

价值工程

2017年12月下旬刊 (总第476期 / 第36卷)
1982年创刊 2017年12月28日出版

中国商界文联会刊

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

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：师瑞

电 话：0311-87024742

编 辑 部：马慧霞

刘英禄

电 话：0311-83020178

0311-83036626

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

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

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

目录

* 价值管理 *

连云港徐圩海域污染削减方案研究	赵祥(1)
BIM在我国推广和应用存在的主要问题及对策	姜东民等(4)
全域旅游时代嘉兴乡村旅游产业转型升级研究	杨晓安(6)
安徽省生物医药产业发展水平评价研究	徐佩等(9)
基于“共享单车”问题的矩阵分析	田献珍等(11)
有色金属行业职教集团基础能力建设	银奕淇等(13)
基于浮动大数据的城市交通管理系统	向琳(15)
基于系统分析的产业技术创新战略联盟运行机制研究	
有效激励在企业人力资源管理中的机制研究	熊莉等(17)
风险社会视阈下的气象风险预警与防范机制构建	左同连(22)
浅析酒店业的会计核算	蔡丽博(24)
商洛市施工现场安全综合评价方法研究	王聪等(26)
危化品行业应急人员能力培训模式探讨	龚秀兰等(28)
陕西省就业结构现状及对策	徐玲等(30)
新形势下工程技术管理与进度控制分析	黄奇韬(32)
发电企业员工离职问题探析	陈泽(34)
江西省推进新型城镇化和特色城市规划建设研究	鄢林县等(36)
电网计量安装项目投资需求评估体系研究	何韵等(40)
公路工程施工现场管理的重要性研究	杨淑娟(44)
煤炭企业预算管理精细化研究	竺学忠(46)
浅谈煤矿基建企业机电设备管理	张立峰等(48)
刍议事业单位财务管理的科学化、精细化	范影颖(50)
基于过程管理的顶岗实习质量监控指标体系分析	肖晓莺(52)
“街区制”政策推行关键问题的实证研究	刘亚玲等(54)
现代营销借力“消费者+”	龚成洁(57)
产业集群价值网的构建研究	袁媛(59)
小环境视角下北京市大学生创业政策的优化研究	肖敏(61)
基于SWOT的CIMS引领扬中市机械制造业创新发展的战略研究	
浅谈当前图书质量下降的原因与对策	李兴梅(67)
PPP模式推动养老机构建设供给侧结构性改革的实现路径研究	
“破盲式”陆军城市分区歼敌作战任务需求分析	宋畅等(72)
电子商务下传统零售业的现状分析及发展策略研究	董梅(75)
PPP应用于养老机构建设的必要性和可行性研究	郝亚琳等(78)
关于设置连云港市危险废物集中贮存中心的必要性分析	
内衣门店的零售环境下顾客感知的影响因素研究	马娜(83)
沧州市城区营利性幼儿园服务质量差距分析	刘梅(87)
探索高职院校人力资源管理制度设计	王艳等(89)
安徽省高职院校学分银行建设的思考	朱元华(93)
浅析农行基层网点客户分层管理对策	张洁(95)
论“营改增”对交通运输业的税负影响	王力东等(97)
“经营人才”理念在企业人才培养实践中的应用	马磊等(99)
现有会计准则体系下我国物流企业盈余管理研究	焦援青(101)
浅议企业管理中的正向引导	刘维龙(104)
从国家战略视角看中国高校创新创业教育的沿革	沈颖等(106)

