qinzen LI, Hongtao XU, Junwei ZHAI</i>	(3326)
Research on the Pitch Pattern Comparison of Electroacoustic Disguised Voice	
<i>Hongbing ZHANG</i>	(3330)
Study on Teaching Reformation of Information Security Introduction Course	
<i>Li ZHU, Huaqing MAO</i>	(3334)
An Economic RFID Protocol for Libraries and Archives	
<i>Xiaokun SI</i>	(3338)
Errors and Revolution of Outsourcing Service of Cataloguing of China University Library	
<i>Li ZHOU</i>	(3343)
Survey and Analysis on Liaoning Agricultural Informationization	
<i>Hongpeng DONG, Jie LV</i>	(3348)
Research on Building the ITI Index of China's Commercial Bank Based on AHP Method	
<i>Xiusheng LI</i>	(3352)
Determinants of Cloud Service: Based on Innovation Attribute and Informationization Degree	
<i>Zhenxi SUN</i>	(3360)
Management Information Systems and Curriculum Practice	
<i>Zhuyun WANG</i>	(3363)
Analysis of the Trends in Information Society under the Background of Emerging ICT Technologies	
<i>Chen ZHANG, Qiang YAN, Jun WU</i>	(3367)
Status and Achievements of International Development of Commercial Records Center	
<i>Xiaoyu HUANG</i>	(3373)
A Study on Power Enterprises' Information Resource Grouping Management	
<i>Yong ZHANG</i>	(3376)
Probe into the Computer Management on Reading Zone in Academic Library	
<i>Changwei HUANG</i>	(3379)
The Measuring Analysis and Promoting Mechanism for the Information Level of Inner-Mongolia SMEs	
<i>Yunhui Zhao, Yiqiang WANG, Yi GUO</i>	(3382)
Study on Public Information Service Platform Establishment of Inner-Mongolia SMEs Cluster	
<i>Yi GUO, Yiqiang WANG, Yunhui ZHAO</i>	(3386)
Structural Equation Modeling and Its Application in Library and Information Studies	
<i>Jing XU, Jie XU</i>	(3389)
Research on the Compositive Database System of the Device Equipment	
<i>Dongsheng DAI, Yalin JI, Huijie LI, Zhengzheng LI</i>	(3393)
Research and Application of Workflow Technology in Logistics Information System	
<i>Yan SU, Huiyu SUN</i>	(3396)
Research on Government's Price Regulation of C3N from Entropy Perspective	
<i>Chuangli SHANG, Jian LI</i>	(3400)
The Analysis and Designing of the Enterprise Labor and Capital Management System	

<i>Weiping CUI, Xiaodan SHI, Liping SHAO</i>	(3403)
Research of Cigarettes Sales Quantity Forecast Based on Multiple Linear Regression Model	
<i>Hongmei ZHANG, Mu ZHANG, Hao LIU</i>	(3407)
The Management Information Systems for Students' Railway Ticket of Based on B / S and Safety Issues	
<i>Yanran HU</i>	(3411)
Construction and Application of Data Warehouse in the Statistical System of Bulk Cargo Port	
<i>Junpeng SU, Lei HUANG, Rui WANG</i>	(3414)
The Research on CRM Business Intelligence System Based on Pentaho Open Source Technology	
<i>Rui WANG, Junpeng SU, Lei HUANG</i>	(3418)
Research on Approach of Open Access Based on Library and Journal in Universities and Research Institutes	
<i>Cuilan YANG</i>	(3423)
Empirical Analyze of SME Informatization Maturity——Take Changzhou as an Example	
<i>Jiangbo PAN, Song MENG, Pu HOU</i>	(3427)
Research on the kNN-Based Location Algorithm for WLAN Indoor Location Method	
<i>Chubing XIAO, Junyuan HUANG, Liqiong WEI</i>	(3430)

Software Engineering and Database

Application of Data Mining Techniques in Measuring Levels of Economic Development of the Provincial Cities	
<i>Weisi XIAO, Liping SHAO, Zejun SHEN</i>	(3435)
A Conjunction-Analysis Based Usage Web Mining Algorithm	
<i>Donglin MA, Fansheng LAI, Jie SUN</i>	(3439)
Lottery Forecasting Based on Entropy Method and Genetic Algorithm	
<i>Rongxiang ZHANG, Tianyi WANG, Mingche SU</i>	(3443)
CRM Data Mining System Based on Pentaho Open-Source Technology	
<i>Rui WANG, Lei HUANG, Junpeng SU</i>	(3448)
Decision Making Model of Investment Combination Based on Goal Programming	
<i>Linquan YANG, Long ZHOU</i>	(3452)
Correlation Effects of Regional Trade Liberalization in East Asia: An Empirical Analysis of the Trade among China, Japan, South Korea, United States and ASEAN	
<i>Hong LI, Dongli FANG</i>	(3457)
A Study on Demand Features and Market Development of Peasant-Workers' Leisure Travel	
<i>Guangwen HUANG, Junhong LI</i>	(3465)
A Data-Based Investigation into the Influence Factors of Sales Volume of "Home Appliances Going to the Countryside"	
<i>Huiling SONG</i>	(3471)
The Regional Income Asymmetry and the Rural Residents' Consumption in Hubei Province——Based on the Statistical Data of Empirical Analysis	
<i>Lingzhi LIU</i>	(3476)
GM (1,1) Evaluation Model of H1N1 Influenza Trends Based on Information Mining	
<i>Shiqiang ZHANG, Chunli WANG, Ting WANG</i>	(3479)
Research on Query Subsystem for Large Information Systems	
<i>Na LI, Junhui LIU, Qian LI</i>	(3484)
Progressive Sampling Based Association Rules Mining and Its Assessment Problem	
<i>Xiaoying XIE</i>	(3488)
A Note on the Elementary Transformations of Matrix	
<i>Shiqiang ZHANG, Chunli WANG</i>	(3492)
The Employment Differentials of the Industry between the Migration and Urban Local Unskilled Labor——The Case of Shenyang City	

