

# 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



### 管理探索

- 1 事业单位人力资源管理探析(李波)
- 3 浅谈工商管理在企业转型中的重要性(刘泉谷,封旭升)
- 5 建筑智能化工程管理发展研究综述(陈伟忠)
- 7 新形势下事业单位档案管理信息化建设策略(吴倩)
- 9 基于云技术的经管类实验室建设与管理研究 (方登科)
- 11 铁路运输安全管理及其提升措施(刘正林)
- 13 新技术条件下的图书馆创新管理与服务研究(朵代毛)
- 15 暖通节能改造造价成本控制(韦宇,黄宇)
- 17 低碳经济环境下绿色物流管理策略的研究(荣金生)

# 产经视点

- 19 以习近平经济思想为指导推进天桥区民营经济高质量发展 (夏明,张贤)
- 22 粤港澳大湾区战略背景下,广东交通运输因素对物流产业促进作用的研究(陈卫)
- 24 新型城镇化对旅游业经济效率的影响研究(许丽艳)
- 26 消费视角下研究人口老龄化对经济发展的影响(刘铮)
- 28 探索"生态+"视域下海洋经济绿色发展的转型路径(陈宝玉)
- 30 浅析环境监测在环境保护中的作用与发展(王江梅,刘延锋)
- 32 港口群经济与国际中转集拼中心的协同发展研究(王红艳,胡发刚)
- 34 关于实施乡村振兴战略,借鉴其模式发展的探讨(文爽)
- 36 浅议乡村振兴战略下农村社会治理创新目标(李虹)
- 38 岭南贬官文化的产业化发展路径研究(陈军,江君)
- 40 涉农民营企业在农业产业化中的作用(胡敏,蒋黾)
- 44 我国数字文化产业的供应链发展浅析(王玲)

### 企业党建

46 企业党建与精神文明建设问题探析(田立明)

# 创业创新

- 50 电子商务环境下物流管理创新发展路径探析(李文哲,王蕊)
- 52 基于"创新创业+东北振兴"的创新创业人才培养模式研究(张俊鹏)
- 54 新经济时代下企业人力资源管理的创新及其发展方向分析(文婧)
- 56 高层次人才创新创业环境探讨(傅静微,傅运春)

### 财税金融

- 58 金融科技推动普惠网络金融发展的思考(张华)
- 60 汽车销售企业财务预算编制分析与研究(宋英芳)
- 62 刍议基于金融支持视角的黑龙江省农业供给侧结构性改革(李健)
- 64 基于多学科视角的企业财务管理拓展与创新探讨(郭越)
- 66 大数据时代背景下传统会计转型路径的研究(余小花)
- 68 供应链金融对中小企业融资的影响(张燎原)
- 70 刍议新形势下三甲医院财务会计内控与绩效考核管理(张艳娟)
- 72 大数据对会计核算原则的冲击及应对探寻(赵崟汕)
- 74 互联网金融背景下小微企业融资问题思考(梁潇颖)
- 76 日本中小企业融资经验对我国的启示(王天尧)
- 78 农村信用社强化财务管理策略探析(冉海龙)
- 80 关于我国审计轮换制度的思考(李芳菲)

### 服务体系建设

- 82 基于区块链的环境监测数据安全共享的探究(陈锦煌,刘志洋)
- 84 积极公关视角下突发公共事件的互动、合意与共情(殷琪蒙)
- 88 新时代下如何加强基层职工之家建设(蔡志荣)
- 90 差异化区域农产品冷链共同配送建设的集聚效应研究(耿波)
- 92 气象网络信息系统建设的现状与前景分析 (王晋生,吕运洲,闫春旺,王彦朝)

