

中国科技期刊引证报告(核心版)收录期刊

中国科技核心期刊 ISSN 1006-4311  
中国科技论文统计源期刊 CN13-1085/N

# Value Engineering

JIAZHI GONGCHENG

2012(11)

下旬刊(总第 293 期 / 第 31 卷)

中国技术经济研究会价值工程专业委员会  
中国高等教育学会价值工程分会 会刊

中国核心期刊(遴选)数据库收录期刊

中国期刊网 全文收录期刊

中国学术期刊(光盘版)

中国学术期刊综合评价数据库来源期刊

万方数据—数字化期刊群入网期刊

中文科技期刊数据库收录期刊

价值工程

ISSN 1006-4311



9 771006 431068

万方数据

# 价值工程

2012年11月下旬刊(总第293期/第31卷)  
1982年创刊 2012年11月28日出版

中国技术经济研究会价值工程专业委员会  
中国高等教育学会价值工程分会

封面刊名题字:袁宝华

主管单位:

河北省科学技术协会

主办单位:

河北省技术经济管理现代化研究会

名誉总编:郜明信

总 编:高志彪

总 编 室:马慧霞 师瑞

电 话:0311-87024742

编辑部:田彦 范文 丛林 张崇 刘希 岳东鑫  
孟慧玲 苗运强 焦建明 任海涛 韩硕鹏  
杨丽 周超

电 话:0311-83020178 传 真:0311-87024742

投稿信箱:vezzsbjb@163.com

网 址:www.vezzs.com

责任编辑:高生明

封面设计:王金军

版面设计:韩宇红 刘小彦

国内统一连续出版物号:CN 13-1085/N

国际标准连续出版物号:ISSN 1006-4311

国内邮发代号:18-2

国内订阅:全国各地邮局

国内发行:河北省报刊发行局

国外发行:中国国际图书贸易总公司

广告经营许可证:(石市)1301024D00032

印 刷:廊坊市长岭印刷厂

编辑出版单位:价值工程杂志社

社 址:石家庄市槐安西路88号卓达

物业楼A501室

邮 编:050091

国内定价:30.00元人民币

海外定价:30.00美元

商务运营:石家庄冀发文化传媒有限公司

# 目录

## \* 价值与创新 \*

- 价值工程在后勤装备维修管理中的应用 ..... 秦忠俊(1)  
价值工程在项目成本控制中的应用 ..... 白玉婷(3)  
论先秦帝王管理技法对现代企业人力资源管理的启示意义 ..... 张虹(5)  
企业社会责任、企业声誉对员工满意度影响的实证研究 ..... 李泉洲等(7)  
钒改性催化剂的制备及表征 ..... 王莹等(11)  
电视栏目包装的数字化创新研究 ..... 何泰伯等(13)  
面向产业集群的科技服务管理研究 ..... 海文娟等(15)  
农村公路供给主体的博弈分析 ..... 杨园等(17)

## \* 工业工程 \*

- 影响模具成本的主要因素分析 ..... 刘立起(19)  
新经济形势下中国油气储运的发展前景研究 ..... 孙香浩(21)  
小型信息采集车结构总体方案设计研究 ..... 李成(23)  
机电产品零部件自动装配方法研究 ..... 马希青等(25)  
提高溢流文氏装置使用寿命的实践 ..... 李海燕等(27)  
高温蝶阀阀轴连接键结构改造 ..... 袁亚等(30)  
高线吐丝机在线监测与故障诊断技术的研究与应用 ..... 张丹等(32)  
强化电气自动化控制设备可靠性测试的方法探究 ..... 武立志(34)  
CAD/CAE技术在现代注塑模具设计中的应用 ..... 李菲等(36)  
2.25Cr-1Mo-0.25V钢焊接工艺研究 ..... 王生等(38)  
关于柱塞气举以及气井排水优化设计的一种新方法 ..... 陈洪波(40)  
基于虚拟仪器的枪械弹簧测量系统的研究 ..... 于继光(42)