* 价值链·供应链 *	
基于“全流程治理”的快递包装回收利用模式研究	陈晓华 等(110)
供应链管理的经济稳定化研究	朱国俊(112)
* 功能载体创新 *	
燃气轮机叶片水流量测量机研制	王俊涛 等(114)
基于人机工学的智能家用充电式电钻设计	王新燕(116)
冲积盆地软土地基大直径深桩基施工关键技术	贺佰冻(118)
贵州地区高速公路机制砂高性能混凝土研究	王国青 等(120)
切顶预裂爆破技术在大倾角俯采工作面初放期间的研究与应用	姚世林(123)
钢板桩工艺沟槽支护施工方案	卢文申(124)
真空预压加固吹填土地基的三维有限元分析	吴灵军(126)
综采工作面跨采巷道围岩支护及矿压规律研究	段成海 等(129)
局部加温装置系统设计	巴晓玉 等(131)
* 价值应用 *	
高职院校外国留学生学习动机与自我评价对升学意愿影响的研究	王歲(133)
基于微信的过程评价系统设计	吴新华(136)
电机电气控制的实现与维护课程建设	王丽霞(138)
建筑行业课程标准与行业标准有效衔接的研究	言娟(140)
大学生网络游戏成瘾的心理机制和引导策略研究	王瑾 等(142)
工程教育专业认证背景下应用型本科院校毕业设计进企业的实践探索	蔡广宇 等(144)
新技术革命下就业趋势研究	吴敏(146)
地方本科院校转型发展研究	宋作忠 等(149)
技术本科专业人才培养模式研究	田杰(151)
林业高校树木园建设探索	潘宇伟 等(154)
金鞭口蘑搜索引擎优化(SEO)策略	陈嘉玮 等(156)
监控系统在医院安全管理方面的应用研究	刘杰男(158)
浅谈高职院校生源基地建设	蔡华(160)
BIM 时代工程管理专业特色发展探索	龙峰珠 等(162)
高职院校教师科研业绩管理系统设计	吴新华(165)
跨文化视域下的海南旅游目的地发展	柴勇(167)
解析预应力钢筒混凝土管材抗裂外压检验荷载及抗裂检验内压计算	卢文申(169)
浅析德国认证体系新规下的高等工程教育专业认证	汤术丽(170)
基于云计算的在线学习平台研究	宋永生(172)
桥梁景观的艺术设计	陈海云(174)
“质量管理体系”在技工院校科室管理中的实际应用	叶红(178)
维修人员与维修设备需求的蒙特卡洛仿真研究	吕升全 等(180)
大数据背景下教育统计数据有效利用的问题与对策	程晶(182)
新时期进一步深化高校后勤改革研究与探讨	孙涛(184)
SQL Server2000 数据库在地测工作中的应用	殷现民 等(185)
* 理论综述 *	
困境儿童概念、政策发展及社会支持网络建构	汪玲萍 等(221)
基于网络强国建设重要思想视域政府网络管理改革研究	李大伟(223)
自贸区背景下沿海捎带业务发展研究	叶善椿(226)
网络公共领域的意识形态治理浅析	陈娟(228)
基于美国国防部指令的国防工业能力评估研究	孟祥臣(230)
美国战略调整的影响分析及启示	代威 等(233)
科技评估方法的进展动态与方法论启示	王沕朋 等(235)
* 综合 *	
信息技术在初中物理中的应用	朱林元(237)
基于职业技能大赛的高职《药物制剂技术》课程革新的研究与实践	薛迎迎 等(239)
浅议民办高职涉医类专业医学人文课程与学生工匠精神的培育	段贊(240)
信息化背景下高职财经专业学生学习方式变革	张澄华(243)
以优质课堂为导线的研究生教育实现路径研究	王丽艳 等(245)
翻转课堂模式下离散数学微课探究	贾晖(247)
职业能力培养视域下高职课程建设实践性探索	许纯昕 等(249)
非会计专业《会计学原理》课程建设研究	李普玲(251)
微课的设计与制作	赵元元(254)
关于现代学徒制下河北省职业院校医药电商专业课程体系构建的探索	王子建 等(256)
中外高校双语学习模式的比较分析	安亚娜 等(258)

Value Engineering
(VE)
Fortnightly Issue
Started in 1982
Vol.36 12.c
(Sum No.476)
Published in Dec. 28, 2017

Inscribed:	Yuan Baohua	Chief Edior's Department:	Shi Rui	Printed by:	Changling Printing House,Langfang
Honorary Editor-in-Chief:	Gao Mingxin	Editor:	Editorial Team of VE	Distributor:	Shijiazhuang Post Office
Executive Editor-in-chief:	Gao Zhibiao	Publisher:	Magazine Publishing House of VE	Subscriptions:	Chinese Local Post Office
Manager:	Hebei Association for Science and Technology	Address:	Room A501, Zhuoda Property House, No.88 Huai'an Road	Domestic Issue Code:	18-2
Sponser:	Hebei Institute of Technology Economy and Modern Management	Tel:	(0311) 87024742	Domestic Single Price:	¥30.00
		E-mail:	vezzsbjh@163.com	Overseas Single Price:	\$ 30.00
				Open Publishing	
				ISSN 1006-4311	
				CN 13-1085/N	