- 94 浅析"互联网+"思维下的明信片新形态——电子明信片(马尚)
- 96 分析基层乡镇政府防灾减灾能力(潘文曼)
- 98 全民养老时代下"互联网+居家养老"新型养老服务模式资源整合与 实现路径探索(马萧萧)
- 100 疫情防控视域下社区治理存在的问题及对策建议(吴玉玲,夏静静)
- 102 我国主题酒店发展现状及其发展前景分析(李洁)
- 104 公共体育场馆经营权改革后公共体育服务问题的解决措施研究 (骆苹)
- 106 进一步做好价格认证工作 服务经济社会发展(李玉佳)
- 108 公厕革命的现状、问题与对策研究(程宝珏)
- 110 新冠肺炎疫情对餐饮行业的影响及营销策略的转变(吴佳丽)
- 112 国企混合所有制改革对企业绩效的影响研究(倪胜)
- 114 刍议网络直播模式在电商营销中的应用(章晓菲)
- 116 建筑工程质量安全监督工作之我见(马桂芳)
- 118 共享发展理念促进收入分配制度改革(陈奥)
- 120 论大数据背景下电信运营商的发展对策(吴东东,黄卓龄)
- 122 突发疫情下应急物流问题与对策研究 (宋雨屏,刘娟,洪飞翔)
- 124 卢龙县土地利用总体规划修改完善中存在的问题及思考(单秀丽)
- 126 房产测量测绘工程的过程及要点研究(花彬)
- 128 共享时代 C2C 模式下 Airbnb 在华本土化战略研究(傅芷韵,刘耘)
- 130 各国实施负利率的效果比较与启发(沈佳楠)
- 132 浅析数学建模中经济与金融优化模型(苗晴)
- 134 创业型公司人力资源流失问题探讨(马柳丹)
- 136 基于农村房地一体确权测绘新技术探讨(潘智良)
- 138 企业参与市政工程计价考核方法改革的对策 (朱琳琳,张向辉,马明,刘爱文)
- 140 人工智能背景下的企业内部控制建设改进研究(李菊娣)
- 142 城市轨道交通专业群校企合作案例(薛亮,刘小玲)
- 144 新冠疫情影响下对非营利组织内部控制存在问题的思考(李叶佩)
- 146 大数据环境下企业参与道路桥梁网络资源构建的对策研究 (吴岩,张志伟,王天成)
- 148 蚌埠市咖啡行业核心竞争力研究(龙正雯,徐夏静,赵诗宇)
- 150 矿山生态化开展模式的构建与研究(郑露静,应俊,吴霄,喻圆圆)
- 152 浅析 ESG 投资理念 (秦韵)
- 154 精细化治理视角下深圳基层社会治理研究(王成君)
- 160 我国档案中介服务研究综述(周洁璇)
- 162 浅析商业银行零级清算模式应用难点与对策(赵艳芳)
- 165 对传统营销理论框架的反思(张朝孝,王旭,杨小菊)
- 168 对绿色建筑经济发展前景的探析(郑小娜)

# 技术与实践

- 170 大节段拱肋提升整体稳定性精确控制理论分析(陆珍君)
- 172 Selex 二次雷达增强型 S 模式询问应用分析(梁烈勇)
- 176 菲茨定律及其若干修正版极限不适用性分析(刘嘉奕)
- 178 具有自适应截割功能的掘进机控制系统研究(刘顺强)
- 180 镁合金消失模 壳型复合铸造型壳的防燃涂层研究 (赖春明,李昭赞,陈静,李卡)
- 182 实验室墙体隔声能力的设计与检测(张锦明,张少波)
- 184 基于瓦斯泵房无人值守自动化控制系统 (王春杰,梁坤,古桂亭)
- 186 论述双向传输网络在广电网络的应用(秦伟涛,李蓓)
- 188 水利工程中的工程地质和水文地质探讨(高景明)
- 190 基于物联网技术的继电保护智能运检管理系统的研究 (唐晨凯,陆垚垚,高瑜焓,刘婧)
- 192 基于运动仿真的自动变速器行星齿轮构造传动分析 (谢佺杏,蒋绍军)
- 194 基于双目视觉的违章车辆检测与跟踪系统设计 (王朋,张四海,吴非,孙永良,乔羽)

