

# 西安科技大学《技术与创新管理》

第 32 卷 第 3 期(总第 137 期)

2011 年

## 目 次

### 科研管理

- 高校省级科研基地的运行与管理 ..... 赵玉龙, 张冬生(207)  
发达国家产学研合作的现状与发展趋势分析 ..... 李泽民(209)

### 管理科学

- 企业集团供应链风险的识别与评价研究 ..... 耿殿明, 李永清, 刘佳翔(213)  
联通新势力消费者满意度和重复消费行为关系实证分析 ..... 陈 鹏, 夏婷婷(218)  
乡村旅游深度开发的动力机制研究 ..... 李振东, 黄 晶(223)  
个性化信息服务在中小企业中的应用探讨 ..... 唐春林(227)  
企业内部资源、能力与外部网络对绩效的交互效应研究 ..... 曾 楠, 高山行, 崔宁宁(230)  
基于人岗匹配的人力资源优化配置模型研究 ..... 王福鑫, 任 娜(237)  
基于因子分析法的房地产业履行社会责任评价研究 ..... 孙召亮, 汪冬梅(241)  
网络环境下应急物流中心能力评价指标选取研究 ..... 聂彤彤(247)  
构建实验数据管理系统的研究 ..... 林伟君(251)  
文化创意产业对区域竞争力影响机制研究 ..... 吴 薇(255)  
虚拟企业质量管理的重点和难点 ..... 杜丽娟, 冯奎柱, 唐 静(259)

### 高等教育与研究

- 我国高等教育经费增长趋势探析 ..... 蒲少龙, 诚 然, 申 英(263)  
信息环境下教室资源的开放式管理 ..... 王 阳, 汪 阳, 草 飞, 等(268)  
高等医学教育国际化进程中的问题与对策 ..... 马佳佳, 陈必良(272)  
高校教师绩效考评研究 ..... 马 莉, 惠调艳(276)  
论高校课程考试的柔性管理 ..... 秦 震, 张文伟(279)  
陕西高校硕士研究生就业的实证分析与思考 ..... 孙六平(283)  
哈贝马斯的交往行为理论对 ..... 王国庆(288)  
交叉互动型教学模式的构建与应用实践 ..... 张 红(291)  
继续教育可持续发展的思考 ..... 郭何明(295)  
大学生个人知识管理研究与必要性论证 ..... 张颖瑞, 姚家奕, 张 亮(298)  
基于文献计量的“高校财务管理”研究论文分析 ..... 余起莺(302)  
从大学生创业能力看通识教育之优劣 ..... 范玮熠, 汤 薇(305)  
价值管理在实训基地建设项目前期决策中的应用 ..... 牛 婷, 王 丽(309)

### 技术应用与研究

- 基于 SOA 的氧化锌电阻片老化试验系统的研究与实现 ..... 唐善成(313)

### 综合

- 中国古代科举制度的历史影响 ..... 刘 玲(317)  
陕西省 2000-2009 年国内科技论文统计分析 ..... 肖春连, 刘品阳, 贺 晶(321)

# TECHNOLOGY AND INNOVATION MANAGEMENT

Bimonthly (started in 1985)

Vol. 32 No. 3 (Sum 137)

May. 20, 2011

## CONTENTS

Operation and Management of Provincial Science Research Base in Institutions of Higher Learning .....	ZHAO Yu-long, ZHANG Dong-sheng(207)
Status quo and Trend of the Development of the University-industry Cooperation in the Developed Countries .....	LI Ze-min(209)
Identification and Evaluation of Supply Chain Risk of Enterprise Group .....	GENG Dian-ming, LI Yong-qing, LIU Jia-xiang(213)
Empirical Analysis on the Relation of Unicom New Force Consumer Satisfaction and Consumer Behavior .....	CHEN Peng, XIA Ting-ting(218)
Dynamic Mechanism of Further Development of the Rural Tourism .....	LI Zhen-dong, HUANG Jing(223)
Personalized Information Service in Small and Medium-sized Enterprises .....	TANG Xi-lin(227)
An Empirical Study of Interactive Effects of Internal Resource, Capability and External Networks on Firm Performance .....	ZENG Nan, GAO Shan-xing, CUI Ning-ning(230)
Human Resources Optimization Allocation Model Based on Human Matching for Position .....	WANG Fu-xin, REN Juan(237)
Positive Study on Realty Business Undertaking Social Responsibility .....	SUN Zhao-liang, WANG Dong-mei(241)
Selection of Capability Evaluation Index of Emergency Logistics Center under Unconventional Emergency .....	NIE Tong-tong(247)
On Constructing Management System of Experimental Data .....	LIN Wei-jun(251)
Influence Mechanism of Cultural and Creative Industries on Regional Competitiveness .....	WU Ying(255)
Difficulties and Priorities of Quality Management in Virtual Enterprises .....	DU Li-juan, FENG Tao-zhu, TANG Jing(259)
On the Growing Trend of Higher Education Expenditure in China .....	PU Shao-long, CHENG Ran, SHEN Shen(263)
Open Management of Classrooms under Information Environment .....	WANG Yang, WANG Yang, TAN Fei, et al(268)
The Problems and Solutions in the Process of Internationalization of Higher Medical Education .....	MA Jia-jia, CHEN Bi-liang(272)
Performance Evaluation of College Teachers .....	MA Li, HUI Tiao-yan(276)
On the Flexible Management of Course Examination in Colleges .....	QIN Xia, ZHANG Wen-wei(279)
Empirical Analysis and Thinking of the Employment of the Master Graduate Students in Universities in Shaanxi Province .....	SUN Liu-ping(283)
The Influence of Habermas' Communicative Action Theory on Postgraduate Education .....	WANG Guo-qing(288)
Construction and Application of Crossing and Interactive Teaching Mode .....	ZHANG Yun(291)
Sustainable Development of Continuing Education .....	GUO He-ming(295)
Necessity of Undergraduates' Management of Personal Knowledge .....	ZHANG Ying-rui, YAO Jia-yi, ZHANG Liang(298)
"University Financial Control" Research Paper Analysis Based on Literature Measurement .....	SHE Qi-Ying(302)
Advantages and Disadvantage of General Education from the Perspective of College Students' Entrepreneurship .....	FAN Wei-yi, TANG Wei(305)
Application of Value Management in Earlier Period of Decision-making of the Training Base Project .....	NIU Ting, WANG Li(309)
Research on SOA-based ZnO Varistor Aging Test System .....	TANG Shan-cheng(313)
Civil Examination History and its Influence .....	LIU Ling(317)
Statistics and Analysis of Internal Sci-tech Papers Written by Authors in Shaanxi Province .....	YIN Chun-lian, LIU Pin-yang, HE Jing(321)