

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 关于企业人力资源管理绩效考核相关问题的几点思考(顾永)
- 3 事业单位人力资源管理信息化建设模式构建(彭菲娅)
- 5 浅析人力资源管理在企业管理中的作用(祁廷中)
- 7 我国企业环境成本控制实施现状与对策 (杨婉楹,向淦,高思佳,何龙斌)
- 9 格力电器盈余管理探析(武梦宇,李爱琴)
- 12 组织氛围与绩效管理关系研究(杨勇,顾金凤,陈夷亚,张永胜)
- 14 风控视角下的公立医院绩效管理体系建设(彭超,杨茜菁)
- 16 经济运行分析在医院管理中的应用(龚呈雪)
- 18 物业管理企业内部控制探究(熊华)
- 20 浅谈限额设计在全过程造价管理中的意义(聂洪)
- 22 人力资源管理与纪检监察工作的融合策略(张少忠)
- 24 事业单位固定资产核算及管理研究(王鑫,任莎莎,崔嵬)
- 26 激励机制在事业单位人力资源管理工作中的应用(洪春源)
- 28 地质事业单位成本核算与控制分析(刘菲)

产经视点

- 30 新乡市农田土壤环境污染修复初探(徐慧敏,张志旭,吕玉新)
- 32 大数据、人工智能和实体经济深度融合运用探析(孟宪坤)
- 34 乡村振兴背景下田园综合体模式助力乡村经济发展现状研究 (陈国涛,何林兰,黄迪)
- 36 河北省农产品生产模式的信息化发展策略研究 (郭少聪,董曼培,何雅洁)

企业党建

- 39 抓好"三会一课"以提高党建工作的效率及质量(徐芳)
- 41 企业施工项目部基层党建存在的问题及应对措施探讨(王代安)
- 44 做好党建"三链接"打造文化软实力(刘呈丽)

创业创新

- 46 佛山市中小企业自主创新存在的问题与对策(师建华)
- 48 消费扶贫背景下农产品营销渠道创新研究(李荣香,刘忠敏,宋格雪)
- 50 基层党建宣传路径创新研究(王一名)
- 52 大数据时代下企业财务管理的创新思考(侯常芳)
- 54 "互联网+"时代背景下的企业管理创新探析(陆朝杰)
- 56 "互联网+"背景下煤矿企业工会宣传创新对策(秦越)
- 58 电商扶贫扶智双视域下新型职业农民返乡创业研究综述 (王军海,郝佳秀,向科衡)

财税金融

- 60 当前中小企业财务风险及防范措施的调查研究 (王由佳,姜华,孙慧敏,杨佩衡,黑一博)
- 62 发达国家金融科技发展趋势及我国借鉴与应对研究的设想(刘翔宇)
- 64 影子银行与货币政策传导探讨(于季霏)
- 66 关于对担保公司反向保理融资担保业务的思考(栗艺文)
- 68 关于人力资源审计的现状及发展探究(经灵)
- 70 自动感应智能信息牌经济环境分析以及财务能力分析 (王一诺, 唐韵清, 康博然, 石正)
- 72 新《政府会计制度》对事业单位资产核算的影响(田静)
- 74 浅析地勘事业单位财务管理存在的问题及对策(廖冲)

社科论坛

- 76 格力电器盈利能力制约因素研究(李婉瑞,李爱琴)
- 79 浅淡基层纪检组织日常监督中存在的问题和改进思路(陈文)
- 81 数字经济背景下代理记账行业员工培训现状研究(冯炳纯)
- 84 浅谈影像技术对档案的影响(陈静)