## \* 工程管理 \*

- 原州区抗旱减灾建设情况及面临的形势 ..... 刘天鹏(44)  
沈家河水库水利工程现状及存在的问题 ..... 姚国辉(46)  
加强市政工程施工管理提高市政工程质量 ..... 何鸿浩(48)  
加强电网的经济调度探析 ..... 韩占忠(50)  
加强项目过程管理 提高项目投资效果 ..... 罗富德(52)  
某金矿开采区地表水环境质量评价研究 ..... 范兴建等(54)  
FIDIC合同条件下的工程计量管理 ..... 吴锐(56)  
浅论绿色建筑中环保节能技术和质量控制 ..... 尉云峰(58)  
养殖水体生态修复工程探讨 ..... 陈成明(60)  
PLC在塔式起重机中的应用 ..... 刘海智等(62)  
西北地区基础设施建设成就及问题研究 ..... 李娟等(65)  
水泥混凝土路面裂缝产生的原因及预防措施 ..... 杨军(67)  
探究电力工程造价失控的原因及措施 ..... 沈丽娜(69)  
德州市“合村并居”建设新型农村社区的经验与启示 ..... 吕云涛(71)  
大面积垃圾填埋区深基坑工程施工与设计特点 ..... 殷小亮(73)  
作业成本法与公路施工项目成本管理 ..... 石超云等(75)  
岩土工程勘察技术探讨 ..... 陈东(78)  
道路堤岸及坡体支挡防护设计 ..... 高爽等(80)  
高速公路产业带划分方法比较研究 ..... 牛军科(82)  
浅谈城市社区文化建设的重要性 ..... 郝晓静(84)  
近浅埋煤层覆岩破坏规律研究 ..... 李学军(87)

光纤线路设备故障分析及维护措施 .....	王海(89)	辽宁电力能源消费与经济增长的实证分析 .....	李虹(169)
绿色智能建筑针对建筑学专业的设计要求 .....	温炎涛 等(91)	对股市投资规避风险的思索 .....	李刚(171)
浅析 MGTY400/930-3.3D 采煤机常见机械故障及分析 .....	江俊峰(93)	运输服务贸易促进我国经济增长的实证研究 .....	赵慧慧 等(173)
公路工程施工方案对工程造价影响分析 .....	周丁(95)	* 信息技术 *	
特殊导线的应用比较 .....	姚洪林(97)	基于单片机的超声导盲杖设计 .....	张亮(176)
精装修住宅质量控制措施 .....	鲁燕 等(99)	云计算对信息技术外包的影响分析 .....	侯洪凤 等(178)
现代化地籍管理工作浅议 .....	苏宗跃 等(101)	一种松耦合的资信评级信息系统的 design 研究 .....	徐丹丽 等(180)
透水性沥青混凝土面层在市政道路工程中的应用 .....	严应斌(103)	基于 LabVIEW 开发通信原理虚拟教辅平台 .....	刘婉妮(182)
基于 SRAM 的 FPGA 抗 SEU 加固技术分析研究 .....	陈江璋(105)	基于 ArcGIS Engine 的图斑重叠及面层孤岛处理工具的开发 .....	刘万富 等(184)
基于 TOPSIS 法评标方法探讨 .....	徐志舜 等(107)	低功耗分簇路由算法 LEACH 的能耗分析 .....	张岩(186)
* 建筑与施工 *			
表面活性剂在道路建设中的应用研究 .....	孙艳萍 等(109)	基于 SVG 的数据分析图表系统的系统模型的研究 .....	王艳君(188)
公路桥梁伸缩缝施工技术探讨 .....	赵铁源(111)	航天测量船通信装备故障诊断系统设计 .....	孙文杰 等(190)
* 企业管理 *			
国家历史文化名镇预期旅游客源市场分析 .....	荆怀芳 等(113)	基于信息化管理与视频教学系统的教学研究 .....	颜国欢 等(193)
电网企业人才队伍建设探析 .....	钟秋梅 等(115)	信息化时期对现代教务管理工作高效运行的几点探讨 .....	杨怀玉(195)
商务型酒店员工忠诚度的模糊综合评价研究 .....	何艳(117)	压制“采集脚印”方法的研究 .....	伏荣超 等(197)
中小型服务企业实施六西格玛的 SWOT 分析 .....	姬昱 等(119)	中小型水电站网络监控系统的仿真设计 .....	邹欢 等(199)
柯氏四级评估在电力企业中的实践与探讨 .....	杨锦明 等(121)	基于数字化校园背景下高校体育网络管理系统的开发与应用 .....	雷鸣 等(201)
移动商务的价值对客户忠诚度的影响 .....	马倩(123)	基于 EXCEL 的插齿机主传动双曲柄滑块机构运动仿真 .....	苗君明(203)
系统节点精细化管理模式在油田企业中的应用 .....	刘锴(125)	无线接入固定台短信网管平台的设计与实现 .....	赵向梅(205)
论外资金融企业的人力资源管理 .....	陈文(127)	高增益引向天线的设计与实现 .....	董兵(207)
利用智能产品分散监管生产制造 .....	胡子瑜(129)	探讨模糊算子在遥感图像特征提取中的应用 .....	李爱涛 等(209)
股权激励与企业绩效关系多样性的原因分析 .....	李晶(131)	基于 Web2.0 的毕业论文管理系统的研究 .....	曾俊国(211)
上市公司资本结构动态调整 .....	杨静 等(134)	基于项目的计算机网络专业实践教学体系的构建 .....	宋志秋(213)
高新技术产业化项目评价模型的构建 .....	于晶晶 等(136)	剖析电子商务的安全问题及其防范策略 .....	田玉萍(215)
佳木斯市会计服务业发展的问题与对策 .....	沈清文 等(138)	云计算模式促进电子政务的发展 .....	李铁蓄(217)
中国生产性服务业与现代工业关系实证研究 .....	闫笑非 等(140)	* 职业培训 *	
浅谈施工企业应收账款的管理与对策 .....	李敏(143)	基于对中专生学习能力的调查研究 .....	李华(219)
十二五时期西安市工业主导产业选择研究 .....	刘建利 等(145)	理工类本科教材编写和出版中的问题及对策探究 .....	毕潜(221)
西安市高科技企业知识型员工流动影响因素研究 .....	陈建有 等(147)	简述职业指导实践若干经验 .....	周昱英(223)
用绿色管理提升家电企业的核心竞争力 .....	韩育德(151)	民办高校全面预算管理体系的构建问题研究 .....	赵驿梅(225)
* 财经金融 *			
略论人民银行在地方政府债券管理中的作用 .....	李琛(153)	浅论高校竞技健美操发展存在的问题及解决对策 .....	宋明娣 等(227)
会计行业产学研战略联盟的基本问题研究 .....	薛大维 等(155)	信息化背景下高职教育教学模式变革浅析 .....	王丽(229)
农村电子商务支付问题探讨 .....	王德敬 等(157)	提高女大学生就业能力的必要性及价值分析 .....	张亚强 等(231)
上海商贸流通业竞争力评价分析 .....	王丽雯(159)	现阶段高职院校科研经费管理的研究思路 .....	余燕 等(233)
网上商城购买者行为还原分析及启示 .....	肖锴(161)	论毕业设计指导工作对高职学生就业的价值体现 .....	王燕(235)
发展多元化的文化产业对现代建设的重要性 .....	杨晓慧(163)	卓越工程师培养计划下师资队伍及实训平台建设 .....	王海良 等(237)
低碳经济与两型社会建设研究 .....	周敏 等(165)	陕西省高等学校运动性猝死现象研究 .....	杨胜来 等(239)
基于聚类分析法的黑龙江房地产市场健康状况评价指标体系构建 .....	崔明欣 等(167)		

