



物流技术

Logistics Technology

2013.6月刊
第32卷第6期

中国学术期刊(光盘版)收录期刊
中国核心期刊(遴选)数据库收录期刊

中国学术期刊综合评价数据库源期刊
中文科技期刊数据库原文收录期刊

<http://www.logisticstech.com>

BlueSword
兰剑 物流科技创新

载速以智，速也磅礴

○物流规划设计、物流设备制造、物流软件开发、物流建设集成



惟有创新

ISSN 1005-152X



9 771005 152131

山东兰剑物流科技
物流系统整体解决方案提供商

山东兰剑物流科技股份有限公司
SHANDONG BLUESWORD LOGISTICS CO.,LTD.
万方数据

公司地址：济南市高新区舜华路1117号科汇大厦六层 网址：www.blueswords.com
邮箱：shenchangpeng@163.com 电话：0531-88876633 传真：0531-88872002

目次

Contents



《物流技术》杂志

2013年 第6期

全国中文核心期刊
 中国科技核心期刊
 全国优秀科技期刊
 全国物流行业核心期刊
 RCCSE中国核心学术期刊
 湖北省优秀期刊

著作权许可声明

本刊已许可中国学术期刊(光盘版)电子杂志社、万方数据股份有限公司、重庆维普资讯有限公司等在中国知网、万方数据库、中文科技期刊数据库等数据库产品中以数字化方式复制、汇编、发行、信息网络传播本刊全文。该社著作权使用费与本刊稿酬一并支付。作者向本刊提交文章发表的行为即视为同意我社上述声明。



《物流技术》杂志社

万方数据

研究与探讨 Research & Discussion

- 1 基于FMS/ERP系统的物流实验室建设研究
 Study on Construction of Logistics Laboratory Based on FMS/ERP System.....Wu Sheng, Zhu Li 吴 晟, 朱 力
- 4 基于日本研究理论的我国企业物流成本核算浅析
 Discussion on Logistics Cost Accounting by Chinese Enterprises Based on Theories of Japanese Researchers.....Wang Mengjie, Xie Heming 王梦婕, 谢合明
- 7 我国保税物流区域功能定位与政策比较
 Functional Positioning and Policy Comparison of Bonded Logistics Zones in China
 Li Yanping, Liu Li 李彦萍, 刘 俐
- 10 B2C电子商务企业的物流危机管理
 Logistics Crisis Management by B2C E-commerce Enterprises Liu Guirong, Liu Jun 刘贵容, 刘 军
- 13 基于供应链金融的物流企业发展管理问题研究
 Study on Development and Management of Logistics Enterprises Based on Supply Chain Financing
 Zeng Liuning 曾柳宁
- 16 物流企业信息成本核算与管理研究
 Study on Cost Accounting and Management by Logistics Enterprises.....Nie Yonggang 聂永刚
- 19 基于珠江一体化视角的物流业与制造业联动发展SWOT分析—以广东省江门市为例
 SWOT Analysis of Joint Development of Logistics and Manufacturing Industries in Jiangmen: A Zhu-Zhong-Jiang Integration Perspective..... Tang Yuxi 汤宇曦
- 22 供应链金融中的物流金融化问题探析
 Study on Financialization of Logistics in Supply Chain Financing..... Yan Wei, Pan Yanfang 严 伟, 盘艳芳
- 25 基于协同学的生鲜农产品冷链物流系统研究
 Study on Fresh Farm Produce Cold-chain Logistics System Based on Synergy Ju Hong 鞠 红
- 28 金融风险威胁大 管理优化意义深—探索物流金融风险管理的仓单质押模式
 Significance of Management and Optimization of Financial Risks: An Exploration of Warehouse Receipt Pledge in Managing Logistics Financial Risks Guan Chao, Feng Xia, Wang Zhiping 管 超, 冯 霞, 王志平
- 31 论降低体育用品生产企业物流运作成本
 Study on Reduction of Logistics Operation Cost of Sports Utilities Manufacturing Enterprises
 Ren Fang, Wu Zhipeng 任 芳, 武志鹏
- 34 物流信息系统的安全性研究
 Study on Security of Logistics Information System Zuo Xiaohua, Jing Yani 左晓华, 景亚妮
- 37 激励机制在物流企业人力资源管理中的运用
 Application of Motivating Mechanism in Human Resource Management of Logistics Enterprises
 Li Bing, Xu Yaping 李 冰, 续亚萍
- 39 以绿色物流推进生态旅游发展的路径研究
 Study on Path in Developing Ecological Tourism with Green Logistics..... Bai Huifang 白惠芳
- 42 从SWOT分析框架出发的物流企业决策实证分析
 Empirical Analysis of Logistics Enterprise Decision-making under SWOT Framework ... Yan Yong 严 勇
- 44 新形势下推进我国货运代理企业人才培养研究
 Study on Talent Cultivation for Chinese Freight Agencies in New Situation..... Wang Lili 王丽丽
- 47 我国区域物流人才发展不平衡现状与对策研究
 Current Status and Countermeasures of Imbalanced Regional Development of Logistics Talents
 Zhang Nian 张 年
- 52 煤炭供应链核心企业的VMI实践: 以甲煤炭企业为例
 Study on VMI Practice of Core Enterprises in Coal Supply Chains: In the Case of Enterprise A
 Hou Yusheng 侯玉生
- 55 四川物流业在地区经济中的嵌入性研究
 Study on Embedability of Logistics Industry in Regional Economy of Sichuan Chen Ling 陈 凌
- 58 健全和完善我国物流市场准入相关法律体系问题的研究
 Study on Improvement of Chinese Logistics Market Access Related Legal System
 Fei Pengyu, Lu Yao 费蓬煜, 路 遥
- 61 论连锁经营企业的第三方物流配送模式
 Study on Third Party Logistics Distribution Mode of Chain Operated Enterprises
 Xu Tao, Liang Zhiming 许 毅, 梁芷铭
- 64 外贸企业控制物流成本的路径研究
 Study on Path for Controlling Logistics Cost by Foreign Trade Enterprises Zhang Ke 张 珂
- 67 基于市场导向的广西木材物流服务体系构建
 Market-oriented Establishment of Wood Logistics Service System in Guangxi Wang Yongfu 王永富
- 70 网络营销与水果类农产品冷链物流发展
 Network Marketing and Development of Fruit and Farm Produce Cold Chain Logistics.....Yan Ying 颜 颖
- 73 北京果蔬现代“产销”对接流通模式探讨
 Discussion on Modern Docking and Circulation Mode of Fruit and Vegetable Production and Consumption in Beijing.....Zhang Tianqi 张天琪