<i>Xin YANG, Xiaoli YANG, Xuewen YU</i>	(3496)
The Analysis of Pricing of Chinese Oil Painting Based on Hedonic Models	
<i>Juanjuan DING, Lina MA, Kai Hao</i>	(3500)
Application of Fuzzy Comprehensive Method in Evaluation of Military Training	
<i>Lifeng ZHENG, Boqi WANG, Hong ZHU, Zhiqiang ZHANG, Wei YU, Jiang LUO, Wen SUN</i>	(3505)
Study on the Risk Assessment System of Wuhan Metro Shield Construction	
<i>He ZHU, Wei ZHANG, Jingyu XIE, Zhijia XUE, Dandan ZHEN</i>	(3508)
Evaluation Model of Organizational Structure Based on Entropy Theory	
<i>Xiaoming HAN, Yanbin LI, Jun ZHANG</i>	(3513)
Weight Determination of the Assessment Indices in System Simulation Based on Gray Correlation Analysis	
<i>Lifeng ZHENG, Hong ZHU, Yan ZHU, Heping LI, Wei YU</i>	(3517)
Analysis on the Moving Factors of Migrant Workers	
<i>Xinrong XU, Yunlong BAI, Wei WANG, Aiting ZHANG</i>	(3521)
The Price Model for Urban Commercial Land Evaluation	
<i>Bing BU</i>	(3526)
The Choice of Fiscal Policy Based on Financing Problem of Private Enterprises	
<i>Changda CAI</i>	(3531)
A Study of Classification and Differentiation of Tourism Interpretation System Which Is Based on Tourist Preferences ——Take Hunan Liuzi Temple for Example	
<i>Huiling ZHOU</i>	(3534)
Analysis of the Mechanism of Co-branding ——From the Perspective of Brand Economics	
<i>Lin CAO</i>	(3538)
Efficiency Assessment of the Policy of “Household Appliances to the Countryside”: A Perspective of Expanding Domestic Demand	
<i>Zhen Tian</i>	(3542)
The Analysis of the Demands of Cultural Tourism in Shandong Province	
<i>Yu WANG, Xiaoxi CUI</i>	(3546)
A Research on the Development Path of Henan Province’s Rural Consumer Market under Post-Financial Crisis	
<i>Sen BU</i>	(3550)
Empirical Analysis to the Evolution of China's Auto Consumption Policy and Its Implementation Effect	
<i>Jingwen YANG</i>	(3555)
The Economic Analysis for the Shortage of Skilled Personnel in China	
<i>Liyuan SHANG, Na WU</i>	(3560)
Food Enterprises to Build Base Business Model Feasibility Analysis	
<i>Weibin ZHANG</i>	(3563)
Research and Application of Agile Requirement Analysis in Virtual Campus Stroll System	
<i>Zhenhua LI</i>	(3567)
A Kind of Data Fusion Algorithm Based on Clustering Cooperative Spectrum Sensing	
<i>Hui CHENG, Xingyu ZHU, Chubing XIAO, Liqiong WEI</i>	(3570)

Decision Support System

Solving the Decision Paradoxes with a New Criterion	
<i>Xilong JIANG, Zhongfu LI</i>	(3575)
An ANP Approach to Analyze On-Site Construction Process Improvement Oriented Cleaner Production	
<i>Feng XU, Wei PENG</i>	(3580)
The Construction of Solar New Product Development Model	
<i>Jian-Shun CHEN, Amy H. I. LEE, Chun Yu LIN</i>	(3585)

Supply Chain Management for Green and Low-Carbon Products ——A Case Study of TFT-LCD Industry <i>Amy H. I. Lee, Jia-Zhen WANG, Chunyu LIN</i>	(3589)
A Model to Control Capacity Backup for Twin Fabs of Wafer Fabrication <i>Chun-Wei LU, Ying-Mei TU</i>	(3594)
Product Arrival Prediction by Regression Analysis in Wafer Fabrication <i>Ying-Mei TU, Wan-Rong LU, Si-Ping FENG</i>	(3598)
A Decision Support Tool Based on DEA and AHP for Evaluating Solar PV Industry <i>Chunyu LIN, Amy H. I. LEE, Wenhsin LEE</i>	(3602)
A Research on County Fiscal Performance Evaluation ——An Empirical Analysis Based on Guangxi Province <i>Changda CAI</i>	(3606)
An Easy Way to Solve Dynamic Fermat Point of a Special Class of Problems <i>Shiqiang ZHANG, Ting WANG</i>	(3611)
Impact Analysis on Pension System Transition of Institutions <i>Junhui Fan, Yuming Wang</i>	(3615)
Analysis of Local Government's Behavior under Local Protectionism <i>Long XIA</i>	(3619)
Empirical Analysis on Impact of Industrial Structure to Economic Growth in Jiangxi Province <i>Kejing ZHANG</i>	(3622)
Application of D-S Evidential Theory in Teacher's Multi-Ability Evaluation System <i>Wenjun HUAI, Li SHANG</i>	(3625)
The Model to Determine Optimal Timing of Capacity Replacement for Manufacturing Technology Upgrades <i>Chao-I WANG, Ying-Mei TU</i>	(3629)
Socio-Economic Development Early Warning System of Yichun Forest Region <i>Caiping SONG, Fang FANG</i>	(3633)