- 86 循环经济视角下快递包装标准化策略探析 (姚涵菁,苗慧,倪长虹,孙雨晨,夏慧玲)
- 88 基于线性回归模型的用水需求量分析及预测(陈赞宇)
- 90 城市快速路两侧绿化工程的国民经济评价研究(武斌,李彬彬)
- 93 民办高校金融类专业校企合作问题及对策研究(张心怡)
- 96 保险科技视角下寿险公司经营效率研究(高雪岩,韩丹丹)
- 98 双循环背景下宁波打造"两链"畅通制造枢纽研究(麻黎黎) 100 基于大数据影响的企业会计工作应对措施(马静,陈冉)
- 102 新冠疫情对贵州中小企业的影响 (邹奎,杨文,周小春,周清清,黄云,张继健)
- 105 基于胜任力模型招聘体系优化设计(姜小霞)
- 108 浅析县级图书馆的现状与发展对策(王安萌)
- 110 客户关系中的问题及对策研究(蔺向腾,丁智超)
- 112 老年友好型银行服务理论解析(王柳青)
- 114 关于建设国家科技创新平台的思考(刘青)
- 116 基于公共管理视域下的新农村建设发展策略研究(冯博)
- 118 校企协同创新培养高职电气自动化专业人才探索(谷晶晶,海洋)
- 120 计及电网实时可靠性模型参数的电网规划研究(马俊)
- 122 基于 CDIO 理念的校企合作人才培养模式探析(徐玉菁)
- 124 基于分布式电源的主动配电网规划关键问题研究(韩田蕾)
- 126 浅析我国商业银行流动性风险及应对措施 (徐婧,王一诺,李可心,唐韵清)
- 128 论国企混改面临的挑战和改革新趋势(刘冉,赵扣)
- 130 浅淡 PDCA 循环在制度优化中的应用(吴小凡)
- 132 新时代国企混改面临的主要问题及对策研究(时振帮)
- 134 后疫情时代酒店业银发市场营销(刘娟,许刚,陈颖,朱雪)
- 136 混改背景下国企员工持股探究(陈剑)
- 138 品牌定位在市场营销战略中的地位(李杰)
- 140 新形势下国企政工队伍建设研究(周菁)
- 142 浅谈财务人员在财务共享时代下的机遇与挑战(丁逸璇)
- 144 农业保险高质量发展的思考(张岳峰)
- 146 网络公共舆论对我国公共管理的影响探究(霍文然)
- 148 浅析高质量发展下的企业内部控制体系构建(朱丽霞)
- 150 基于微信的企业网络营销模式构建策略(宋丹)
- 152 浅谈利率市场化 LPR 给商业银行带来的机遇和挑战(崔晓丽)
- 154 边缘天气下签派放行的运控能力分析(刘孜进)
- 156 行政事业单位内部控制问题及对策研究(范祎林)
- 158 关于新时代公共管理实现途径的思考(张婉鑫)
- 160 新形势下行政事业单位会计人才综合素质的提升(丁玲)
- 162 安全文化在民航签派运行中的运用(黄昕月)
- 164 浅析新时代企业职工文化建设的着力点(徐燕华)
- 166 浅析企业员工绩效考核机制(霍嘉慧)
- 168 经济新常态环境下提高财务人员综合素质的对策(许艳军)
- 170 混合现实技术领域专利申请情况分析(池娟)
- 172 非正常情况下行车组织与安全管控(王增辉)
- 174 浅析如何提升新时期企业基层政工人员素质(王晓敏)

技术与实践

- 176 电气自动化技术在电力系统中的应用 (刁成妍,张明齐,丁增琳,欧阳湘龙)
- 178 抗干扰技术在电力自动化装置中的应用(崔英英)
- 180 新形势下信息化技术在医院档案管理中的应用分析(闵文雁)
- 182 大数据在市政道路维护维修中的应用(朱永森)
- 184 浅淡 BIM 技术在结构抗震加固中的应用(郭丽娟,杨琴)
- 186 大数据与云计算技术的研究(赵新博,曾琦)
- 188 面向大数据信息时代计算机科学的应用探析(彭雪)
- 190 城市复杂环境下水塔爆破拆除的应用(蒙海霖,程贵海,覃翔)
- 192 智能技术在核电领域中的应用探究(郑晓,李国栋)
- 195 计算机辅助制图与测绘技术稳定性优化性整合研究(崔畅)