# **Management Exploration**

- 1 Analysis of Human Resources Management in Public Institutions (LI Bo)
- 3 Discussion on the Importance of Business Management in Enterprise Transformation (LIU Quan-gu, FENG Xu-sheng)
- 5 A Summary of the Research on the Development of Building Intelligent Engineering Management (CHEN Wei–zhong)
- 7 The Strategies of Informatization Construction of Archives Management in Public Institutions Under the New Situation (WU Qian)
- 9 Research on the Construction and Management of Economics and Management Laboratory Based on Cloud Technology (FANG Deng-ke)
- 11 Railway Transportation Safety Management and Its Improvement Measures (LIU Zheng-lin)
- 13 Research on the Library Innovative Management and Service Under the Condition of New Technology (DUO Dai-mao)
- 15 Cost Control of Heating Ventilation Air Conditioning Energy–Saving Transformation (WEI Yu, HUANG Yu)
- 17 Research on Green Logistics Management Strategy in Low Carbon Economic Environment (RONG Jin-sheng)

# **Observation of Industrial and Economy**

- 19 Promoting the High Quality Development of Private Economy in Tianqiao District Under the Guidance of Xi Jinping's Economic Thought (XIA Ming, ZHANG Xian)
- 22 Research on the Promoting Role of Transportation Factors to Logistics Industry in Guangdong Under the Background of Guangdong-Hong Kong-Macao Greater Bay Area Strategy (CHEN Wei)
- 24 Research on the Influence of New Urbanization on the Economic Efficiency of Tourism Industry (XU Li-yan)
- 26 Research on the Influence of Population Aging on Economic Development from the Perspective of Consumption (LIU Zheng)
- 28 Exploration on the Transformation Path of Green Development of Marine Economy from the Perspective of "Ecology +" (CHEN Bao-yu)
- 30 Analysis of the Role and Development of Environmental Monitoring in Environmental Protection (WANG Jiang-mei, LIU Yan-feng)
- 32 Research on the Cooperative Development of Port Cluster Economy and
  International Transit Consolidation Center (WANG Hong-yan, HU Fa-gang)
- 34 Discussion on the Implementing the Rural Revitalization Strategy and Drawing Lessons from Its Mode Development (WEN Shuang)
- 36 Discussion on the Innovation Goal of Rural Social Governance Under the Strategy of Rural Revitalization (LI Hong)
- 38 Research on the Industrialization Development Path of Official Demotion Culture in Lingnan (CHEN Jun, JIANG Jun)
- 40 The Role of Agriculture–Related Private Enterprises in Agricultural Industrialization (HU Min, JIANG Min)
- 44 Analysis of the Supply Chain Development of China's Digital Culture Industry (WANG Ling)

# **Enterprise Party Building**

46 Analysis of the Problems of Party Construction and Spiritual Civilization Construction in Enterprises (TIAN Li-ming)

### **Entrepreneurial and Innovation**

- 50 Analysis of the Path of Innovative Development of Logistics Management
  Under the E-Commerce Environment (LI Wen-zhe, WANG Rui)
- 52 Research on the Training Mode of Innovation and Entrepreneurship Talents Based on "Innovation and Entrepreneurship + Northeast Revitalization" (ZHANG Jun-peng)
- 54 Analysis of the Innovation of Enterprise Human Resources Management and Its Development Direction in the New Economic Era (WEN Jing)
- 56 Discussion on Innovation and Entrepreneurship Environment of High–Level Talents (FU Jing–wei, FU Yun–chun)