New Technology and Innovation Management

A Dynamic Analysis of the Differentiated Spatial Distribution of Science & Technology Resources in China's Coastal Areas <i>Zeyu WANG, Fengchao LIU, Zenglin HAN, Guichun LIU</i>	(3637)
Analysis of Bearing Capacity for Castellated Steel Columns under Axial Compression <i>Xiaowen YUAN, Zhitong LI, Fen LIU</i>	(3640)
Application of Extending Hidden-Layer BP Neural Network in Image Separation <i>Jing ZHAO</i>	(3644)
Empirical Research on the Promotion Mechanism of Manufacturing Industry's Technical Innovation Capability <i>Dexue LIU, Xiaojun ZHONG</i>	(3650)
A Research on the R & D and Conversion Capability of High-Tech Zone——Case of Wuhan East Lake High Technology Development Zone <i>Long CHEN, Nengdan DONG</i>	(3656)
Relationship between Technological Innovation and Employment <i>Yue LIU, Lunqu YUAN, Maofeng LI</i>	(3660)
A Study on the Channels of Knowledge Spillover from Foreign Direct Investments to Chinese Agriculture Industry <i>Yuandi WANG, Ying LI</i>	(3665)
Innovation Process Game of Industrial Cluster <i>Qun CAO</i>	(3669)
Liaoning's Equipment Manufacturing Cluster Formation Path and Advantages Analysis <i>Wei WANG</i>	(3674)
A Study on Technology Back-Up System of Circular Agriculture in China	

Xuxia DENG, Chunyang LIU.....	(3678)
Research on Performance Evaluation of Research Cooperation Based on Knowledge Activity System	
Lianfeng LIU, Fengchao LIU, Nan JIANG.....	(3682)
The Relationship between R&D Activities, Technology Import Spill-Over and Firm Performance	
Jun LENG.....	(3687)
R&D Inputs and Outputs of Canonical Correlation Analysis——China-Based Panel Data	
Binhui WANG, Qichao YANG.....	(3690)
Export Diversification and Economic Growth: New Progress of Empirical Research Abroad	
Shilan LI.....	(3694)
Study on the Introduction of TRIZ into Management Innovation	
Yaqiang ZHANG, Xiufeng SANG.....	(3700)
A Study on the Efficiency of University’s Intellectual Property Right Transformation Based on Innovation Profit	
Qi GAO, Taoyong SU.....	(3704)
The Analysis of the Connotation of the Modern Industrial System and the Path to Construct	
Lijie SUN.....	(3708)
A Study on Structure of Enterprises’ Technology Innovation Ecosystem	
Daming ZHOU, Bing SUN, Hongtao YAO.....	(3713)
Research on the CEC-CDIO “Practice in Learning” Curriculum System in Material Engineering Technology	
Zicheng LI, Aiju ZHANG, Huiqiang XIANG, He GAO.....	(3717)
Research on Personnel Training Mode of Material Engineering Technology in Higher Vocational Education	
Aiju ZHANG, Zicheng LI, Liangjun LIU, Bo JIANG.....	(3721)
The Case Study about TD Technological Standard Alliance Promoting International Development of Leading Enterprises	
Xiaohui ZHAO, Yaowu SUN.....	(3725)
“Audit Training Platform” Software Development and Design	
Min ZHAO, Xinrui LI.....	(3729)
On Multiple Effects of Regional Basic Research——A Case from Zhejiang Natural Science Foundation Fund	
Weiqi DAI, Qiao LIN.....	(3733)
Exploring the Mechanism though which Regional Basic Research Impact Economic and Social Development ——A Case from Zhejiang Natural Science Fund	
Weiqi DAI, Qiao LIN.....	(3738)
Research Based on the Growth Theory of Small and Medium Enterprises in Technological Innovation Ability	
Hong JI, Zhichao CAO, Wei XIE.....	(3743)
The Driving Mechanism of Technology Innovation in Enterprise—Based on the Perspective of Circular Economy Theory	
Jiangang PANG.....	(3747)
Reserach on Firm Network and the Influence & Mechanism for Innovation	
Renzhong ZHOU.....	(3751)
Research of Military Equipment Command Training Simulation Management System Based on HLA	
Di WU, Jia WANG, Bogong JI, Bo GAO.....	(3755)
Open Innovation: The Negative Effect on Firm’s R&D Department	
Jin CHEN.....	(3759)
Analysis of Mode and Method on Science and Technological Policy Performance Evaluation	
Bing GUO.....	(3762)
Teaching and Research Oriented Universities How to Play a Role on the National Innovation System	
Zuoxing HUANG.....	(3765)
An Optimization System Applied in Packaging Process of Concentrator Photovoltaic	
Chen-Tai CHEN, Shih-Chieh CHIU.....	(3769)

Other Fields

The Effect of Ageing on Technical Efficiency of Farmer Household Operation <i>Hongbo TAN</i>	(3775)
Multifractal Analysis on Fibonacci Series Based on the Multifractal Detrended Fluctuation Analysis <i>Bo ZHONG, Pingping YUAN, Pengjian SHANG</i>	(3780)
Empirical Study on the Factors Affecting of the Farmers' Income Growth in China and Related Strategy ——Based on the Provincial Panel Data Co-Integration Test <i>Luzhu SHEN, Chao WANG</i>	(3784)
Determinants of the Pay Gap between Executives and Employees——An Empirical Study Based on the State Holding Listed Companies <i>Juan LI</i>	(3790)
The Objectives and Evaluation of Entrepreneurship Education <i>Hailing WANG, Xinbao GUO, Jinzhu PANG</i>	(3794)
The Observation of the Reformation on Census Register Management in Chongqing——Base on the Theory Viewpoint of Institution Change <i>Qiang LI</i>	(3798)
Properties of Combination Forecasting Model Based on Average Relative Error Criterion <i>Lihong SUN</i>	(3802)
Ergonomics in the Perception of Hand Exertion for Females <i>Kai Way Li</i>	(3806)
The Analysis of Carton Industry Competitiveness of Hangzhou <i>Hanju WANG, Teng HUANG</i>	(3810)
SWOT Analysis on Wetland Ecotourism Development of the Yellow River Delta <i>Ning HU</i>	(3813)
The Inspiration of Passage Economy Theory to the Development of Guangxi Beibu Gulf Economic Zone <i>Chenyu MO</i>	(3818)
“Let the Bullet Flew”: Blew the Door after the Kind of Ecstasy <i>Wenzhong WANG, Chengyan WANG, Xu LI</i>	(3822)
An Analysis on the Competitiveness of Henan Province's Export Commodities <i>Yang FENG</i>	(3825)
Based on Factor Analysis of Liaoning Province of Advanced Equipment Manufacturing Development Level Research <i>Wenling HUANG, Zhen FANG</i>	(3829)
Research of Earthquake Loss Rate Based on the Data Mining <i>Jian WANG, Min HUANG</i>	(3833)
A Study on the Implementing Background and Realistic Meaning of High Vocational Education Strategic Management <i>Zhifeng LIU, Li LI</i>	(3836)
An Overview on Practice and Research of Entrepreneurship Education <i>Hailing WANG, Xinbao GUO, Yan LI, Jinzhu PANG</i>	(3841)
Study on Choosing Sport Market Route of China <i>Zhanlan YOU, Nan YE</i>	(3845)
Research on University's Ideological and Political Education under the Environment of Internet <i>Jindi GAO</i>	(3849)
The Influence of Characteristics of Microblog on Users' Behavioral Response <i>Jiun-Hung LIN, Cuddy LAI</i>	(3853)
English News for College English Listening Teaching Countermeasure Research <i>Qiushuang ZHANG</i>	(3856)