Management Exploration

- 1 Some Thoughts on the Related Problems of Performance Appraisal in Enterprise Human Resources Management (GU Yong)
- 3 The Construction of the Informatization Construction Mode of Human Resources Management in Public Institutions (PENG Fei-ya)
- 5 Analysis of the Role of Human Resources Management in Enterprise Management (QI Ting-zhong)
- 7 The Implementation Status and Countermeasures of Environmental Cost Control in China's Enterprises
 - (YANG Wan-ying, XIANG Gan, GAO Si-jia, HE Long-bin)
- 9 Analysis of the Earnings Management of Gree Electric Appliances (WU Meng-yu, LI Ai-qin)
- 12 Research on the Relationship Between Organizational Climate and Performance Management
 - (YANG Yong, GU Jin-feng, CHEN Yi-ya, ZHANG Yong-sheng)
- 14 The Construction of Performance Management System in Public Hospitals from the Perspective of Risk Control (PENG Chao, YANG Qian-jing)
- 16 The Application of Economic Operation Analysis in Hospital Management (GONG Cheng-xue)
- 18 Exploration on the Internal Control of Property Management Enterprises (XIONG Hua)
- 20 Discussion on the Significance of Quota Design in the Whole Process Cost Management (NIE Hong)
- 22 The Integration Strategies of Human Resources Management and Disciplinary Inspection and Supervision Work (ZHANG Shao-zhong)
- 24 Research on the Fixed Assets Accounting and Management of Public Institutions (WANG Xin, REN Sha-sha, CUI Wei)
- 26 Application of Incentive Mechanism in Human Resources Management of Public Institutions (HONG Chun-yuan)
- 28 Analysis of the Cost Accounting and Control of Geological Institutions (LIU Fei)

Observation of Industrial and Economy

- 30 Exploration on the Remediation of Farmland Soil Environmental Pollution in Xinxiang City (XU Hui-min, ZHANG Zhi-xu, LV Yu-xin)
- 32 Analysis of the Deep Integrated Application of Big Data, Artificial Intelligence and the Real Economy (MENG Xian-kun)
- 34 Research on the Status Quo of Rural Economic Development Assisted by Rural Complex Mode Under the Background of Rural Revitalization (CHEN Guo-tao, HE Lin-lan, HUANG Di)
- 36 Research on the Informatization Development Strategies of Agricultural Products Production Mode in Hebei Province (GUO Shao-cong, DONG Man-pei, HE Ya-jie)

Enterprise Party Building

- 39 Doing Well the "Three Meetings and One Lesson" to Improve the Efficiency and Quality of Party Building Work (XU Fang)
- 41 Discussion on the Problems Existing in the Grassroots Party Building of Enterprise Construction Project Department and the Countermeasures (WANG Dai-an)
- 44 Doing Well the "Three Links" of Party Building to Create Cultural Soft Power (LIU Cheng-li)

Entrepreneurial and Innovation

- 46 Existing Problems and Countermeasures of Independent Innovation of Small and Medium-Sized Enterprises in Foshan City (SHI Jian-hua)
- 48 Research on the Innovation of Agricultural Products Marketing Channels Under the Background of Consumption Poverty Alleviation (LI Rong-xiang, LIU Zhong-min, SONG Ge-xue)
- 50 Research on the Innovation of the Propaganda Path of Grassroots Party Building (WANG Yi-ming)
- 52 Reflections on the Innovation of Enterprise Financial Management in the Big Data Era (HOU Chang-fang)
- 54 Exploration on the Enterprise Management Innovation Under the Background of "Internet +" Era (LU Chao-jie)
- 56 Innovative Countermeasures of Trade Union Propaganda in Coal Mine Enterprises Under the Background of "Internet +" (QIN Yue)
- 58 A Summary of the Research on New-Type Professional Farmers Returning Home to Start a Business Under the Dual Perspectives of E-Commerce Poverty Alleviation and Intellectual Support (WANG Jun-hai, HAO Jia-xiu, XIANG Ke-heng)