75	混合渠道新品上市最优订货策略 Optimal Ordering Strategy for Launching of New Products with Hybrid Channels	吴迪, 李苏剑, 李海涛 Wu Di, Li Sujian, Li Haitao
80	铁路客运服务质量满意度测评模型研究 Study on Satisfaction Measurement Model of Railway Passenger Transportation Services	陈滋顶, 陈峰, 杨浩, 等 Chen Ziding, Chen Feng, Yang Hao, et al.
83	物流企业价值实证分析-基于Feltham_ohlson视角 A Feltham-ohlson Perspective on Enterprise Value of Chinese Logistics Industry	郑梦菲 Zheng Mengfei
85	两级物流模式下合作广告模型分析: 基于博弈理论 A Game-based Analysis of Cooperative Advertisement Model in Two-echelon Logistics Mode	岳文军 Yue Wenjun
88	烟草配送中心混合仓储模式决策选择模型研究 Study on Decision-making Model in Hybrid Warehousing Mode in Tobacco Distribution Centers	高詹 Gao Zhan
91	基于产运系数法的物流需求量预测研究 Forecasting of Logistic Demand Based on Production and Transportation Coefficient	冯淑贞 Feng Shuzhen
94	中国物流类企业边际产出效应计量研究-从员工福利视角展开 Econometric Analysis of Marginal Output Effect of Chinese Logistics Enterprises: The Perspective of Employee Welfare	魏燕娜 Wei Yanna
97	存货质押融资定价需求分布特征 Characteristics of Demand Distribution in Pricing of Inventory Pledge	宋玉阳, 刘名武 Song Yuyang, Liu Mingwu
101	基于层次分析法的吉林省医药配送中心建设选址研究 Study on Location of Jilin Medical Distribution Center Based on AHP	刘兰海 Liu Lanhai
104	物流模式选择的模糊多目标决策模型 Fuzzy Multi-objective Decision Model for Selection of Logistics Modes	赵海燕, 罗胜强 Zhao Haiyan, Luo Shengqiang
108	复杂网络中心度在物流配送网络中的应用研究 Application of Complex Network Centrality in Logistics and Distribution Networks	黄金山, 张成强 Huang Jinshan, Zhang Chengqiang
112	中国进出口贸易与国内物流业发展关联性计量分析 Econometric Analysis of Correlation between Import, Export Trade and Domestic Logistics Industry of China	彭勇 Peng Yong
115	考虑批量订货的易腐农产品配送中心选址方法 Order Quantity Considered Location Allocation for Perishable Agricultural Produce Distribution Centers	狄卫民, 聂淼, 王怡宏 Di Weimin, Nie Miao, Wang Yihong
118	生鲜品物流外包中服务商保鲜努力的关系契约激励机制 Relational Incentive Mechanism for Fresh-keeping Effort of Service Providers in Fresh Logistics Outsourcing	宋寒, 贲可蒙, 丁雪峰, 等 Song Han, Ben Kemeng, Ding Xuefeng, et al.
121	我国蔬菜市场利益相关者联合定价模型研究 Study on Joint Pricing Model of Chinese Vegetable Market Stakeholders	郑浩昊, 张文, 丁雪峰, 等 Zheng Haohao, Zhang Wen, Ding Xuefeng, et al.
124	基于主成分分析法和熵值法结合的供应商评价研究 Study on Supplier Evaluation Based on PCA and Entropy Method	白世贞, 李泽飞, 鄢章华 Bai Shizhen, Li Zefei, Yan Zhanghua