教学模式的构建及其影响	贾芸 等(241)
高校实验室建设与管理引入认证管理初探	陈显明(243)
乡村医生继续学历教育管理模式探讨	赵维纳 等(245)
高校科技成果转化及技术转移影响因素研究	崔岩 等(247)
电视教学片制作过程探析	李春鹏 等(249)
关于完善综合性医院口腔科实习教学体系的思考	
	张萍 等(251)
高职校企合作课程开发之刍议	李玮 等(253)
基于 PRO/E 的工程制图教学研究	江景涛(255)
加强高职院校校园文化建设 促进院校科学发展	
	王群生(257)
基于行动导向的高职计算机类课程开发探索	
	潘宏斌 等(259)
论加强内控体系建设对推动高校科学化管理的影响	
	王磊(261)
关于机械制造装备设计课程教学的改革研讨	赵海霞(264)
机械类专业知识竞赛运行模式创新探索与实践	
	文孝霞 等(266)
高校“基础”课课堂教学质量测评行动研究之方法探索	
	高碧青 等(268)
民办院校信息类专业应用型人才培养模式研究	
	燕丽红(270)
构建学科竞赛平台提高大学生实践创新能力	
	李素云 等(272)
构建校企合作长效机制 促进高职教育改革发展	刘昕(274)
试论对各类就业困难群体的指导与帮助	黄震艺(276)
心理学在教学改革中的应用	杜晓春 等(278)
欠发达地区高职院校计算机专业工学结合模式探索	
	何少辉(280)
现代教学模式的创新研究	王红燕(282)
高职航空复合材料生产性实训基地建设的探索与实践	
	徐竹(284)