Status Assessment of Regional Education Informatization in Hebei and Strategic Planning for It within the Framework of SWOT <i>Aizhi DONG</i>	(3860)
On the Problems and Countermeasures of the Regional Economic Cooperation of CAFTA <i>Xuesong ZHAO</i>	(3864)
Thought about the Approaches of Speeding up Industrialization Process in Jiangxi <i>Yunjuan CHEN, Ling ZHONG</i>	(3868)
Strategic Thinking to Develop Offshore Trade in Shanghai <i>Shiqiang TANG, Xinxiang HUANG, Yaping CHEN</i>	(3872)
Direction of Industrial Restructuring in Jilin Province <i>Wanjun JIA, Duoduo YU</i>	(3876)
The External Constraints Environment of Chinese Medical Reform and Its Path Analysis of Development <i>Fan YANG</i>	(3880)
The Status Quo and Solution of the Income Gap between Rural and Urban Areas in China <i>Yingdi LIU</i>	(3885)
A Study on the Relationship between Wenzhou Regional Culture and Economic Growth <i>Xingyan JIANG, Daoxing LIU</i>	(3888)
The Application of Grey System Theory on Forecasting International Crude Oil Price <i>Zhisheng DONG, Gusheng ZHU</i>	(3892)
Study on System Optimization of Tourism Based on the Dissipative Structure Theory——Taking Qinhuangdao as an Example <i>Lijuan LIU</i>	(3896)
The Cooperation Mechanism about Brand Construction in Leisure Agriculture <i>Fubin SHAN</i>	(3900)
Motion Analysis of Playing Wii Baseball Batting Game Using Maya Software <i>Ching-Hua LIN, Tai-Lin YANG, Chun-Ting TSAI, Po-Sheng LU, Te-Hui CHENG, Chiu-Cheng CHIU</i>	(3904)
KLICK: Simulation of Public-Private Key Pairs <i>Yibing WANG, Sanghyun CHEON, Xuejiao LI</i>	(3908)
The Emergence and Development of Entrepreneurship Education at Abroad <i>Hailing WANG, Xinbao GUO, Xiaojin MA</i>	(3912)
Study on Market Structure of China's Iron and Steel Industry Based on SCP Analysis Framework <i>Qiao LIU</i>	(3916)
Empirical Analysis of China-US Trade Imbalance <i>Hui ZHANG</i>	(3919)
Importance and Ways on Developing Green Agriculture in China <i>Paifeng ZHAO</i>	(3924)
Analysis on Effective Ways for Train Policeman <i>Sijing WANG</i>	(3929)
The Analysis of the New Rural Social Pension Scheme's Status of Implementation and Countermeasure ——Empirical Analysis of the Pilot Langfang, Luquan, Zhuozhou in Hebei Province <i>Bingshui LI, Mingyin ZHU</i>	(3933)
Waste Management and Corporate Social Responsibility——The Case of IKEA: New European Experiences <i>Dario A. Schirone, Germano Torkan</i>	(3937)
Industrialization of China Agriculture Development: Problems and Advance <i>Jun ZHANG</i>	(3940)
Research on Harbin Urbanization Development and the Peasant's Participation Willingness in the Urbanization Construction ——Based on the Spot Investigation in Shangzhi, Binxian, Tonghe Counties <i>Zenglin MA</i>	(3945)
A Study of the Relationship between Economic Growth and Residents Consumption in Guizhou Province——Based on the Data from 1987 to 2009	

<i>Kuo GAO, Lu JIANG</i>	(3950)
The Whole Process of Tracking Audit Program of Coal Mine Construction Project	
<i>Zaibo PEI, Yanjiao LIU</i>	(3954)
Research on Residents' Leisure Behavior in Free-Open Park of Middle and Small Cities in China—Taking Yanfeng Park in Hengyang, Hunan Province as an Example	
<i>Chiqin HUANG, Huijun PENG, Wenyan WANG</i>	(3957)
Research on Eco-Tourism Development of Islets in Rivers——Taking the Dongzhou Islet in Hengyang, Hunan Province as an Example	
<i>Huijun PENG, Chiqin HUANG, Mengfei LI</i>	(3961)
Empirical Analysis of FDI Spillover Effects on Technological Innovation in Wuhan	
<i>Shaowei JIA</i>	(3965)
Study on External Environment and Strategic Business of Chinese Logistics Industry Development	
<i>Lan WANG</i>	(3969)
Balanced Scorecard on the Impact of Corporate Performance Management and Implement	
<i>Ye YU, Liping SHAO</i>	(3973)
Research on the Construction of Socialized Old-Age Urban Service System——Taking Beijing as an Example	
<i>Jiwei CUI</i>	(3977)
The Relationship between Ownership Structure and the Value of Company of China's Listed Financial Institutions	
<i>Hsinghung CHEN, Tingxia SUN, Fu CHEN</i>	(3981)
The Analysis of Determinants to the Value of Commercial Banks: A Case Study on the Mainland China and Hong Kong	
<i>Hsinghung CHEN, Fangfang HAN, Jiancong HE</i>	(3986)
Experiment Research on Communication Frequency and Conflict Resolution——Based on Marginal Utility and Entropy Theory	
<i>Dongmei XIE, Lili FAN, Jiabin YI</i>	(3991)