128	中国对外国际物流贸易趋势分析与研究 Analysis of Trend of International Logistics and Trade of China	陈宸 Chen Chen
131	基于VAR模型的物流经济对国民经济增效影响力研究 Study on Synergetic Influence of Logistics Industry on National Economy Based on VAR Model	康耀武, 秦焯 Kang Yaowu, Qin Ye
135	邮政速递物流企业核心竞争力构建模式研究 Mode for Establishing Core Competence of Postal Express Logistics Enterprises	陈军须, 李颖, 王艳丽, 等 Chen Junxu, Li Ying, Wang Yanli, et al.
138	我国物流成本降低的国际贸易促进效应研究 Study on Promotional Effect of Reduced Logistics Cost in China on International Trade	李利晓 Li Lixiao
141	基于轴辐理论的半岛蓝色经济区物流网络优化研究 Research on Logistics Network Optimization of Peninsular Blue Economic Zone Based on Hub-spoke Theory	赵慧娟 Zhao Huijuan
144	物流企业生态位发展路径研究 Study on Ecological Niche and Development Path of Logistics Enterprises	孙文霞, 张东霞 Sun Wenxia, Chen Dongxia
147	我国农产品物流效率的实证-分析基于农产品主产区的省级面板数据 Empirical Analysis of Agricultural Produce Logistics Efficiency in China: Based on Province-level Panel Data of Main Production Regions	王家旭 Wang Jiaxu
150	通货膨胀条件下物流行业就业率对其潜在产出影响的边际动态分析-基于新古典宏观经济学理论框架 Marginal Dynamic Analysis of Influence of Employment Rate on Potential Output of Logistics Industry under Inflation: Based on Neo-classic Macroeconomic Theory	卜冠男 Bu Guannan
154	网购消费者物流感知风险维度及风险水平分析 Analysis of Consumers' Perceived Risk Dimension and Risk Level of Online Shopping Logistics	偃娜 Xie Na
157	物流配送中心选址数学模型和算法问题研究 Study on Mathematic Model and Algorithm in Location Allocation of Logistics Distribution Centers	隋巍巍, 宋现允, 付蕾 Sui Weiwei, Song Xianyun, Fu Lei
160	物流企业运输计划优化算法研究 Study on Optimizing Algorithm for Transportation Schedules of Logistics Enterprises	田红英 Tian Hongying
164	供应链金融与物流企业竞争力的相关性分析 Analysis of Correlation between Supply Chain Finance and Logistics Enterprise Competitiveness	吕钟 Lv Zhong
167	基于主成分分析的郑州物流产业集群发展水平研究 Study on Development Level of Logistics Industrial Clusters in Zhengzhou Based on PCA	卓凤莉 Zhuo Fengli
170	有限期内考虑货币时间价值的两级信用期易逝品库存模型 Study on Currency Time Value Considered Two-level Trade Credit Inventory Model for Deteriorating Items within Finite Period	雍鑫, 古福文 Yong Xin, Gu Fuwen
173	物流系统中面向数据分析的路径规划算法研究 Study on Data Analysis Oriented Route Programming Algorithm in Logistics System	张帆, 王水萍 Zhang Fan, Wang Shuiping
176	中国国内旅游业发展与物流业发展的动态协调性研究 Study on Dynamic Collaboration of Tourism and Logistics Industries in China	李敏 Li Min



