



MANAGEMENT
AND TECHNOLOGY
OF SME

中国商界文联 会刊

中小企业管理与科技

主办：河北省中小企业服务中心 / 出版：河北中小企业管理与科技杂志社有限公司 / 国内统一连续出版物号：CN13-1355/F

中小企业管理与科技

二〇一七年十月 上旬刊

总第五一七期



2017.10

www.zxzzs.com

国内定价：30.00元

ISSN 1673-1069



万方数据

管理研究

- 1 浅谈企业价值提升的成本控制路径 (于斌)
- 3 铁路信号设备联锁安全预控管理分析 (王仁杰)
- 5 浅谈绩效管理和人才队伍建设 (贾晨菲)
- 7 市场经济条件下军工市场营销的模式选择 (肖强)
- 9 浅谈酒店客房管理节能的发展及前景 (王则天)
- 12 PCB企业CAM设计质量的改善方法探讨 (张鑫)
- 14 构建税务干部绩效结果多元化运用体系的探讨 (王佳龙)
- 18 浅谈制造业中小企业内部控制存在的问题及措施的分析 (王珊红)
- 20 基于产品数据管理的项目管理方法 (夏炎)
- 22 浅谈绩效管理模式选择 (王文成)
- 24 人才流动引发的人事档案管理问题思考 (张潇)
- 26 企业人事档案信息化管理的思考 (汪友波)
- 28 如何提升国有企业闲置资金的收益率 (卜祥海)
- 30 试论烟草企业精益管理的推进 (傅佳)
- 32 企业人事管理绩效考核存在问题及应对措施 (王水波)
- 34 浅议企业内部人控制治理 (张华宇)
- 36 从人力资源管理视角透视国家公务员报考热及应对策略 (孙伟鹏)
- 38 论高速公路的PPP模式 (邓竟菊)
- 40 加强企业固定资产投资管理的对策探讨 (汤玉芳)
- 42 提升员工满意度的策略 (郑曦春)
- 44 电力线路改造工程中的成本及进度管理 (张晓彦)
- 46 基于BP神经网络的煤炭企业转型程度评价 (秦超)
- 48 国有企业自主积分绩效模式初探 (杨秀祥)
- 54 铁路车辆维修成本管理方式研究 (孙伟)

产经视点

- 57 中国地产经济的长远发展及深度剖析 (焦霞)
- 59 浅谈我国农业产业化经营模式及影响因素 (周新福)
- 61 试论我国物价波动的特征和影响因素 (戚越)
- 63 关于农民专业合作社的文献综述 (陆诗苇)
- 65 从“异化劳动”看国民经济学的局限性 (刘欣)

财税金融

- 67 构建企业财务内控管理创新模式的思路 (薛川)
- 69 浅析企业税收筹划中涉税风险防范策略 (孔祥峰)
- 71 企业财务分析存在的问题及对策思考 (姚瑞荣)
- 73 新会计制度下财务管理模式探讨 (鞠洪峰)
- 75 浅析新税制下企业筹资活动中的税收筹划 (杨寓画)
- 77 互联网金融与当今电商发展方式浅谈 (唐海洋)
- 79 现代企业如何加强税收筹划风险控制 (王健)
- 81 BIM技术在房地产项目成本控制中的应用研究 (刘华科, 孙迎)
- 83 我国上市公司财务状况对股价的影响研究 (张勤)
- 85 试论内部审计在高校治理中的作用 (卞艳)
- 87 浅议“营改增”对上市公司财务管理的影响 (薛坤)
- 89 基于农村财务管理工作的经验思考 (郑雪蕴)
- 91 营改增对房地产企业会计核算和纳税的影响 (王建英)
- 93 新形势下银行流动性风险管理几点思考 (彭龙)

服务体系

- 96 浅谈高校图书馆电子阅览室的管理与服务 (张丽娜)
- 98 在大数据环境下做好高校大学生就业工作研究 (张海江)
- 100 刑法学的西方经验与中国现实 (李彬)
- 102 网络舆论碎片化对大学生思想政治教育的影响及应对 (金瑞敏)