#### \* 理论与实践 \*

事业单位绩效考评研究	杜蒙(286)
基于 DEA 方法的北京家庭耗能问题的研究	陈丽娜(288)
试论 2011 年全国综合医院效益分析	李敏(290)
金属材料拉伸试验检测结果测量不确定度的评定	
	袁桂平(292)
月季色素与菠菜色素敏化太阳能电池的光电性能研究	
	南辉 等(294)
松辽盆地北部明水-绥化地区下白垩统沉积体系特征	
	张明学 等(296)
中国传统生态文化的生态意识对后工业时代的启示	
	王东方(298)
南京市老年人养老服务需求研究	周秀慧 等(300)
刍议饮用水中 VOC 的在线监测	农永光 等(302)
长沙市城乡社区开展基本公共卫生服务的问题与思考	
	彭宏伟 等(304)
论推进文化馆免费开放的重要途径	康红梅(306)
与生态旅游相关的几个概念比较研究	张瑞林(308)
基于牛顿环实验测液体折射率	霍连利(310)
中国医疗卫生事业效益分析之系列研究	李敏 等(311)
循环消费中的社区商店模式研究	薛红燕 等(313)
加强医院青年职工管理,维持医院的可持续发展	
	王萍 等(315)
最严格水资源管理制度下漳河上游的对策分析	
	肖义(317)
松辽盆地南部泉头组孢粉组合	张树林 等(318)
基于社会心理学的旅游景区形象研究	肖晓莺(320)
精细构造解释技术在吉林油田木 101 井区的应用	
	张庆国 等(322)
论区域民间美术的视觉符号特征	李永轮(324)
长春岭地区断裂特征及演化	胡玉双 等(326)
西安曲江文化事业管理模式探析	武秀芳(328)

### 《价值工程》杂志

价值工程涉及技术、经济、管理等多学科,是多学科紧密结合、实施创新与优化的一门现代管理技术,而且还是一种重要的管理理念。价值工程的价值导向原则和创新本质、以及它的多学科化特性,将对科研创新、管理创新、产品创新、技术创新、组织创新产生重大影响和积极的促进作用。

《价值工程》创刊于 1982 年,是经国家新闻出版总署批准公开发行的经济综合性专业学术期刊,具有国际国内双刊号(国际刊号:ISSN 1006-4311 国内刊号:CN 13-1085/N),邮发代号:18-2。主管单位:河北省科学技术协会,主办单位:河北省技术经济管理现代化研究会。《价值工程》是中国科技核心期刊(2010 年入选)、中国科技论文统计源期刊。

《价值工程》是中国技术经济研究会价值工程专业委员会、中国高等教育学会价值工程分会会刊、中国价值工程学会会刊。《价值工程》是中国核心期刊(遴选)数据库收入期刊、中国期刊网、中国学术期刊(光盘版)全文收入期刊,中国学术期刊综合评价数据库来源期刊、万方数据——数字化期刊群入网期刊、中文科技期刊数据库收入期刊。

#### \* 栏目开设:

本刊特稿、价值与创新、供应链价值链、财经金融、企业管理、工业工程、工程管理、建筑与施工、信息技术、理论与实践等。

#### \* 投稿须知:

1. 应另列:与中文相应的英文标题;作者姓名的汉语拼音;作者单位的英文全称及所在城市的汉语拼音及邮编。2. 应另列:与中文相应的英文摘要和关键词。3. 基金资助项目,应写明:基金全称、项目课题题目、项目编号。4. “参考文献”若为图书,应注明:作者(译者)、书名、出版社、出版年份、页码。若为论文,应注明:作者(译者)、论文题目、刊载刊物(报纸)名称、出版年份和期号、页码(或报纸年、月、日)。各参考文献应在正文引述处之末,按出现先后顺序编号,相应以方括号角码标出。5. 图、表应顺序标号,且应有名称;若系采用与其他资料,应注明资料来源。6. 文稿应执行法定计量单位。7. “作者简介”,请写明姓名、出生年份、性别、籍贯(省、市、县)学位、职称(职务)、主要研究方向。8. 为便于及时联系,请告知电话、电子信箱;并写明详细地址、邮编、单位,以便于刊发后邮寄。9. 编辑部对来稿文章标题、内容有删修权,不同意删修的稿件请在来稿中声明。文章中涉及图表、公式和英文部分作者应自行核准校对。凡录用文章,本刊有权入编数据库。10. 切忌一稿多投,三个月内未收到我刊回复,作者即可自行处理。采用与否,均不退稿,请自留底稿。

本刊声明:本刊已入编中国知网等相关网站和数据库,其收录文章著作权使用费与本刊稿酬一次给付,不另付费。凡不同意入编的作者,请在投稿时声明。

# Value Engineering

(VE)

Fortnightly Issue

Started in 1982

Vol.31 11.c

(Sum No.293)