### **Finance and Tax**

- 58 Reflections on Financial Technology Promoting the Development of Inclusive Network Finance (ZHANG Hua)
- 60 Analysis and Research on the Financial Budget Preparation of Automobile Sale Enterprises (SONG Ying–fang)
- 62 Discussion on the Agricultural Supply–Side Structural Reform in Heilongjiang Province Based on the Perspective of Financial Support (LI Jian)
- 64 Discussion on the Expansion and Innovation of Enterprise Financial Management Based on Multidisciplinary Perspective (GUO Yue)
- 66 Research on the Transformation Path of Traditional Accounting Under the Background of Big Data Era (YU Xiao-hua)
- 68 The Influence of Supply Chain Finance on Financing of Small and Medium–Sized Enterprises (ZHANG Liao–yuan)
- 70 Discussion on the Internal Control of Financial Accounting and the Management of Performance Appraisal in the Third–Level Grade–A Hospital Under the New Situation (ZHANG Yan–juan)
- 72 Discussion on the Impact of Big Data on Accounting Principles and Countermeasures (ZHAO Yin-shan)
- 74 Reflections on Financing Problem of Small and Micro Enterprises Under the Background of Internet Finance (LIANG Xiao-ying)
- 76 The Enlightenment of Japan's Small and Medium–Sized Enterprises' Financing Experience to China (WANG Tian–yao)
- 78 Analysis of the Strategies of Strengthening the Financial Management of Rural Credit Cooperatives (RAN Hai–long)
- 80 Reflections on Audit Rotation System in China (LI Fang-fei)

# **Service System Construction**

- 82 Research on the Security Sharing of Environmental Monitoring Data Based on Blockchain (CHEN Jin-huang, LIU Zhi-yang)
- 84 Interaction, Agreement and Empathy in Public Emergencies from the Perspective of Positive Public Relations (YIN Qi-meng)
- 88 How to Strengthen the Construction of Grassroots Workers' Home Under the New Era (CAI Zhi–rong)
- 90 Research on the Agglomeration Effect of Cold Chain Joint Distribution and Construction of Agricultural Products in Differentiated Regions (GENG Bo)
- 92 Analysis of the Current Situation and Prospect of Meteorological Network Information System Construction (WANG Jin-sheng, LV Yun-zhou, YAN Chun-wang, WANG Yan-zhao)
- 94 Analysis of the New Postcard Form Under the "Internet +" Thinking:

- Electronic Postcard (MA Shang)
- 96 Analysis of the Disaster Prevention and Reduction Capacity of Grassroots Township Government (PAN Wen-man)
- 98 Exploration on the Resources Integration and Realization Path of the New Elderly Care Service Mode of "Internet + Home–Based Elderly Care" Under the Era of Universal Elderly Care (MA Xiao–xiao)
- 100 Existing Problems, Countermeasures and Suggestions of Community Governance from the Perspective of Epidemic Prevention and Control (WU Yu-ling, XIA Jing-jing)
- 102 Analysis of the Development Status and Prospects of Theme Hotels in China (LI Jie)
- 104 Research on the Solutions to the Problems of Public Sports Services After Management Right Reform of Public Sports Venues (LUO Ping)
- 106 Further Doing Well the Price Certification Work to Serve Economic and Social Development (LI Yu-jia)
- 108 Research on the Current Situation, Problems and Countermeasures of Public Toilet Revolution (CHENG Bao-jue)
- 110 The Impact of COVID-19 on the Catering Industry and the Changes of Marketing Strategies (WU Jia-li)
- 112 Research on the Influence of Mixed Ownership Reform of State–Owned Enterprises on Enterprise Performance (NI Sheng)
- 114 Discussion on the Application of Network Broadcast Mode in E-Commerce Marketing (ZHANG Xiao-fei)
- 116 Views on the Quality and Safety Supervision Work of Building Engineering (MA Gui-fang)
- 118 The Concept of Shared Development Promotes the Reform of Income Distribution System (CHEN Ao)
- 120 Discussion on the Development Countermeasures of Telecom Operators

  Under the Background of Big Data (WU Dong-dong, HUANG Zhuo-ling)
- 122 Research on the Problems and Countermeasures of Emergency Logistics Under the Sudden Epidemic Situation (SONG Yu-ping, LIU Juan, HONG Fei-xiang)
- 124 Reflections on the Problems Existing in the Revision and Improvement of the General Plan of Land Use in Lulong County (SHAN Xiu–li)
- 126 Research on the Process and Key Points of Real Estate Surveying and Mapping Engineering (HUA Bin)
- 128 Research on Airbnb's Localization Strategy in China Under the C2C Mode in the Sharing Era (FU Zhi-yun, LIU Yun)
- 130 Comparison and Inspiration of the Effect of Implementing Negative Interest Rate in Different Countries (SHEN Jia-nan)
- 132 Analysis of Economic and Financial Optimization Models in Mathematical Modeling (MIAO Qing)
- 134 Discussion on the Problem of Human Resources Loss in Entrepreneurial Companies (MA Liu-dan)
- 136 Discussion on the New Technology of Surveying and Mapping Based on the Integrated Right Confirmation of Rural Real Estate (PAN Zhi-liang)
- 138 Countermeasures for Enterprises to Participate in the Reform of Municipal Engineering Valuation Assessment Method (ZHU Lin-lin, ZHANG Xiang-hui, MA Ming, LIU Ai-wen)
- 140 Research on the Improvement of Enterprise Internal Control Construction
  Under the Background of Artificial Intelligence (LI Ju-di)

