

目 录

《科技和产业》2001年创刊

主管:中国科学技术协会

主办:中国技术经济研究会

主编:罗冰生

副主编:郑琦 张米尔 曹定爱

出版:《科技和产业》编辑部

出版日期:2010年12月25日

印刷:北京市昌平百善印刷厂

国内刊号:CN11-4671/T

国际刊号:ISSN1671-1807

刊期:月刊

国内发行:北京报刊发行局

邮发代号:2-735

定价:10元/期,全年120.00元

通信地址:北京市学院南路86号

邮编:100081

电话:010-62174221

E-mail:kejichechanye@163.com

网址: http://cyyk.chinajournal.net.cn

编委会

主 任:

罗冰生

副主任委员:

王祥明

委 员:

马庆国 张宗益 张米尔

郑琦 郭励弘 蔡莉

曹定爱

中国期刊网全文收录期刊  
万方数据库全文收录期刊  
中文科技期刊数据库(全文版)源期刊  
中国核心期刊(遴选)数据库收录  
中国期刊全文数据库(CJFD)收录期刊

产业发展

- 河北临港产业竞争优势分析 ..... 曹敬敬(1)
- 国内外旅游地居民旅游认知和态度研究综述 ..... 张 侨(5)
- 论旅游安全问题的类型 ..... 李永菊,徐淑梅(7)
- 房车行业市场调查及我国房车产业发展对策 ..... 卢 艳,蔡璐(11)
- 打响千岛玉叶品牌 实现淳安茶产业转型升级 ..... 金华斌,童国强,金 宁(14)
- 娱乐时代与体验经济时代背景下的品牌传播 ..... 郑秋锦(18)

区域经济

- 区域旅游中心城市建设研究——以安徽省合肥市为例 ..... 年四锋,李东和(21)
- 海西低碳经济发展路径研究 ..... 黄晓科,曾 静(26)
- 漳州市工业企业技术创新的现状分析和政策选择 ..... 王子贤,陈群勇(31)
- 基于灰色理论的海西区域物流需求研究 ..... 陈 瑜(35)

技术经济分析

- 前向关联测度——基于中国各省投入产出表分析 ..... 叶安宁,张 敏(38)
- 政府补贴与企业技术创新:文献综述 ..... 吴晓园,钟俊娟(45)
- 合同能源管理(EPC)模式下财务分析相关问题探讨 ..... 王 净(49)
- 基于数据挖掘的电信客户信用分类模型研究 ..... 尤瑞红,李 勇,张博文(54)
- 低碳经济对贸易格局的影响 ..... 秦殿军,郭晓晶(59)
- 基于层次分析法的风险投资公司项目风险评价 ..... 安秀明,王筱萍(62)
- 福建农村居民消费结构的实证分析:1993-2008 ..... 夏法刚,刘飞翔,肖锦元(65)

企业管理

- 民营企业社会责任缺失探讨 ..... 叶 帆(72)
- 精益管理模式下企业创新策略的路径选择 ..... 陈颖佳(75)
- “零缺陷”理念下的质量成本管理 ..... 高丽华(78)
- 零售企业如何塑造良好的商店形象 ..... 吴国庆(81)
- 实体商店与虚拟商店的联合定价订货策略研究 ..... 何 伟,冉翠玲(84)
- 基于可拓逻辑的员工流动研究 ..... 田建春,陈婉梅(88)
- 基于元数据的企业风险管理机制探讨 ..... 任效江(92)

金融证券

- 上海股市周内效应的逐日累计检验 ..... 胡一期(95)
- 最大熵原理在证券投资组合中的应用研究 ..... 曹 静(101)
- 关于信用违约互换的研究 ..... 郭海艳(103)
- 住房抵押贷款限额保险的Martingale评价 ..... 陈丽萍(107)

教育园地

- 经管类专业统计学课程教学改革探讨——以莆田学院为例 ..... 张朝晖(109)
- 大学生网络成瘾调查研究 ..... 方慧兰(113)
- 高职教师激励问题的研究 ..... 王汉忠(117)
- 高校国有资产管理创新与优化策略分析 ..... 孙淑芹(120)
- 高职院校素质教育思考 ..... 吴碧霞(124)
- 创新型人才培养模式的系统要素分析 ..... 陈文敏,吴翠花,于江鹏(127)

综 合

- 抓住机遇 加速农民工城市化进程 ..... 李昌龙,周 焱(130)
- 中部六省先进装备制造业高技能人才培养合作探析 ..... 成立平,杨续波,程桂珍(134)
- 国外“绿色新政”风暴进展及挑战 ..... 郑振宇(138)
- 中国钢琴音乐的民族化建构 ..... 曾 旭(141)
- 科技期刊如何实现双效 ..... 李海昕(144)