Finance and Tax

- 60 Investigation and Research on the Current Financial Risks of Small and Medium-Sized Enterprises and the Preventive Measures (WANG You-jia, JIANG Hua, SUN Hui-min, YANG Pei-heng, HEI Yi-bo)
- 62 Development Trend of Fintech in Developed Countries and Assumptions of Reference and Coping Research in China (LIU Xiang-yu)
- 64 Discussion on Shadow Banks and Transmission of Monetary Policy
- 66 Reflections on the Financing Guarantee Business of Reverse Factoring of Guarantee Companies (LI Yi-wen)
- 68 Research on the Current Situation and Development of Human Resources Audit (JING Ling)
- 70 Analysis of Economic Environment and Financial Ability of Auto-Induction Intelligent Information Card (WANG Yi-nuo, TANG Yun-qing, KANG Bo-ran, SHI Zheng)
- 72 The Influence of the New "Government Accounting System" on the Assets Accounting of Public Institutions (TIAN Jing)
- 74 Analysis of the Existing Problems and Countermeasures of Financial Management in Geological Prospecting Public Institutions (LIAO Chong)

Social Science Forum

- 76 Research on the Constraining Factors of Profitability of Gree Electric Appliances (LI Wan-rui, LI Ai-qin)
- 79 Discussion on the Problems Existing in the Daily Supervision of the Grassroots Disciplinary Inspection Organizations and the Improvement Ideas (CHEN Wen)
- 81 Research on the Current Situation of Employee Training in the Agency Bookkeeping Industry Under the Background of Digital Economy (FENG Bing-chun)
- 84 Discussion on the Influence of Image Technology on Archives (CHEN Jing)
- 86 Analysis of the Strategies of Express Packaging Standardization from the Perspective of Circular Economy (YAO Han-jing, MIAO Hui, NI Chang-hong, SUN Yu-chen, XIA Hui-ling)

中小企业管理与科技·CONTENTS

- 88 Analysis and Forecast of Water Demand Based on Linear Regression Model (CHEN Zan-vu)
- 90 Research on the National Economic Evaluation of Landscape Engineering on Both Sides of Urban Expressway (WU Bin, LI Bin-bin)
- 93 Research on the Problems and Countermeasures of School–Enterprise Cooperation of Finance Majors in Private Universities (ZHANG Xin–yi)
- 96 Research on Operating Efficiency of Life Insurance Companies from the Perspective of Insurance Technology (GAO Xue-yan, HAN Dan-dan)
- 98 Research on the Construction of "Two-Chain" Unimpeded Manufacturing Hub in Ningbo Under the Background of Double Circulation (MA Li-li)
- 100 Countermeasures of Enterprise Accounting Work Based on the Influence of Big Data (MA Jing, CHEN Ran)
- 102 The Influence of the COVID-19 Epidemic on the Small and Medium-Sized Enterprises in Guizhou (ZOU Kui, YANG Wen, ZHOU Xiao-chun, ZHOU Qing-qing, HUANG Yun, ZHANG Ji-jian)
- 105 The Optimal Design of Recruitment System Based on Competency Model (JIANG Xiao-xia)
- 108 Analysis of the Present Situation and Development Countermeasures of County-Level Libraries (WANG An-meng)
- 110 Research on the Problems and Countermeasures in Customer Relationship (LIN Xiang-teng, DING Zhi-chao)
- 112 Theoretical Analysis of Geriatric Friendly Banking Services (WANG Liu–qing)
- 114 Reflections on the Construction of National Science and Technology Innovation Platform (LIU Qing)
- 116 Research on the Development Strategy of New Rural Construction from the Perspective of Public Management (FENG Bo)
- 118 Exploration on the School–Enterprise Collaborative Innovation to Cultivate Talents of Electrical Automation Major in Higher Vocational Education (GU Jing–jing, HAI Yang)
- 120 Research on Power Grid Planning Considering Real Time Reliability Model
 Parameters (MA Jun)
- 122 Analysis of the Talent Training Mode of School–Enterprise Cooperation