- 104 提升大学生党员质量的五个论域 (刘立宾)
- 106 中外合作办学环境下校园文化建设初探 (宋荣华)
- 108 新媒体对大学生消费行为的影响研究 (何锋, 熊维义, 朱芳琳)
- 110 关于某大专院校定向培养直招士官学生常见疾病发病情况调查 (吴胜骄)
- 112 浅析车辆段焊接作业培训 (尚建伟)
- 114 藏戏中的舞蹈艺术及其表演形式探讨 (尔东吉)
- 116 论工笔花鸟画的装饰性 (朱晶)
- 118 大气环境影响预测计算分析 (钟静静)
- 120 论广义民族学的最新发展 (谢爽秋)
- 122 小提琴按指和左手换弦的训练方法 (殷蕾若)
- 124 烟台市御花园老年公寓发展模式探究 (郭荣荣, 宋明慧, 赵茹, 杜鹏程)
- 126 实现转型期中国政治文化的内在平衡 (李秋蓉)
- 128 对酒店管理专业课程信息化开发建设的探讨 (侯艳艳)
- 130 网红经济下自媒体发展的SWOT分析 (潘颖贤, 张煜雯, 廖冰冰, 朱华靖, 施栩)
- 132 风险认知理论在食品安全领域的应用 (王迎辉)
- 135 国家仿制药一致性评价政策对药品生产企业的影响及应对措施 (曹淑华, 姜建国)

企业论坛

- 137 试论传统文化与企业文化的融合 (张海云)
- 139 浅谈国有企业开展内部巡视巡察的意义和应把握的工作重点 (肖孝飞)

新技术应用与实践

- 141 数字广告中如何进行数字媒体的视觉传达设计 (赵晓君)
- 143 关于ESC1000A调速器油量位置反馈信号丢失的研究 (张朋, 杜江)
- 145 水暖管道腐蚀原因与预防措施 (冯阳)
- 147 国家大学科技园协同创新服务体系研究 (沈海璐)
- 149 大数据时代天然气分布式能源的前景展望 (章成东, 谭学海, 李幼萍)
- 151 钻孔灌注桩施工方法的研究与应用 (许旭炜)
- 153 浅析光伏发电并网对配电网的影响及对策 (米凌志)
- 155 食品中重金属污染物检测方法的研究 (孙富升)
- 157 新形势下建筑室内设计的人文思考 (郭欣)
- 159 我国体育领域计算机技术的应用分析 (刘松涛)
- 161 数控技术在机械加工中的应用及其发展前景分析 (安冬云)
- 163 关于城市给排水设计及污水处理探讨 (张国亮)
- 165 智慧管廊无线通信技术研究 (储珂珂)
- 167 天然气三联供节能浅析 (朱俊鹏)
- 169 探讨工程预算在工作中的弊端及应对措施 (俞黎黎)
- 171 关于高速铁路线路维修养护的分析 (任龙)
- 173 基于改进神经网络的汽车ABS故障诊断 (翟梅杰, 高鹏)
- 175 试论技术有形化对工程类企业技术进步的影响 (吴玉普, 王元春, 金永青, 杜书成)
- 177 互联网+南阳智慧城市建设问题研究 (张定乾)
- 180 控轧控冷对轴承钢网状碳化物的影响 (周月林, 顾铁)
- 183 自动装车管理系统 (龚福林)
- 185 论检阅养护对自来水管网运行的重要性 (庞骏敏, 高忙忙, 胡小龙)
- 187 两种粒度鳞片石墨粉压成型难易程度的研究 (高峰)
- 189 计算机技术在企业信息化管理中的运用 (孙娅男)
- 191 装备制造企业主数据管理平台的研究 (常志刚)
- 193 浅谈配电网多级继电保护配合的关键技术 (尹迪)
- 195 浅谈工程测量技术的发展及应用 (崔永春)

Management Research

- 1 Discussion on the Cost Control Path of Promoting the Value of Enterprise (YU Bin)
- 3 Safety Precontrol Management Analysis of Interlocking of Railway Signal Equipment (WANG Ren-jie)
- 5 Discussion on Performance Management and Construction of Talent Team (JIA Chen-fei)
- 7 Mode Selection of Military Market Marketing Under the Market Economy (XIAO Qiang)
- 9 The Development and Prospect of Energy Saving in Hotel Room Management (WANG Ze-tian)
- 12 Discussion on Improvement Method of CAM Design Quality in PCB Enterprise (ZHANG Xin)
- 14 Discussion on Building the System of Tax Cadres' Performance Results Diversification Application (WANG Jia-long)
- 18 Discussion on the Problems and Measures of Internal Control of Small and Medium-Sized Enterprises in Manufacturing Industry (WANG Shan-hong)
- 20 Project Management Method Based on Product Data Management (XIA Yan)
- 22 Discussion on the Choice of Performance Management Model (WANG Wen-cheng)
- 24 Thinking About Personnel Archives Management Caused by Talent Flow (ZHANG Xiao)
- 26 Thoughts on the Information Management of Personnel Files of Enterprises (WANG You-bo)
- 28 How to Improve the Rate of Return of Idle Funds of State-Owned Enterprises (BU Xiang-hai)
- 30 Discussion on the Promotion of Lean Management in Tobacco Enterprises (FU Jia)
- 32 Problems and Countermeasures in Performance Appraisal of Personnel Management in Enterprises (WANG Shui-bo)
- 34 Discussion on Human Control Behavior in Enterprise Internal Control Governance (ZHANG Hua-yu)
- 36 Research on the Hot Situation of National Public Service Examination and the Coping Strategy from the Perspective of Human Resource Management (SUN Wei-peng)
- 38 Discussion on the PPP Mode of Expressway (DENG Jing-ju)
- 40 Discussion on the Strategy of Strengthening the Management of Fixed Assets Investment in Enterprises (TANG Yu-fang)
- 42 Strategies for Improving Employee Satisfaction (ZHENG Xi-chun)
- 44 Cost and Schedule Management of Power Line Reconstruction Project (ZHANG Xiao-yan)
- 46 Evaluation of Transition Degree of Coal Enterprise Based on BP Neural Network (QIN Chao)
- 48 Research on Autonomous Integration Performance Model of State-Owned Enterprises (YANG Xiu-xiang)
- 54 Research on Maintenance Cost Management Method of Railway Vehicle (SUN Wei)