Published in Nov. 28, 2012

**Inscribed:**

Yuan Baohua

**Honorary Editor-in-Chief:**

Gao Mingxin

**Executive Editor-in-chief:**

Gao Zhibiao

**Manager:**

Hebei Association for  
Science and Technology

**Sponsor:**

Hebei Institute of  
Technology Economy and  
Modern Management

**Chief Editor's Department:**

Ma Huixia Shi Rui

**Editor:**

Editorial Team of VE

**Publisher:**

Magazine Publishing House of VE

**Address:**

Room A501, Zhuoda Property  
House, No.88 Huai'an Road

**Tel:** (0311) 83020178

**E-mail:**

vezzsbjb@163.com

**Ads.Registration:**

1301024D00032

**Printed by:**

Changling Printing House, Langfang

**Distributor:**

Shijiazhuang Post Office

**Subscriptions:**

Chinese Local Post Office

**Domestic Issue Code:** 18-2

**Domestic Single Price:**

¥30.00

**Overseas Single Price:**

\$ 30.00

**Open Publishing**

**ISSN 1006-4311**

**CN 13-1085/N**

# CONTENTS

## VALUE & INNOVATION

- 1 Application of Value Engineering in the Maintenance Management of Logistical Equipment ..... QIN Zhong-jun  
3 Application of Value Engineering in the Project Cost Control ..... BAI Yu-ting  
5 On the Enlightenment of Human Resource Management Skills of Emperors in the Pre-Qin Period to Modern Enterprise ..... ZHANG Hong  
7 An Empirical Study: The Impact of Corporate Social Responsibility and Corporate Reputation on Employee Satisfaction ..... LI Quan-zhou, et al.  
11 Preparation and Characterization of V-Modified Catalyst ..... WANG Ying, et al.  
13 Digital Innovation Research on TV Column Packing ..... HE Tai-bo, et al.  
15 Research on Science and Technology Service Management Based on Industrial Cluster ..... HAI Wen-juan, et al.  
17 The Analysis of the Game Played by Supplier of Rural Road ..... YANG Yuan, et al.

## IE

- 19 Analysis of Main Influencing Factors of Mould Cost ..... LIU Li-qi  
21 Research on Development Prospects of Chinese Oil & Gas Storage and Transportation in the New Economic Situation ..... SUN Xiang-hao  
23 Research on Structural Scheme Design of Small Information Acquisition Vehicles ..... LI Cheng  
25 Research on Automatic Assembly Methods for Mechanical and Electrical Product Parts ..... MA Xi-qing, et al.  
27 Practice of Improving Service Life of Overflow Venturi Device ..... LI Hai-yan, et al.  
30 Retrofit of Connector of Axle with High Temperature Butterfly Valve ..... YUAN Ya, et al.  
32 The Research and Application of Laying Head On-line Monitoring and Fault Diagnostic Technique ..... ZHANG Dan, et al.  
34 Exploration on Method for Strengthening Reliability Testing of Electrical Automation Control Equipment ..... WU Li-zhi  
36 Application of CAD/CAE Technology in Modern Injection Mould Design ..... LI Fei, et al.  
38 Research on Welding Procedure of 2.25Cr-1Mo-0.25V Steel ..... WANG Sheng, et al.  
40 A Kind of New Method about Piston Gas Lift and Gas Well Drainage Optimization Design ..... CHEN Hong-bo  
42 The System of Measuring Pull and Pressure of Spring of Firearms Based on Virtual Instrument ..... YU Ji-guang

## ENGINEERING & MANAGEMENT

- 44 Construction Condition of Drought Fighting and Disaster Reduction in Yuanzhou District and the Situation ..... LIU Tian-peng  
46 Current Situation and Existing Problems of Shenjiahe Reservoir Water Conservancy Project ..... YAO Guo-hui  
48 To Strengthen Municipal Engineering Construction Management to Improve the Quality of Municipal Engineering ..... HE Hong-hao  
50 Analysis on Strengthening the Economic Dispatch of Power Grid ..... HAN Zhan-zhong  
52 Strengthening Project Process Management to Improve Project Investment Effect ..... LUO Fu-de  
54 Evaluation on the Water Environment of Gold Mining Areas ..... FAN Xing-jian, et al.  
56 Engineering Measurement Management under FIDIC Contract Conditions ..... WU Rui