本期责任编辑 陈方建
党小红
牛秀明
方威
英文翻译 方威

目次
CONTENTS

179	易变质商品供应链合同研究 Study on Contract of Perishable Commodity Supply Chains.....	刘建 Liu Jian
183	宏观视角下的供应链风险研究与综述 Analysis and Summary of Macroscopic Perspective on Supply Chain Risks.....	杨康, 张仲义 Yang Kang, Zhang Zhongyi
187	VaR模型在供应链金融价格风险防范中的应用 Application of VaR Model in Prevention of Price Risks in Supply Chain Finance.....	孙元花 Sun Yuanhua
191	供应链物流成本变化的经济效应分析 Analysis of Economic Effect of Change of Supply Chain Logistics Cost.....	李明武, 潘会平, 陈丽 Li Mingwu, Pan Huiping, Chen Li
194	绿色旅游供应链服务模型的分析和构建 Analysis and Establishment of Green Tourism Supply Chain Service Model.....	盖艳秋 Gai Yanqiu
197	基于数学模型的信息不对称视角下供应链契约风险管理 A Mathematic Model-based Information Asymmetry Perspective on Management of Supply Chain Contract Risks.....	王宇红, 梅瑞 Wang Yuhong, Mei Rui
200	大型体育赛事物流供应链管理分析 Analysis of Large-scale Sports Event Logistics and Supply Chain Management.....	王青涛, 赵禹, 郭红涛, 等 Wang Qingtao, Zhao Yu, Guo Hongtao, et al.
203	旅行社在旅游供应链中的地位演化及其策略分析 Evolution of Status of Travel Agencies in Tourism Supply Chain.....	孙伶俐 Sun Lingli
206	郑州市蔬菜供应链管理存在的问题及对策研究 Countermeasures for Problems in Vegetable Supply Chain Management in Zhengzhou.....	王书爽 Wang Shushuang
210	推进旅游供应链服务质量决策优化研究 Optimized Decision-making in Service Quality Management of Tourism Supply Chains.....	邱亚利 Qiu Yali
213	基于模糊层次分析法的供应链综合绩效评价典型案例研究 Analysis of Typical Cases of Supply Chain Comprehensive Performance Evaluation Based on Fuzzy AHP.....	闫秀娟 Yan Xiujian

企业物流 Business Logistics

216	斜坡型需求情况下变质性产品的生产库存策略 Production-inventory Policy for Deteriorating Items with Ramp-type Demand Rate.....	刘晓, 古福文 Liu Xiao, Gu Fuwen
220	自适应粒子群优化算法在车间作业调度问题中的应用 An Adaptive Particle Swarm Optimization Algorithm for Solving Job Shop Scheduling Problem.....	张智善 Zhang Zhishan
223	基于维修任务优先顺序的实时生产改善方法研究 Study on Improvement of Real-time Production Based on Prioritization of Maintenance Tasks.....	胡子瑜 Hu Ziyu
226	企业物流成本预算管理体系构建问题的研究 Study on Establishment of Enterprise Logistics Cost Budget Management System.....	赵秉印 Zhao Bingyin
229	一汽-大众奥迪品牌CKD中心仓储优化研究 Study on Warehousing Optimization for VW-Audi CKD Center of FAW.....	张萌, 龚淑玲, 郭城 Zhang Meng, Gong Shuling, Guo Cheng
232	基于第三方物流理念的广西蔗糖企业物流组织建设研究 Study on Logistics Organization of Guangxi Sugar Enterprises Based on Third Party Logistics Ideology.....	樊凡 Fan Fan