CONTENTS

VALUE MANAGEMENT

- 1 Study on Pollution Reduction Plan in Sea Areas of Xuwei, Lianyungang ZHAO Xiang
- 4 The Main Problems and Countermeasures of BIM Promotion and Application in China JIANG Dong-min,*et al.*
- 6 Research on the Transformation and Upgrading of Rural Tourism in Jiaxing during the Era of Global Tourism YANG Xiao-an
- 9 Study on the Evaluation of the Biomedicine Industry's Development Level in Anhui Province XU Pei,*et al.*
- 11 Matrix Analysis Based on Sharing-Bikes TIAN Xian-zhen,*et al.*
- 13 Basic Ability Construction for Vocational Education Group of Non-ferrous Metals Industry YIN Yi-qi,*et al.*
- 15 Urban Traffic Management System Based on Floating Big Data XIANG Lin
- 17 Research on the Operation Mechanism of Industrial Technology Innovation Strategic Alliance Based on System Analysis XIONG Li,*et al.*
- 20 Research on Mechanism of Effective Incentives in Enterprise Human Resource Management YANG Jing
- 22 Meteorological Risk Warning and Prevention Mechanism Construction from the Perspective of Risk Society ZUO Tong-lian
- 24 Analysis of Hotel Industry Accounting CAI Li-bo
- 26 Study on Comprehensive Evaluation Method of Construction Site Safety in Shangluo City WANG Cong,*et al.*
- 28 Discussion on Training Mode of Emergency Personnel in Hazardous Chemicals Industry GONG Xiu-lan,*et al.*
- 30 The Status and Countermeasure of Employment Structure in Shaanxi XU Ling,*et al.*
- 32 Analysis of Engineering Technology Management and Progress Control in New Situation HUANG Qi-tao
- 34 Analysis of Employee Turnover in Power Generation Enterprises CHEN Ze
- 36 Research on Promoting New Urbanization and Characteristic Urban Planning and Construction in Jiangxi Province YAN Lin-tan,*et al.*
- 40 Study on Investment Needs Evaluation System of Power Grid Metering Installation Project HE Yun,*et al.*
- 44 Research on the Importance of Highway Engineering Construction Site Management YANG Shu-juan
- 46 Research on Fine Management of Budget Management in Coal Enterprises ZHU Xue-zhong
- 48 Electromechanical Equipment Management in Coal Mine Infrastructure Enterprises ZHANG Li-feng,*et al.*
- 50 On Scientific and Fine Finance Management in Public Institutions FAN Ying-ying
- 52 Analysis on the Index System of Quality Supervision and Control of Internship Based on Process Management XIAO Xiao-ying
- 54 An Empirical Study on the Key Issues of "Neighborhood System" Policy LIU Ya-ling,*et al.*
- 57 Modern Marketing Leveraging "Consumer+" GONG Cheng-jie
- 59 Research on the Construction of Industrial Cluster Value Net YUAN Yuan
- 61 Study on Optimization of Entrepreneurship Policies for Undergraduates in Beijing from the Perspective of Small Environments XIAO Min
- 64 Strategic Study on CIMS Leading Innovation and Development of Yangzhong Machinery Manufacturing Industry Based on SWOT WANG Jun,*et al.*
- 67 Reasons and Countermeasures for the Decline of Book Quality at Present LI Xing-mei

69 Study on the Realization Path of PPP Model Promoting the Supply Side Structural Reform of Pension Institution Construction	LI Hui-lian, <i>et al.</i>
72 The Mission Requirements Analysis about Using "Breaking Blind" to Annihilate the Enemy in Army City Zoning	SONG Chang, <i>et al.</i>
75 Research on the Current Situation and Development Strategy of Traditional Retail Industry under E-commerce	DONG Mei
78 Study on the Necessity and Feasibility of Applying PPP to Construction of Pension Institutions	HAO Ya-lin, <i>et al.</i>
80 Analysis on the Necessity of Setting Up Centralized Storage Center of Hazardous Waste in Lianyungang City	ZHAO Xiang
83 Research on the Influencing Factors of Customer Perception in the Retail Environment of Underwear Stores	MA Na
87 Analysis on the Gap of Service Quality of For-profit Kindergarten in Cangzhou City	LIU Mei
89 Exploration of Human Resource Management System Building in Higher Vocational Institutes	WANG Yan, <i>et al.</i>
93 Thoughts on the Construction of Academic Credit Bank System of Higher Vocational Colleges in Anhui	ZHU Yuan-hua
95 A Tentative Study of Stratified Management Countermeasure in Agricultural Bank Grassroots Network Clients	ZHANG Jie
97 Impact of "Replacing Business Tax with Value-added Tax" on Taxes in Transportation Industry	WANG Li-dong, <i>et al.</i>
99 Application of "Running Talents" Concept in the Practice of Enterprise Talents Cultivation	MA Lei, <i>et al.</i>
101 Study on the Earnings Management of China's Logistics Firms under the Existing Accounting Standards	JIAO Shou-qing
104 On the Positive Guidance in Business Management	LIU Wei-long
106 On Evolution of Innovation and Entrepreneurship Education in China under the Perspective of National Strategy	SHEN Ying, <i>et al.</i>