58 Discussion on Environmental Protection and Energy Saving Technology as well as Quality Control in the Green Building	WEI Yun-feng
60 Discussion on Ecological Restoration Project of Aquaculture Water	CHEN Cheng-ming
62 The Application of PLC in Tower Crane Control	LIU Hai-zhi, et al.
65 Research on Achievements and Problems of Infrastructure Construction in Northwest Regions	LI Juan, et al.
67 The Causes and Preventive Measures of Cracks on Cement Concrete Pavement	YANG Jun
69 Exploration on Reasons and Measures of Losing Control of Power Engineering Cost	SHEN Li-na
71 The Experience and Revelation of Dezhou Combining Villages and Habitats to Build a New Rural Community	LV Yun-tao
73 Analysis about Characteristics and Difficulties of Medium Foundation Pit Engineering in Solid Waste Environment	YIN Xiao-liang
75 Activity-based Costing and Road Construction Project Cost Management	SHI Chao-yun, et al.
78 Discussion on Geotechnical Engineering Investigation Technology	CHEN Dong
80 Road Embankment and Slope Retaining Protection Design	GAO Shuang, et al.
82 Comparative Study of Dividing Methods of Highway Industrial Belt	NIU Jun-ke
84 Discussion on the Importance of the Construction of Urban Community Culture	HAO Xiao-jing
87 Research of Near Shallow Buried Coal Seam Overburden Destructive Rules	LI Xue-jun
89 Optical Fiber Line Equipment Failures and Maintenance Measures	WANG Hai
91 Design Requirements of Green Intelligent Building for Architecture Specialty	WEN Yan-tao, et al.
93 Common Mechanical Failure and Analysis on MGTY400/930-3.3 D Coal Winning Machine	JIANG Jun-feng
95 Analysis of Impact of Construction Scheme of Highway Engineering on Engineering Cost	ZHOU Ding
97 Application Comparison of Special Conductor	YAO Hong-lin
99 Quality Control Measures for the Fine Decorated Apartments	LU Yan, et al.
101 Analysis of Modern Cadastral Management	SU Zong-yue, et al.
103 Application of Permeable Asphalt Concrete Surface Layer in Municipal Road Engineering	YAN Ying-bin
105 Analysis and Research on SRAM-based FPGA Anti SEU Reinforcement Technology	CHEN Jiang-zhang
107 Discussion on Tender Evaluation Method Based on TOPSIS Method	XU Zhi-shun, et al.

### BUILDING & CONSTRUCTION

109 Brief Analysis of Surfactants in Road Engineering Construction	SUN Yan-ping, et al.
111 Highway Bridge Expansion Joint Construction Technology	ZHAO Tie-yuan

### BUSINESS MANAGEMENT

113 Expected Tourist Market Analysis of National Historical and Cultural Towns	JING Huai-fang, et al.
115 Construction on Power Grid Enterprise Talented Person Team	ZHONG Qiu-mei, et al.
117 Fuzzy Comprehensive Evaluation on Business Hotel Staff Loyalty	HE Yan
119 A SWOT Analysis to Six Sigma Implemented by Small and Medium-sized Service Enterprises	JI Yu, et al.
121 Practice and Exploration of Kirkpatrick Model in Power Enterprises	YANG Jin-ming, et al.
123 Influence of Mobile Commerce Value on Customer Loyalty	MA Qian
125 The Application of System Nodes Management in Chinese Oil Companies	LIU Kai
127 Research on Human Resources Management in Foreign Financial Corporate	CHEN Wen
129 Decentralized Monitoring and Control with Intelligent Products	HU Zi-yu
131 Analysis on the Reasons of the Diversity Relationships between Stock Incentives and Enterprise Performance	LI Jing
134 Dynamically Adjust the Capital Structure of Listed Companies	YANG Jing, et al.
136 Construction of the High-tech Industrialization Projects Evaluation Model	YU Jing-jing, et al.
138 Development Problems and Countermeasures of Jiamusi Accounting Services	SHEN Qing-wen, et al.
140 The Research on the Relationship between Producer Services and Modern Industry	YAN Xiao-fei, et al.
143 Management and Countermeasures of Accounts Receivable for Construction Enterprise	LI Min
145 The Leading Industries Selection of Xi'an in the "12th Five-Year Plan" Period	LIU Jian-li, et al.
147 The Study on the Factors Influencing Knowledge Employees Mobility in Xi'an Enterprise	CHEN Jian-you, et al.
151 Promoting Home Appliance Enterprise's Core Competitive Strength with Green Management	HAN Yu-de