网络与信息化 Network & Information

235	基于LabVIEW的物流包装材料无害化生产过程数据采集系统设计 Design of Non-hazard Production Process Data Collection System for Logistics Packaging Materials Based on LabVIEW.....	阎芳, 郭奕崇, 李俊韬, 等 Yan Fang, Guo Yichong, Li Juntao, et al.
238	基于ASP.NET技术的物流管理系统设计与实现 Design and Realization of Logistics Management System Based on ASP.NET Technology.....	鲍素贞, 贾保先 Bao Suzhen, Jia Baoxian
241	基于Web和SQL技术的物流信息管理平台 Logistics Information Management Platform Based on Web and SQL.....	覃远霞 Qin Yuanxia
244	推进物联网在物流领域中的应用策略的研究 Study on Strategy for Promoting Application of IOT in Logistics Field.....	尹传忠 Yin Chuanzhong
247	体育物流管理GIS信息平台的研究与设计 Study on Construction Material Trading Platform Based on Intelligent Agent in IOT Environment.....	陈志华, 徐可心, 李亚龙 Chen Zhihua, Xu Kexin, Li Yalong
250	物联网环境下基于智能代理的建材交易平台研究 Study and Design of Intelligent Grain Warehousing Systems Based on IOT Technology.....	李深 Li Shen
253	基于物联网技术的智能粮仓系统研究与设计 Design of Architecture of Logistics Enterprise Innovative Network Based on MAS.....	谭章禄, 刘浩, 张长鲁, 等 Tan Zhanglu, Liu Hao, Zhang Changlu, et al.
257	基于MAS的物流企业创新网络框架结构设计 Study and Design of Sports Logistics Warehousing Management Information System.....	刘少坤 Liu Shaokun
260	体育物流仓储管理信息系统的研究与设计 Optimized Distribution of Emergency Logistics Materials Based on Mathematic Analysis.....	孙雪峰, 甄理, 吕鸿羽 Sun Xuefeng, Zhen Li, Lv Hongyu

军事物流 Military Logistics

264	军事物流系统决策问题求解的综合集成方法 Comprehensive Integration Method in Solving Military Logistics System Decision-making.....	文森, 张席洲, 黄进, 等 Wen Sen, Zhang Xizhou, Huang Jin, et al.
267	基于数学分析的应急物流资源配送优化 Optimized Distribution of Emergency Logistics Materials Based on Mathematic Analysis.....	艾立新, 宋敏娜, 武娜 Ai Lixin, Song Minna, Wu Na

齐鑫物流教育 Qixin Logistics Education

270	浅论高职物流专业学生综合职业能力培养策略 Strategy for Cultivating Comprehensive Vocational Competence of Higher Vocational Logistics Students.....	牛国鹏 Niu Guopeng
273	“定岗双元”模式下实践教学课程体系构建研究与实践——以物流管理专业为例 Research and Practice of Duo-factor/Fixed-post Mode of Practical Teaching System: In the Case of Logistics Management Specialty.....	朱文涛 Zhu Wentao
276	“五位一体”夯实仓储与配送专业技能 Enhancement of Professional Skills of Warehousing and Distribution Personnel through Five-in-one Method.....	谢翠梅 Xie Cuimei
279	生产性物流实训实训基地建设探讨 Discussion on Building of Productive Logistics Practical Training Bases.....	黎鹰, 邹敏, 谢明 Li Ying, Zou Min, Xie Ming
282	区域共享型物流实训基地运行与管理机制实践研究 Practice of Operational and Management System of Jointly-owned Regional Logistics Practical Training Bases.....	余名宪 Yu Mingxian
286	借鉴南洋理工学院经验促进高职报关与国际货运专业建设 Construction of Higher Vocation Customs Clearance and International Freight Transportation Specialties: Based on Experience of Nanyang Polytechnic.....	李继宏 Li Jihong

Logis
络捷斯特科技

物流实验室提供商
物流信息系统专家

- 供应链执行管理系统
- 运输管理系统
- 仓储管理系统
- 资产物流系统

Tel:(010)39621790/1/2/3/4/5/6/7/8/9
www.logis.cn

万方数据