Observation of Industrial and Economy

- 57 Long-Term Development and In-Depth Analysis of Chinese Real Estate

- Economy (JIAO Xia)
- 59 Discussion on the Operation Mode and Influencing Factors of Agricultural Industrialization in China (ZHOU Xin-fu)
- 61 Characteristics and Influencing Factors of Price Fluctuation in China (QI Yue)
- 63 Literature Review of Farmers' Professional Cooperatives (LU Shi-wei)
- 65 Analysis of the Limitation of National Economics on the View of "Alienated Labor" (LIU Xin)

Finance and Tax

- 67 The Thought of Construction of Innovative Management Model of Enterprise Financial Internal Control (XUE Chuan)
- 69 Analysis of Tax-Involved Risk Prevention Strategy in Enterprise Tax Planning (KONG Xiang-feng)
- 71 The Problems Existing in Enterprise Financial Analysis and the Countermeasures (YAO Rui-rong)
- 73 Discussion on Financial Management Mode Under the New Accounting System (JU Hong-feng)
- 75 A Brief Analysis on the Tax Planning of Corporate Financing Activities Under the New Tax System (YANG Yu-hua)
- 77 Internet Finance and the Development of Modern Electricity Supplier Nowadays (TANG Hai-yang)
- 79 How to Strengthen the Risk Control of Tax Planning in Modern Enterprises (WANG Jian)
- 81 Research on the Application of BIM Technology in the Cost Control of Real Estate Project (LIU Hua-ke, SUN Ying)
- 83 The Impact of Financial Status on Stock Price of Chinese Listed Companies (ZHANG Qin)
- 85 Discussion on the Role of Internal Audit in University Governance (BIAN Yan)
- 87 A Brief Discussion on the Influence of "Change Business Tax into VAT" on the Financial Management of Listed Companies (XUE Kun)
- 89 Experience Thinking Based on the Rural Financial Management Work (ZHENG Xue-yun)
- 91 The Impact of "Change Business Tax into VAT" on Accounting and Taxation of Real Estate Enterprises (WANG Jian-ying)
- 93 Reflections on the Risk Management of Bank Liquidity Under the New Situation (PENG Long)

Service System

- 96 Talking About the Management and Service of Electronic Reading Room in University Library (ZHANG Li-na)
- 98 Research on Doing Well the Employment Work of College Students Under the Environment of Big Data (ZHANG Hai-jiang)
- 100 Western Experience of Criminal Jurisprudence and Chinese Reality (LI Bin)
- 102 The Influence of Fragmentation of Network Public Opinion on Ideological and Political Education of College Students and the Countermeasures (JIN Rui-min)
- 104 Five Universes of Discourse on Improving the Quality of College Student Party Members (LIU Li-bin)
- 106 Primary Investigation of Campus Culture Construction Under the