### FINANCE & ECONOMICS

153 Effect of People's Bank of China on Local Treasury Bonds Management	LI Chen
---	---------

155 Research on Basic Problems of Industry-Study-Research Strategic Alliance of Accounting Industry .....	XUE Da-wei, <i>et al.</i>
157 Study on Rural Electronic Commerce Pay .....	WANG De-jing, <i>et al.</i>
159 Analysis of Shanghai Commercial Circulation Industry Competitiveness Evaluation .....	WANG Li-wen
161 Online Buyer Behavior Regression Analysis and Its Enlightenment .....	XIAO Kai
163 Significance of Developing Diversified Cultural Industry in Modern Construction .....	YANG Xiao-hui
165 Research of Low Carbon Economy and Two Type Social Construction .....	ZHOU Min, <i>et al.</i>
167 Heilongjiang Real Estate Market Health Evaluation Index System Construction Based on Clustering Analysis .....	CUI Ming-xin, <i>et al.</i>
169 Empirical Analysis of Liaoning Electrical Energy Consumption and Economic Growth .....	LI Hong
171 Thinking about Risk Avoidance in Stock Market Investment .....	LI Gang
173 Empirical Research on Promoting China's Economic Growth with Transportation Service Trade .....	ZHAO Hui-hui, <i>et al.</i>

## IT

176 Ultrasonic Blind Guiding Rod Design Based on SCM .....	ZHANG Liang
178 Influence of Cloud Computing in Information Technology Outsourcing .....	HOU Hong-feng, <i>et al.</i>
180 Design and Research on a Loose Coupling of Credit Rating Information System .....	XU Dan-li, <i>et al.</i>
182 Developing the Communication Principle Auxiliary System Based on LabVIEW .....	LIU Wan-ni
184 Development of Processing Tools of Overlapping Polygons and Polygon Islands Based on ArcGIS Engine .....	LIU Wan-fu, <i>et al.</i>
186 An Energy-Consumption Analysis on A Low Power Clustering Routing Algorithm LEACH .....	ZHANG Yan
188 System Model of Data Processing System Based on SVG .....	WANG Yan-jun
190 Design for Fault Diagnosis System of Communication Instruments in TT&C-Ship .....	SUN Wen-jie, <i>et al.</i>
193 Research on Teaching Based on Information Management and Video Teaching System .....	YAN Guo-huan, <i>et al.</i>
195 Information Management of Modern Educational Administration .....	YANG Huai-yu
197 Approach of Suppressing Acquisition Footprint .....	FU Rong-chao, <i>et al.</i>
199 Simulation Design of Small and Medium-sized Hydropower Station Network Monitor System .....	ZOU Huan, <i>et al.</i>
201 The College Sports NMS Development and Application in the Background of Information-based Campus .....	LEI Ming, <i>et al.</i>
203 The Main Transmission Double Crank Slider Mechanism Movement Simulation of Gear Slotting Machine Based on the EXCEL .....	MIAO Jun-ming
205 Design and Implementation of Short Message Network Management Platform for Wireless Phone .....	ZHAO Xiang-mei
207 Theory and Realization of Yagi Antenna with High Gain .....	DONG Bing
209 Discussion on the Application of Fuzzy Operator in Remote Sensing Image Feature Extraction .....	LI Ai-tao, <i>et al.</i>
211 Graduation Thesis Management System Based on Web2.0 .....	ZENG Jun-guo
213 Construction of the Practical Teaching System of Computer Network Based on Project Teaching .....	SONG Zhi-qi
215 Analysis of E-commerce Security Problem and Its Prevention Strategy .....	TIAN Yu-ping
217 Promoting E-government Development by Cloud Computing Model .....	LI Tie-lei

## VOCATIONAL TRAINING

219 Survey of Learning Abilities of Secondary Students .....	LI Hua
221 Compilation of Science and Engineering Undergraduate Textbook, Publishing Problems and the Solutions .....	BI Qian
223 Experience of Career Guidance Practice .....	ZHOU Yu-ying
225 Problems of Comprehensive Budget Management in Private Colleges .....	ZHAO Yi-mei
227 Investigating Challenges and Solutions of Aerobic Gymnastics Development in College .....	SONG Ming-di, <i>et al.</i>
229 Analysis on Teaching Mode Change of Higher Vocational Education under the Context of Informatization .....	WANG Li
231 Social Exclusion Condition Investigation in Female College Students' Employment Process .....	ZHANG Ya-qiang, <i>et al.</i>
233 Research Funding Management Ideas for Vocational Colleges at this Stage .....	YU Yan, <i>et al.</i>
235 On the Value of Graduation Design Guidance Work to the Employment of Higher Vocational Students .....	WANG Yan
237 Construction of Teaching Staff and Training Platform under Excellent Engineers Cultivation Plan .....	WANG Hai-liang, <i>et al.</i>
239 The Investigation of Athletic Sudden Death in Universities of Shaanxi Province .....	YANG Sheng-lai, <i>et al.</i>
241 Construction of Teaching Mode and Its Impact .....	JIA Yun, <i>et al.</i>
243 To Introduce Certification Management to Construction and Management of the University Laboratory .....	CHEN Xian-ming
245 Management Mode of the Rural Doctor Continuing Education .....	ZHAO Wei-na, <i>et al.</i>