目 录

第五卷 创新技术 信息系统

The Earthquake of Fushun Coal Mine Analysis and Research.....	Chao LI, Zirong YANG(3127)
基于 GIS 的暴风雪灾害风险预测研究.....	吕超(3130)
山区城市热环境遥感监测及其空间分异分析研究.....	刘鑫, 甘淑, 韩林华(3135)
基于遥感图像处理的昆明主城建设用地信息提取研究.....	刘海红, 甘淑, 袁希平, 韩宏伟(3140)
一种适用于信誉系统的主观性消除方法.....	李慧, 刘东苏(3144)
C2C 网上拍卖交易中信任影响因素实证研究.....	田剑, 梁国宏(3148)
高可用性住房公积金监管网络信息系统设计.....	高玮军, 马栋林, 李权红, 赵付青(3153)
云安全技术分析.....	高鑫(3158)
铁路公共信息服务放松规制的博弈分析.....	郭春芳, 吴昊, 关忠良(3163)
基于 QoS 本体的语义 Web 服务发现模型研究.....	陈洪磊, 刘东苏(3167)
关系数据库中支持无限分组的 TNV 型表及其查询方法研究.....	郑华, 刘洋, 李筱楠(3172)
基于 3G 和互联网络的开放实验室综合管理系统.....	单红忠, 赵乃东(3176)
Design of OLAP System Based on Pentaho Open Source Business Intelligence Platform.....Qiao REN, Jia WANG, Jiayi YAO, Chen GUO(3179)
The Analysis, Optimization and Design of the System for Vehicle Delivery in Bulk Port Based on RFID.....Chen GUO, Lei HUANG, Jia WANG, Qiao REN(3183)
IT项目管理优化策略应用研究.....	汪嵘明(3187)
Analysis and Design for the Optimized Solution to the Combined Transportation of Railway and Waterway.....Jia WANG, Lei HUANG, Qiao REN(3192)
A GIS Based Emergency Management System for Daqing.....	Min ZHANG, Huiying GAO(3196)
基于GIS的城市消防能力评估.....	郑晓虹, 高惠瑛(3200)
基于GIS和模糊综合评价模型的化工厂选址研究.....	田方帅, 高惠瑛(3204)
An Overview of Trend of GIS.....	Xiuqi FU, Bin TANG(3209)
Land Use and Land Cover Changes Based on Remote Sensing and GIS in Zhumadian City of Henan Province, China.....Kun FU, Hexiang LI(3212)
特征模板匹配法快速识别与替代地图中特殊图标.....	李洋, 张晓冬, 鲍远律(3216)
A Method to Determine the Weights of Evaluation Indexes of E-Business Customers' Satisfaction.....Shuihong YAO, Xingxing WU(3219)
金融业 IT 外包风险传导机制研究.....	黄娜, 覃正(3223)
基于信息安全的电子商务管理.....	李轶, 颜铭, 徐越群, 杨思佳(3226)
Examining Post-Adoption of Mobile Services from the Perspective of ECT.....	Zhiyu CHEN(3230)
Examining the Determinants of Online Consumers' Initial Trust.....	Zhiyu CHEN(3234)
团购网站如何获取潜在顾客初始信任——两种不同推荐方式的实证研究设想.....	许筠芸(3238)

电子商务系统项目风险与绩效关系的文献综述.....	杨卫华, 田从(3242)
On Platform Construction of Electronic Logistics of Tobacco.....	Jun WEN(3248)
Research on Information Asymmetry in Online Group Buying.....	Jun SUN, Jia'ai LIU(3251)
网络购物消费者知情权的法律保护研究.....	莫小春(3254)
BtoC 电子商务顾客信任机制构建研究.....	吴恒亮(3257)
美特斯邦威集团公司电子商务发展模式研究.....	郑祖婷, 李娟, 马利聪, 荆玲玲(3262)
The Linguistic Features of E-Commerce English.....	Limin LI, Hongjun LI (3266)
Research on Innovation of Financial Management in E-Commerce Era.....	Minfang GAO, Hongwei NIU(3270)
Research on the Search Engine Marketing Strategies of Small and Medium-Sized Enterprise.....	Yifeng WANG, He JIANG (3274)
基于 Web 数据挖掘的电子商务推荐系统模型研究.....	吴恒亮(3278)
竞争思维下电子商务与物流一体化研究.....	陆弘彦(3282)
电子商务在部队主副食采购中的应用.....	徐驰, 蒋红梅, 王飞(3287)
中国视频网站运营模式探析——以优酷网为例.....	彭伟斌, 张辰晨(3290)
基于B/S架构农业电子商务网站的研究与设计.....	陈燕, 施寒潇, 洪文强, 高田田(3296)
电子商务中偷逃税的成因及其对资源配置的影响.....	韦航(3301)
蓝色经济区中税收优惠政策的研究.....	李玉萍, 林小丽(3305)
电子政务绩效评估的模型与实践.....	李传军, 白旭阳(3310)
Analysis of the Development and Construction of E-Government in China——In Perspective of Public Participation.....	Rui ZHANG, Conghui CHENG(3314)
中国市级政府网站互动功能建设研究.....	甘黎黎(3318)
基于数字图型最短路径优化方法研究.....	贾群林, 王念法, 步兵(3322)
信息化战争条件下军交运输信息安全研究.....	张程, 李勤真, 许洪涛, 翟俊伟(3326)
Research on the Pitch Pattern Comparison of Electroacoustic Disguised Voice.....	Hongbing ZHANG(3330)
《信息安全概论》教学方法改革探索.....	朱丽, 毛华庆(3334)
一个经济的适合在图书馆档案馆应用的 RFID 协议.....	司晓琨(3338)
我国高校图书馆编目业务外包的误区与变革.....	周莉(3343)
辽宁省农业信息化发展情况的调查分析.....	董鸿鹏, 吕杰(3348)
基于模糊评价方法的中国商业银行信息化指数构建研究.....	李秀生(3352)
云服务采纳意愿决定因素: 基于创新属性和信息化程度.....	孙振曦(3360)
Management Information Systems and Curriculum Practice.....	Zhuyun WANG(3363)
新兴ICT技术背景下信息社会发展趋势分析.....	张晨, 闫强, 吴俊(3367)
Status and Achievements of International Development of Commercial Records Center.....	Xiaoyu HUANG(3373)
A Study on Power Enterprises' Information Resource Grouping Management.....	Yong ZHANG(3376)
高校图书馆自习区座位资源实施计算机管理初探.....	黄长伟(3379)
内蒙古中小企业信息化水平测度分析与推进机制研究.....	赵云辉, 王一强, 郭毅(3382)
内蒙古中小企业集群信息化公共服务平台构建分析.....	郭毅, 王一强, 赵云辉(3386)
结构方程模型在图书馆与信息科学研究中的应用.....	徐静, 徐洁(3389)
Research on the Compositive Database System of the Device Equipment.....	Dongsheng DAI, Yalin JI, Huijie LI, Zhengzheng LI(3393)
workflow 技术在物流信息系统中的研究与应用.....	苏艳, 孙慧瑜(3396)