VALUE CHAIN·SUPPLY CHAIN

110 Research on Express Packaging Recycling Model Based on "Whole Process Management"	CHEN Xiao-hua, <i>et al.</i>
112 Research on Economic Stabilization of Supply Chain Management	ZHU Guo-jun

FUNCTION CARRIER INNOVATION

114 Development of Lamina Water Flow Measuring Machine for Gas Turbine	WANG Jun-tao, <i>et al.</i>
116 Design of Intelligent Household Rechargeable Electric Drill Based on Ergonomics	WANG Xin-yan
118 Key Technologies for Construction of Large-diameter Deep Pile Foundation in Alluvial Basin	HE Bai-dong
120 Research on High Performance Concrete with Manufactured Sand of Expressway in Guizhou Area	WANG Guo-qing, <i>et al.</i>
123 Research and Application of Top-cutting Pre-splitting Blasting Technology of Large Dip Angle Face during First Roof Caving	YAO Shi-lin
124 Construction Scheme of Trench Support for Steel Sheet Piles	LU Wen-shen
126 Three-dimensional Finite Element Analysis of Vacuum Preloading Reinforcement of Reclaimed Soil Foundation	WU Ling-jun
129 Research on Surrounding Rock Support and Strata Pressure Regularity of Cross-mining Roadway in Fully Mechanized Coal Face	DUAN Cheng-hai, <i>et al.</i>
131 System Design of Local Heating Device	BA Xiao-yu, <i>et al.</i>

VALUE APPLICATION

133 A Study on the Influence of Learning Motivation and Self-evaluation of Foreign Students in Higher Vocational Colleges on Their Willingness to Further Study	WANG Wei
136 Design of Process Evaluation System Based on WeChat	WU Xin-hua
138 Course Construction of Realization and Maintenance of Motor Electrical Control	WANG Li-xia
140 Research on the Effective Connection between Curriculum Standards and Industry Standards in Construction Industry	YAN Juan
142 A Study on the Psychological Mechanism and Guiding Strategy of College Students' Internet Game Addiction	WANG Jin, <i>et al.</i>
144 Practice and Exploration of Application-oriented Institutes Graduation Project in Enterprise under the Background of Engineering Education Accreditation	CAI Guang-yu, <i>et al.</i>
146 Research on the Employment Trend under the New Technology Revolution	WU Min
149 Research on the Transformation and Development of Local Universities	SONG Zuo-zhong, <i>et al.</i>
151 Research on the Training Mode of Technical Undergraduates	TIAN Jie
154 Exploration of Forest Garden Construction in Forestry Universities	PAN Yu-wei, <i>et al.</i>
156 Search Engine Optimization (SEO) Strategies of Tricholoma Giganteum	CHEN Jia-wei, <i>et al.</i>
158 Application Research on Monitoring System in Hospital Safety Management	LIU Jie-nan
160 Discussion on the Construction of Student Source Base in Higher Vocational Colleges	CAI Hua
162 Exploration on the Characteristic Development of Engineering Management Specialty in BIM Era	LONG Jiang-zhu, <i>et al.</i>
165 Design of Scientific Research Performance Management System for Teachers in Higher Vocational Colleges	WU Xin-hua
167 The Development of Hainan Tourism Destination from the Perspective of Intercultural Communication	CHAI Yong
169 Analysis of Internal and External Pressure Test Load and Anti-cracking Internal Pressure Calculation of PCCP Pipe	LU Wen-shen