 Based on CDIO Concept (XU Yu–jing)
- 124 Research on Key Problems of Active Distribution Network Planning Based on Distributed Generation (HAN Tian-lei)
- 126 Analysis of Liquidity Risk and Countermeasures of Commercial Banks in China (XU Jing, WANG Yi–nuo, LI Ke–xin, TANG Yun–qing)
- 128 Discussion on the Challenges and New Reform Trend of Mixed Reform of State-Owned Enterprises (LIU Ran, ZHAO Kou)
- 130 Discussion on the Application of PDCA Cycle in System Optimization (WU Xiao-fan)
- 132 Research on the Main Problems and Countermeasures of Mixed Reform of State-Owned Enterprises in the New Era (SHI Zhen-bang)
- 134 Silver Hair Marketing in Hotel Industry in Post–Epidemic Era (LIU Juan, XU Gang, CHEN Ying, ZHU Xue)
- 136 Research on the Employee Stock Ownership in State-Owned Enterprises

 Under the Background of Mixed Reform (CHEN Jian)
- 138 The Position of Brand Positioning in Marketing Strategy (LI Jie)
- 140 Research on the Construction of Political Work Team in State–Owned Enterprises Under the New Situation (ZHOU Jing)
- 142 Discussion on the Opportunities and Challenges of Financial Personnel in the Era of Financial Sharing (DING Yi–xuan)

- 144 Reflections on the High Quality Development of Agricultural Insurance (ZHANG Yue–feng)
- 146 Research on the Influence of Network Public Opinion on Public Administration in China (HUO Wen-ran)
- 148 Analysis of the Construction of Enterprise Internal Control System Under the Development of High Quality (ZHU Li-xia)
- 150 Strategy of Building Enterprise Network Marketing Mode Based on WeChat (SONG Dan)
- 152 Discussion on the Opportunities and Challenges Brought by Interest Rate Liberalization LPR to Commercial Banks (CUI Xiao-li)
- 154 Analysis of the Operation Control Ability of Sign-Off and Release Under Extreme Weather (LIU Zi-jin)
- 156 Research on the Problems and Countermeasures of Internal Control in Administrative Institutions (FAN Yi-lin)
- 158 Reflections on the Realization Path of Public Administration in the New Era (ZHANG Wan-xin)
- 160 The Promotion of Comprehensive Quality of Accounting Talents in Administrative Institutions Under the New Situation (DING Ling)
- 162 The Application of Safety Culture in the Operation of Civil Aviation Sign-Off (HUANG Xin-yue)
- 164 Analysis of the Focal Points of Enterprise Workers Culture Construction in the New Era (XU Yan-hua)
- 166 Analysis of the Performance Appraisal Mechanism of Enterprise Employee (HUO Jia-hui)
- 168 Countermeasures to Improve the Comprehensive Quality of Financial Personnel Under the New Normal Environment of Economy (XU Yan-jun)
- 170 Analysis of the Patent Application in the Field of Mixed Reality Technology (CHI Juan)
- 172 Train Operation Organization and Security Management and Control Under Abnormal Conditions (WANG Zeng-hui)
- 174 Analysis of How to Improve the Quality of Grassroots Political Workers in Enterprises in the New Period (WANG Xiao-min)

Technology and Practice

- 176 Application of Electrical Automation Technology in Power System (DIAO Cheng-yan, ZHANG Ming-qi, DING Zeng-lin, OUYANG Xiang-long)
- 178 Application of Anti–Jamming Technology in Electric Power Automation Device (CUI Ying-ying)
- 180 Application Analysis of Informatization Technology in Hospital Archives Management Under New Situation (MIN Wen-yan)
- 182 Application of Big Data in Municipal Road Maintenance (ZHU Yong-sen)
- 184 Discussion on the Application of BIM Technology in Structural Seismic Reinforcement (GUO Li–juan, YANG Qin)
- 186 Research on Big Data and Cloud Computing Technology (ZHAO Xin-bo, ZENG Qi)
- 188 Analysis of the Application of Computer Science in the Information Age of Big Data (PENG Xue)
- 190 Application of Blasting and Demolition of Water Tower in Urban Complex Environment (MENG Hai–lin, CHENG Gui–hai, OIN Xiang)
- 192 Exploration on the Application of Intelligent Technology in the Field of Nuclear Power (ZHENG Xiao, LI Guo-dong)
- 195 Research on Stability Optimization Integration of Computer Aided Mapping and Surveying and Mapping Technology (CUI Chang)