面向三网融合和政府价格规制研究：基于信息熵的视角.....	上创利，李健(3400)
The Analysis and Designing of the Enterprise Labor and Capital Management System.....Weiping CUI, Xiaodan SHI, Liping SHAO(3403)
基于多元线性回归模型的卷烟销售总量预测.....	张红梅，张目，刘浩(3407)
基于 B/S 的铁路学生客票管理信息系统及安全问题.....	胡嫣然(3411)
Construction and Application of Data Warehouse in the Statistical System of Bulk Cargo Port.....Junpeng SU, Lei HUANG, Rui WANG(3414)
基于Pentaho开源BI的CRM商业智能系统研究.....	王瑞，苏俊鹏，黄磊(3418)
基于高等学校和科研院所的开放存取研究.....	杨翠兰(3423)
中小企业信息化成熟度实证分析——以江苏省常州市为例.....	潘江波，孟颂，侯普(3427)
Research on the kNN-Based Location Algorithm for WLAN Indoor Location Method.....Chubing XIAO, Junyuan HUANG, Liqiong WEI(3430)

软件工程与数据库

数据挖掘技术在衡量省辖市经济发展水平中的应用.....	肖维斯，邵丽萍，沈泽军(3435)
A Conjunction-Analysis Based Usage Web Mining Algorithm.....Donglin MA, Fansheng LAI, Jie SUN(3439)
Lottery Forecasting Based on Entropy Method and Genetic Algorithm.....Rongxiang ZHANG, Tianyi WANG, Mingche SU(3443)
CRM Data Mining System Based on Pentaho Open-Source Technology.....Rui WANG, Lei HUANG, Junpeng SU(3448)
Decision Making Model of Investment Combination Based on Goal Programming.....Linquan YANG, Long ZHOU(3452)
Correlation Effects of Regional Trade Liberalization in East Asia: An Empirical Analysis of the Trade among China, Japan, South Korea, United States and ASEAN.....Hong LI, Dongli FANG(3457)
农民工休闲旅游的需求特征及市场开发研究.....	黄光文，李君红(3465)
我国家电下乡产品销售数量影响因素实证研究.....	宋慧龄(3471)
The Regional Income Asymmetry and the Rural Residents' Consumption in Hubei Province——Based on the Statistical Data of Empirical Analysis.....Lingzhi LIU(3476)
基于信息挖掘的甲型H1N1流感疫情GM(1,1)评价模型.....	张世强，王春丽，王婷(3479)
Research on Query Subsystem for Large Information Systems.....Na LI, Junhui LIU, Qian LI(3484)
基于累进抽样的关联挖掘及其模式的评估问题.....	谢笑盈(3488)
关于矩阵的初等变换的一个注记.....	张世强，王春丽(3492)
农民工与城市本地低技能劳动力的行业就业差异比较——以沈阳市为例.....	杨欣，杨肖丽，于学文(3496)
基于Hedonic模型的中国油画艺术品定价分析.....	丁娟娟，马利娜，郝凯(3500)
模糊综合评判法在军训效能评估中的应用.....郑立峰，王博琦，朱宏，张志强，余巍，罗江，孙文(3505)
关于武汉地铁盾构施工风险评估系统的研究.....祝赫，张伟，解经宇，薛志佳，甄丹丹(3508)
基于熵理论的组织结构评价模型.....韩晓明，李彦彬，张君(3513)
基于灰色关联分析的系统仿真因素权重确定.....郑立峰，朱宏，朱岩，李合平，余巍(3517)
农民工流动行为的动力因素分析.....	徐新荣，白云龙，王巍，张爱婷(3521)
城市商业用地价格评价模型.....	步兵(3526)
基于民营企业融资难的财政政策选择.....	蔡昌达(3531)
基于游客偏好的解说系统类型及分异研究——以湖南柳子庙为例.....	周慧玲(3534)

品牌联合的机制与效应分析——基于品牌经济学的视角.....	曹琳(3538)
“家电下乡”政策的效率审视：一个扩大内需的视角.....	田珍(3542)
山东省文化旅游需求分析.....	王宇，崔筱溪(3546)
后金融危机下河南省农村消费市场发展路径分析.....	卜森(3550)
中国汽车消费政策演变及其对家用汽车拥有量的影响分析.....	杨静文(3555)
The Economic Analysis for the Shortage of Skilled Personnel in China.....	Liyuan SHANG, Na WU(3560)
Food Enterprises to Build Base Business Model Feasibility Analysis.....	Weibin ZHANG(3563)
敏捷需求分析在虚拟校园漫步系统中的应用研究.....	李振华(3567)
基于分簇式合作频谱感知数据融合算法研究.....	程晖，朱星宇，肖除病，韦丽琼(3570)