# Science, Technology and Industry

Vol. 10 No. 12

Dec., 2010

## CONTENTS

The Competitive Advantages of Hebei Port Industries .....	CAO Jing-jing(1)
A Study Summary of Destinations Resident's Tourism Cognition and Attitude in Domestic and Overseas .....	ZHANG Qiao(5)
On the Types of Tourism Safety Issue .....	LI Yong-ju, XU Shu-mei(7)
The Market Research and Development Strategy of RV Industry .....	LU Yan, CAI Lu(11)
Play Qiandaoyuye Brand Effect Propule Chunan Tea Industry Transformation and Upgrade .....	JIN Hua-bin, TONG Guo-qiang, JIN Ning(14)
Brand Communication under the Background of Entertainment Age and Experience Economy .....	ZHEN Qiu-jin(18)
Research on the Regional Tourist Central City Construction--A case of Hefei city .....	NIAN Si-feng, LI Dong-he(21)
The Research on West Coast Low-carbon Economy Development Paths .....	HUANG Xiao-ke, ZENG Jin(26)
Analysis of Technical Innovation of Industrial Enterprises in Zhangzhou .....	WANG Zi-xian, CHEN Qun-yong(29)
The Research of Logistics Demand of the West-Straits Economic Area Based on the Gray Theory .....	CHEN Yu(35)
The Measurements of Forward Linkages—The analysis based on the input-output tables of provinces of China .....	YE An-ning, ZHANG Min(38)
Government Subsidies and Technological Innovation: A Literature Review .....	WU Xiao-yuan, ZHONG Jun-juan(45)
Discussion About Some Lssues of Financial Analysis in Energy Performance Contracting Project .....	WANG Jing(49)
Research on Telecommunication Customer Credit Classification Based on Date Mining .....	YOU Rui-hong, LI Yong, ZHANG Bo-wen(54)
Influence of Low-carbon Economy on Trade Patterns .....	QIN Dian-jun, GUO Xiao-jing(59)
AHP-based Project Risk Assessment of Venture Capital Firms .....	AN Xiu-ming, WANG Xiao-ping(62)
Empirical Analysis on Consumption Structure of Rural Residents in Fujian Between 1993 and 2008 .....	XIA Fa-gang, LIU Fei-xiang, XIAO Jin-yuan(65)
On the Lack of Social Responsibility of Private Enterprise .....	YE Fan(72)
Study on the Choice of Innovation Strategies under Lean Management .....	CHEN Ying-jia(75)
"Zero Defects" under the Concept of Quality Cost Management .....	GAO Li-hua(78)
The Theory Molds the Good Store Image .....	WU Guo-qing(81)
Study on Jointing Price Strategy in Physical Stores and Virtual Stores .....	HE Wei, RAN Cui-ling(84)
The Research of Staff Turnover Based on Extension Logic .....	TIAN Jian-chun, CHEN Wan-mei(88)
Study on Enterprise Risk Management Models Based on Meta-data .....	REN Xiao-jiang(92)
A Day by Day Accumulates Examination of Weekday Effect in Shanghai Stock Market .....	HU Yi-lang(95)
A Study on Maximum Entropy Theory in Portfolio .....	CAO Jing(101)
The Research on Credit Default Swap .....	GUO Hai-yan(103)
Pricing Mortgage Insurance with the Mothed of Martingale .....	CHEN Li-ping(107)
On the Teaching Reform of Statistics for the Economic Management Major —— Taking Putian university as an example .....	ZHANG Zhao-hui(109)
Investigation on Internet Addiction of College Students .....	FANG Hui-lan(113)
Analyzing in Vocational Collage Faculty about Motivation .....	WANG Han-zhong(117)
The Innovation and Optimization Strategy of State-owned Assets Management in Higher School .....	SUN Shu-qin(120)
Deeply Think about the Education for All-round Development of Polytechnic Colleges .....	WU Bi-xia(124)
The Theoretical Studies for the System Factor of the Innovative Talent Training Mode .....	CHEN Wen-min, WU Cui-hua, YU Jiang-peng(127)
Seize Opportunities to Accelerate the Urbanization Process of Migrant Workers .....	LI Chang-long, ZHOU Yan(130)
Cooperative Study of Strengthening the Development of Talents with High Skills of Advanced Equipment Manufacturing Industry in Six Provinces in Central China .....	CHENG Li-ping, YANG Xu-bo, CHENG Gui-zhen(134)
Progress and Challenge about the Global "Green New Deal" Storm .....	ZHENG Zhen-yu(138)
The Domestication of Chinese Piano Song Composition .....	ZENG Xu(141)
Comment on the Way for Science Magazine such as Police Technology to Achieve Double Benefits .....	LI Hai-xin(144)