- Sino-Foreign Cooperative Education Environment (SONG Rong-hua)
- 108 The Impact of New Media on College Students' Consumption Behavior (HE Feng, XIONG Wei-yi, ZHU Fang-lin)
- 110 Investigation on Common Disease Incidence of Orientation Training Non-Commissioned Officers in a College (WU Sheng-jiao)
- 112 Brief Analysis of Welding Operation Training in Rail Depot (SHANG Jian-wei)
- 114 Discussion on the Dance Art in Tibetan Opera and Its Acting Form (GA Dong-ji)
- 116 Discussion on the Decoration of Meticulous Flowers-and-Birds Painting (ZHU Jing)
- 118 Calculation and Analysis of Atmospheric Environmental Impact Prediction (ZHONG Jing-jing)
- 120 Discussion on the Latest Development of Broad Sense Ethnology (XIE Shuang-qiu)
- 122 The Training Methods of Finger Press and Left Hand Strings Change of Violin (YIN Han-ruo)
- 124 Research on the Development Model of Yuhuyuan Apartment for Senior Citizens in Yantai (GUO Rong-rong, SONG Ming-hui, ZHAO Ru, DU Peng-cheng)
- 126 Realizing the Internal Balance of Chinese Political Culture in the Transitional Period (LI Qiu-rong)
- 128 Discussion on the Development and Construction of Course Informatization of Hotel Management Major (HOU Yan-yan)
- 130 SWOT Analysis of Self Media Development from the Perspective of Internet Celebrity Economy (PAN Ying-xian, ZHANG Yu-wen, LIAO Bing-bing, ZHU Hua-jing, SHI Xu)
- 132 The Application of Risk Cognition Theory in the Field of Food Safety (ZHU Ying-hui)
- 135 The Influence of National Generic Drug Consistency Evaluation Policy on Drug Production Enterprises and Countermeasures (CAO Shu-hua, JIANG Jian-guo)
- Enterprise Forum**
- 137 Discussion on the Integration of Traditional Culture and Enterprise Culture (ZHANG Hai-yun)
- 139 Talking About the Significance and the Emphases of the Internal Inspection and Supervision of State-Owned Enterprises (XIAO Xiao-fei)
- Application and Practice of New Technology**
- 141 How to Conduct Visual Communication Design of Digital Media in Digital Advertisement (ZHAO Xiao-jun)
- 143 Study on the Loss of Feedback Signal of the Oil Content of ESC1000A Governor (ZHANG Peng, DU Jiang)
- 145 Corrosion Reasons and Preventive Measures of Plumbing Pipes (FENG Yang)
- 147 Research on Collaborative Innovation Service System of National University Science and Technology Park (SHEN Hai-lu)
- 149 Prospect of Natural Gas Distributed Energy in Big Data Era (ZHANG Cheng-dong, TAN Xue-hai, LI You-ping)
- 151 The Research and Application of the Construction Method of Bored Piles (XU Xu-wei)
- 153 Analysis of the Impact of Photovoltaic Power Generation Grid-Connection on the Distribution Network and Countermeasures (MI Ling-zhi)
- 155 Study on the Detection Method of Heavy Metal Contaminants in Food (SUN Fu-sheng)
- 157 Humanistic Thinking of Architectural Interior Design Under the New Situation (GUO Xin)
- 159 The Application Analysis of Computer Technology in Sports Field in China (LIU Song-tao)
- 161 The Application of NC Technology in Mechanical Processing and Its Development Prospect Analysis (AN Dong-yun)
- 163 Discussion on the design of Municipal Water Supply and Drainage and the Wastewater Treatment (ZHANG Guo-liang)
- 165 Research on Wireless Communication Technology of Intelligent Pipe Corridor (CHU Ke-ke)
- 167 Brief Analysis of Energy Saving for CCHP of Natural Gas (ZHU Jun-peng)
- 169 Discussion on the Disadvantages of Engineering Budget and the Countermeasures (YU Li-li)
- 171 Analysis on the Line Maintenance of High-Speed Railway (REN Long)
- 173 Fault Diagnosis of Automobile ABS System Based on the Improved Neural Network (ZHAI Mei-jie, GAO Peng)
- 175 Discussion on the Influence of Technical Visualization on Technological Progress of Engineering Enterprises (WU Yu-pu, WANG Yuan-chun, JIN Yong-qing, DU Shu-cheng)
- 177 Research on the Construction of Smart City in Nanyang City Under the Background of "Internet Plus" (ZHANG Ding-qian)
- 180 The Impact of Controlled Rolling and Controlled Cooling on Bearing Steel Mesh-Carbide (ZHOU Yue-lin, GU Tie)
- 183 Automatic Loading Management System (GONG Fu-lin)
- 185 Discussion on the Importance of Valve Maintenance for the Operation of Tap Water Pipeline Network (PANG Jun-min, GAO Mang-mang, HU Xiao-long)
- 187 Study on the Difficult Degree of Powder Moulding of Two Sizes of Flake Graphite Powder (GAO Feng)
- 189 The Application of Computer Technology in Enterprise Information Management (SUN Ya-nan)
- 191 Research on Master Data Management Platform for Equipment Manufacturing Enterprise (CHANG Zhi-gang)
- 193 Discussion on the Key Technologies of Multi-Stage Relay Protection of Distribution Network (YIN Di)
- 195 Development and Application of Engineering Surveying Technology (CUI Yong-chun)