- 142 A Case Study of School–Enterprise Cooperation Among Urban Rail Transit Professional Groups (XUE Liang, LIU Xiao–ling)
- 144 Reflections on the Problems Existing in the Internal Control of Non–Profit Organizations Under the Influence of COVID–19 (LI Ye–pei)
- 146 Research on the Countermeasures of Enterprises Participating in the Construction of Road and Bridge Network Resources Under Big Data Environment (WU Yan, ZHANG Zhi-wei, WANG Tian-cheng)
- 148 Research on the Core Competitiveness of Bengbu Coffee Industry (LONG Zheng-wen, XU Xia-jing, ZHAO Shi-yu)
- 150 Construction and Research of Mine Ecological Development Mode (ZHENG Lu-jing, YING Jun, WU Xiao, YU Yuan-yuan)
- 152 A Brief Analysis of ESG Investment Concept (QIN Yun)
- 154 Research on Shenzhen Grassroots Social Governance from the Perspective of Fine Governance (WANG Cheng-jun)
- 160 Review on Archives Intermediary Service in China (ZHOU Jie-xuan)
- 162 Analysis of the Difficulties and Countermeasures of the Application of Zero-Level Liquidation Mode in Commercial Banks (ZHAO Yan-fang)
- 165 Reflections on the Framework of Traditional Marketing Theory (ZHANG Chao-xiao, WANG Xu, YANG Xiao-ju)
- 168 Analysis of the Development Prospect of Green Building Economy (ZHENG Xiao-na)

# **Technology and Practice**

- 170 Analysis of the Precise Control Theory for Lifting Overall Stability of Large Segment Arch Rib (LU Zhen-jun)
- 172 Analysis of Selex Secondary Radar Enhanced S Mode Interrogation Application (LIANG Lie–yong)
- 176 Analysis of the Applicability of the Limits of Fitts' Law and Its Several Modified Versions (LIU Jia-yi)
- 178 Research on the Control System of Roadheader with Adaptive Cutting Function (LIU Shun-qiang)
- 180 Research on the Flame–Retardant Coating of Shell by Magnesium Alloy Expendable Pattern–Shell Compound Casting (LAI Chun–ming, LI Zhao–zan, CHEN Jing, LI Ka)
- 182 Design and Detection of Sound Insulation Capability of Laboratory Wall (ZHANG Jin-ming, ZHANG Shao-bo)
- 184 Automatic Control System Based on Unattended Gas Pump Room (WANG Chun-jie, LIANG Kun, GU Gui-ting)
- 186 Discussion on the Application of Bidirectional Transmission Network in Radio and Television Network (QIN Wei-tao, LI Bei)
- 188 Discussion on Engineering Geology and Hydrogeology in Water Conservancy Projects (GAO Jing-ming)
- 190 Research on Intelligent Operation and Inspection Management System of Relay Protection Based on Internet of Things Technology (TANG Chen-kai, LU Yao-yao, GAO Yu-han, LIU Jing)
- 192 Transmission Analysis of Planetary Gear Structure of Automatic Transmission Based on Motion Simulation (XIE Quan-xing, JIANG Shao-jun)
- 194 Design of Illegal Vehicle Detection and Tracking System Based on Binocular Vision (WANG Peng, ZHANG Si-hai, WU Fei, SUN Yong-liang, QIAO Yu)