170 A Brief Analysis of Professional Certification of Higher Engineering Education under the New German Certification System	TANG Shu-li
172 Research on Online Learning Platform Based on Cloud Computing	SONG Yong-sheng
174 Artistic Design of Bridge Landscape	CHEN Hai-yun
178 The Practical Application of "Quality Management System" in Department Management of Technical Colleges	YE Hong
180 Monte Carlo Simulation Research on Maintenance Personnel and Maintenance Equipment Requirement	LV Sheng-quan, et al.
182 Problems and Countermeasures of Effective Utilization of Educational Statistics in the Background of Big Data	CHENG Jing
184 Research and Discussion on Further Deepening University Logistics Reform in the New Period	SUN Tao
185 Application of SQL Server2000 Database in Geological Survey	YIN Xian-min, et al.
187 Research and Exploration on the Innovation of "Dual Tutorial System" Based on "Enterprise Doctor Workstation"	ZHAO Ji, et al.
189 Study on the Cultivation Mode of Professional Degree Postgraduates from the Information Field	WANG Yu-tai, et al.
192 Research and Practice of the Higher Vocational Training System Reform of Landscape Architecture Specialty, Hangzhou Wanxiang Polytechnic	JIANG Ning
198 Exploration and Practice of Enhancing Management of Post Practice	LIU Dan, et al.
200 On the Construction of "Double-quality Teacher" Training Base in Communication Related Specialties	LIAO Yu, et al.
202 Exploration on the Present Situation and Development Mode of Makerspace in Yunnan Independent Colleges	YANG Jun, et al.
204 Study on Construction and Analysis of Course Implementation Evaluation System Based on Performance Evaluation	CHANG Yan, et al.
206 Study on the Topic Selection Management of Graduation Design for Engineering Management Major in Applied Undergraduate Universities	PAN Zhen-ni, et al.
209 Research on the Application of Normalized Teaching Recording System in Improving Class Teaching Quality	ZHAO Wei-lin, et al.
210 The Way to Serve Children Reading in County Level Public Libraries	LV Min
212 Upgrade and Application of TV Hard Disk Broadcast System in Jiangning Station	YANG Shao-kang
214 Transmission Project Cost Prediction Based on Wavelet Neural Network Optimized by Fruit Fly Algorithm	ZHOU Jing-hong, et al.
216 Research on the Evaluation of Innovation Team Management in Colleges	ZHOU Rui-qiong, et al.
218 Establishment of Evaluation Index System of Management Experiment Effect	ZHU Yan
219 Analysis of the Development of Smart Home in Interior Space Design under the Background of Internet of Things	OU Di-qiao, et al.

THEORETICAL REVIEW

221 Concept of Plight of Children, Policy Development and Construction of Social Support Network	WANG Ling-ping, et al.
223 Study on the Reform of Government Network Management Based on the Important Thought of Constructing Powerful Network Country	LI Da-wei
226 Research of Coastal Container Transshipment Development in Free Trade Zone	YE Shan-chun
228 Analysis of Governance of Network Ideology on Public Sphere	CHEN Juan
230 Research on Defense Industrial Capability Evaluation Based on Directive of U.S. Department of Defense	MENG Xiang-chen
233 Analysis of the Influence and Enlightenment of U.S. Strategic Adjustment	DAI Wei, et al.
235 The Dynamic Development and Methodological Implications of Science and Technology Assessment Methods	WANG Xi-peng, et al.

COMPREHENSION

237 The Application of Information Technology in Junior Physics	ZHU Lin-yuan
239 Research and Practice of the Course Innovation of "Pharmaceutical Preparation Technology" Based on Vocational Skill Contest	XUE Ying-ying, et al.
240 Discussion on Medical Humanities Courses and the Cultivation of Students' Craftsman Spirit in Private Higher Vocational Colleges	DUAN Yun
243 The Reform of Students' Study Mode in Finance and Economics Major under Informationization	ZHANG Cheng-hua
245 Research on the Implementation Path of Postgraduate Education Based on High Quality Classes	WANG Li-yan, et al.
247 Exploration on Discrete Maths Micro-lecture Mode in Flipped Classroom	JIA Hui
249 Practical Exploration of Higher Vocational Curriculum Construction from the Perspective of Professional Ability Training	XU Chun-xin, et al.
251 Study on the Construction of "Accounting Principles" Curriculum in Non-accounting Major	LI Pu-ling
254 Design and Production of Micro-class	ZHAO Yuan-yuan
256 Exploration on Constructing the Professional Course System of Medical E-commerce in Vocational Colleges in Hebei Province under Modern Apprenticeship	WANG Zi-jian, et al.
258 Comparative Analysis of Dual-language Learning Patterns in Chinese and Foreign Universities	AN Ya-na, et al.