247 Study on the Transfer of Scientific and Technological Achievement and Factors Affecting Technical Transformation in Universities	CUI Yan, et al.
249 The Producting Process of TV Teaching Materials	LI Chun-peng, et al.
251 Thinking of Improving the Practice Teaching System of Department of Stomatology in General Hospital	ZHANG Ping, et al.
253 Discussion on Curriculum Development Based on School-enterprise Cooperation	LI Wei, et al.
255 Research of Engineering Drawing Based on Pro/E	JIANG Jing-tao
257 Strengthening the Construction of Campus Culture in Higher Vocational Colleges and Promoting Scientific Development of Colleges	WANG Qun-sheng
259 Computer Course Development Based on the Action Oriented in Higher Vocational College	PAN Hong-bin, et al.
261 Study on Strengthening the Internal Control System for the Promotion of University Scientific Management	WANG Lei
264 The Reform Discussion of Machinery Manufacturing Equipment Design Course Teaching	ZHAO Hai-xia
266 Innovation and Practice of Operation Mode on Mechanical Professional Knowledge Contest	WEN Xiao-xia, et al.
268 Discovery of Action Research of Classroom Teaching Quality Evaluation on Universities "Moral Cultivation and Legal Basis"	GAO Bi-qing, et al.
270 The Cultivation-Model Research of Applied Talent about Private Universities' Information Specialty	YAN Li-hong
272 The Construction of the Subject Competition Platform to Improve the Practical and Innovative Ability	LI Su-yun, et al.
274 To Construct School-enterprise Cooperation Long-term Mechanism and Promote Reform and Development of Higher Vocational Education	LIU Xin
276 On the Guidance and Help to the Various Disadvantaged Groups for Employment	HUANG Zhen-yi
278 Application of Psychology in Teaching Reform	DU Xiao-chun, et al.
280 Integration Mode of Working and Learning for Computer Specialty in Higher Vocational Colleges in Less Developed Areas	HE Shao-hui
282 Innovation Research of Modern Teaching Mode	WANG Hong-yan
284 Exploration and Practice of Productive Training Base Construction of Aviation Composite	XU Zhu

## THEORIES & PRAXIS

286 Performance Evaluation Research of Public Institutions	DU Meng
288 Research on Beijing's Household Energy Consumption by DEA Methods	CHEN Li-na
290 On the Benefit Analysis of the National General Hospital in 2011	LI Min
292 Detection of Uncertainty of Result Evaluation of Metallic Materials in Tensile Test	YUAN Gui-ping
294 Research in Nancrystalline Dye Solar Cells Sensitized with Chinese Rose and Spinach	NAN Hui, et al.
296 Lower Cretaceous' Sedimentary Systems of Mingshui-Suihua Region in Northern Songliao Basin	ZHANG Ming-xue, et al.
298 The Ecological Consciousness of the Chinese Traditional Culture on the Post-industrial Age of the Enlightenment	WANG Dong-fang
300 A Study on the Service Demand of the Aged in Nanjing	ZHOU Xiu-hui, et al.
302 Discussion on the Online Monitoring of VOC in Drinking Water	NONG Yong-guang, et al.
304 Problems and Thinking of Basic Public Health Services of Changsha Urban and Rural Communities	PENG Hong-wei, et al.
306 On the Important Way to Open the Cultural Centers to the Public	KANG Hong-mei
308 Comparative Study of Several Concepts Related to Eco-tourism	ZHANG Rui-lin
310 Measure Liquid Refractive Index Based on Newton Ring's Experiments	HUO Lian-li
311 Series of Studies of Benefit Analysis of China's Medical and Health Industry	LI Min, et al.
313 Research on Community Store Mode in Circular Consumption	XUE Hong-yan, et al.
315 Discussion on How to Provide the Development Conditions for the Youth Staff of Hospital	WANG Ping, et al.
317 Measures of Zhanghe Upstream under the Most Strict Water Resources Management System	XIAO Yi
318 Sporopollen Assemblage of the Quantou Formation in Southern Songliao Basin	ZHANG Shu-lin, et al.
320 Image Research of Tourist Attractions Based on Social Psychology	XIAO Xiao-ying
322 Application of Fine Structural Interpretation Technique in M101 Area of Jilin Oilfield	ZHANG Qing-guo, et al.
324 On the Visual Symbol Characteristics of Regional Folk Art	LI Yong-lun
326 Fracture Features and Evolution of Changchunling Area	HU Yu-shuang, et al.
328 Xi'an Qujiang Culture Cause Management Mode	WU Xiu-fang