决策支持系统

Solving the Decision Paradoxes with a New Criterion.....	Xilong JIANG, Zhongfu LI(3575)
An ANP Approach to Analyze On-Site Construction Process Improvement Oriented Cleaner Production.....	Feng XU, Wei PENG(3580)
太陽能新產品開發模式之建構.....	陳建舜，李欣怡，林俊宇(3585)
綠色及低碳之供應鏈管理模式之建構——以TFT-LCD廠為例.....	李欣怡，王佳蓁，林俊宇(3589)
雙子星晶圓廠之產能支援管控模式.....	盧俊偉，杜瑩美(3594)
以迴歸分析預測晶圓廠中機台之工件到達量.....	杜瑩美，呂宛蓉，馮思萍(3598)
運用 DEA 與 AHP 建構太陽能產業績效評估模型.....	林俊宇 李欣怡 李文馨(3602)
我国县域政府财政绩效评价研究——以广西省为例.....	蔡昌达(3606)
一类特殊问题的动态费尔马点的简便求法.....	张世强，王婷(3611)
Impact Analysis on Pension System Transition of Institutions.....	Junhui FAN, Yuming WANG(3615)
Analysis of Local Government's Behavior under Local Protectionism.....	Long XIA(3619)
Empirical Analysis on Impact of Industrial Structure to Economic Growth in Jiangxi Province.....	Kejing ZHANG(3622)
D-S 证据理论在教师综合能力评价中的应用.....	淮文军，尚丽(3625)
製程技術升級下之產能替換最佳時點決策模式.....	王昭宜，杜瑩美(3629)
Socio-Economic Development Early Warning System of Yichun Forest Region.....	Caiping SONG, Fang FANG(3633)

新技术与创新管理

A Dynamic Analysis of the Differentiated Spatial Distribution of Science & Technology Resources in China's Coastal Areas.....	Zeyu WANG, Fengchao LIU, Zenglin HAN, Guichun LIU(3637)
轴心受压蜂窝钢柱承载力研究.....	袁晓文，李志通，刘芬(3640)
扩展隐层的 BP 网络在图像分色中的应用.....	赵敬(3644)
Empirical Research on the Promotion Mechanism of Manufacturing Industry's Technical Innovation Capability.....	Dexue LIU, Xiaojun ZHONG(3650)
A Research on the R & D and Conversion Capability of High-Tech Zone——Case of Wuhan East Lake High Technology Development Zone.....	Long CHEN, Nengdan DONG(3656)
科技创新与就业关系研究.....	刘悦，袁伦渠，李茂峰(3660)

外商直接投资对我国农业技术溢出渠道分析.....	王元地, 李英(3665)
产业集群创新过程的博弈分析.....	曹群(3669)
辽宁装备制造业集群形成的路径及优势分析.....	王薇(3674)
我国循环农业技术支撑体系研究.....	邓旭霞, 刘纯阳(3678)
Research on Performance Evaluation of Research Cooperation Based on Knowledge Activity System.....Lianfeng LIU, Fengchao LIU, Nan JIANG(3682)
The Relationship between R&D Activities, Technology Import Spill-Over and Firm Performance.....	Jun LENG(3687)
R&D Inputs and Outputs of Canonical Correlation Analysis—China-Based Panel Data.....	Binhui WANG, Qichao YANG(3690)
Export Diversification and Economic Growth: New Progress of Empirical Research Abroad.....	Shilan LI(3694)
Study on the Introduction of TRIZ into Management Innovation.....	Yaqiang ZHANG, Xiufeng SANG(3700)
基于 SFA 的高校知识产权转化效率测度.....	高琦, 苏涛永(3704)
现代产业体系的内涵辨析及构建路径研究.....	孙丽杰(3708)
企业技术创新生态系统的结构研究.....	周大铭, 孙冰, 姚洪涛(3713)
材料工程专业 CEC-CDIO“做中学”课程体系研究.....	李子成, 张爱菊, 相会强, 高鹤(3717)
高等职业教育材料工程专业人才培养模式研究.....	张爱菊, 李子成, 刘良军, 姜波(3721)
TD 技术标准联盟促进主导企业国际化发展案例研究.....	赵小慧, 孙耀吾(3725)
谈“审计实训平台”软件的开发与设计.....	赵敏, 李新瑞(3729)
地方基础研究多元效应分析——以浙江自然科学基金为例.....	戴维奇, 林巧(3733)
地方基础研究多元经济社会效应形成机理研究——以浙江省自然科学基金为例.....	戴维奇, 林巧(3738)
基于成长理论的科技型中小企业技术创新能力研究.....	冀鸿, 曹智超, 谢威(3743)
企业技术创新动力机制研究——基于循环经济的视角.....	庞建刚(3747)
企业网络对企业创新的影响机制研究.....	周任重(3751)
基于 HLA 的装备指挥训练仿真管理系统研究.....	吴迪, 王加, 纪伯公, 高波(3755)
Open Innovation: The Negative Effect on Firm's R&D Department.....	Jin CHEN(3759)
科技政策绩效评估的模式与方法分析.....	郭兵(3762)
教研型高校如何在国家创新体系中发挥作用.....	黄佐铨(3765)
聚光型太阳能电池封装制程最佳化系统之研究.....	陳振臺, 邱世傑(3769)

其它相关主题

“老龄化”对农户家庭经营技术效率的影响冲击.....	谭洪波(3775)
Multifractal Analysis on Fibonacci Series Based on the Multifractal Detrended Fluctuation Analysis.....Bo ZHONG, Pingping YUAN, Pengjian SHANG(3780)
中国农民收入增长影响因素实证研究与对策——基于省区面板协整分析.....	沈绿珠, 王朝(3784)
高管与员工薪酬差距的影响因素——基于国有控股上市公司的实证研究.....	李娟(3790)
创业教育的目标和效果评价.....	王海玲, 郭新宝, 庞金珠(3794)
重庆市户籍制度改革观察——基于制度变迁理论视角.....	李强(3798)
Properties of Combination Forecasting Model Based on Average Relative Error Criterion.....	Lihong SUN(3802)
Ergonomics in the Perception of Hand Exertion for Females.....	Kai Way Li(3806)
The Analysis of Carton Industry Competitiveness of Hangzhou.....	Hanju WANG, Teng HUANG(3810)

基于SWOT分析的黄河三角洲湿地生态旅游开发分析.....	胡宁(3813)
通道经济理论对广西北部湾经济区发展的启示.....	莫晨宇(3818)
《让子弹飞》:鸿门盛宴狂欢后的孤独挽歌.....	王文中,王成焱,李旭(3822)
An Analysis on the Competitiveness of Henan Province's Export Commodities.....	Yang FENG(3825)
Based on Factor Analysis of Liaoning Province of Advanced Equipment Manufacturing Development Level Research.....Wenling HUANG, Zhen FANG(3829)
基于数据挖掘的地震灾损率研究.....	王健,黄敏(3833)
高等职业教育战略管理:实施背景与现实意义.....	刘志峰,李立(3836)
An Overview on Practice and Research of Entrepreneurship Education.....Hailing WANG, Xinbao GUO, Yan LI, Jinzhu PANG(3841)
我国体育市场发展的路径选择研究.....	游战澜,叶楠(3845)
论网络环境下高校思想政治教育研究.....	高金娣(3849)
The Influence of Characteristics of Microblog on Users' Behavioral Response.....	Jiun-Hung LIN, Cuddy LAI(3853)
英语新闻用于大学生英语听力教学的对策研究.....	张秋爽(3856)
Status Assessment of Regional Education Informatization in Hebei and Strategic Planning for It within the Framework of SWOT.....	Aizhi DONG(3860)
中国东盟自贸区区域经济合作问题及对策研究.....	赵雪松(3864)
Thought about the Approaches of Speeding up Industrialization Process in Jiangxi.....	Yunjuan CHEN, Ling ZHONG(3868)
上海发展离岸贸易的战略思考.....	汤世强,黄新祥,陈雅萍(3872)
Direction of Industrial Restructuring in Jilin Province.....	Wanjuan JIA, Duoduo YU(3876)
The External Constraints Environment of Chinese Medical Reform and Its Path Analysis of Development.....	Fan YANG(3880)
城乡收入差距现状及其缩小路径探析.....	刘迎娣(3885)
温州地域文化与经济发展关系研究.....	蒋兴燕,刘道兴(3888)
The Application of Grey System Theory on Forecasting International Crude Oil Price.....	Zhisheng DONG, Gusheng ZHU(3892)
基于耗散结构理论区域旅游系统优化研究——以秦皇岛为例.....	刘丽娟(3896)
The Cooperation Mechanism about Brand Construction in Leisure Agriculture.....	Fubin SHAN(3900)
以Maya軟體分析Wii棒球打擊遊戲之運動效果.....	林靜華,楊岱霖,蔡淳婷,呂柏昇,鄭特輝,邱繼正(3904)
CLICK: Simulation of Public-Private Key Pairs.....	Yibing WANG, Sanghyun CHEON, Xuejiao LI(3908)
国外创业教育的产生和发展.....	王海玲,郭新宝,马小晋(3912)
基于SCP分析框架的中国钢铁产业市场结构研究.....	刘俏(3916)
中美贸易失衡影响因素实证分析.....	张慧(3919)
我国发展绿色农业的重要性及途径分析.....	赵排风(3924)
在职民警培训有效途径论析.....	王思敬(3929)
The Analysis of the New Rural Social Pension Scheme's Status of Implementation and Countermeasure ——Empirical Analysis of the Pilot Langfang, Luquan, Zhuozhou in Hebei Province.....	Bingshui LI, Mingyin ZHU(3933)
Waste Management and Corporate Social Responsibility——The Case of IKEA: New European Experiences.....Dario A. Schirone, Germano Torkan(3937)
我国农业产业化:发展、问题与推进.....	张军(3940)
哈尔滨市城镇化发展及农民参与城镇化建设的意愿研究——基于尚志、宾县、通河的实地调研.....	马增林(3945)
贵州省经济增长与居民消费之间关系研究——基于1987—2009年的数据.....	高阔,江璐(3950)

The Whole Process of Tracking Audit Program of Coal Mine Construction Project.....Zaibo PEI, Yanjiao LIU(3954)

Research on Residents' Leisure Behavior in Free-Open Park of Middle and Small Cities in China—Taking Yanfeng Park in Hengyang, Hunan Province as an Example.....Chiqin HUANG, Huijun PENG, Wenyan WANG(3957)

河流岛屿生态旅游开发研究——以湖南衡阳东洲岛为例.....彭惠军, 黄翊勤, 李梦飞(3961)

FDI 对武汉市技术创新溢出效应的实证分析.....贾绍薇(3965)

中国现代物流产业发展环境与战略新兴业务研究.....王岚(3969)

平衡记分卡对企业绩效管理影响与实现.....喻晔, 邵丽萍(3973)

城市养老服务社会化体系的构建——以北京市为例.....崔继伟(3977)

金融机构所有权结构与公司价值的实证分析.....陈省宏, 孙婷霞, 陈復(3981)

商业银行价值影响因素分析:以中国内地及香港地区为例.....陈省宏, 韩芳芳, 何建聪(3986)

Experiment Research on Communication Frequency and Conflict Resolution——Based on Marginal Utility and Entropy Theory.....Dongmei XIE, Lili FAN, Jiabin YI(3991)

