

# 邮政研究

YOUZHENG YANJIU

## 双月刊

第 26 卷 第 3 期

(总第 134 期)

2010 年 5 月 25 日出版

(1985 年创刊)

### 主管单位

国家邮政局

### 主办单位

石家庄邮电职业技术学院

### 编委会主任

武士雄

### 编委会副主任

赵双占 郭永彬 高冀远 田克美

### 主 编

李学栋

### 编辑部主任

孙晓洁

本期责任编辑:杨永阁

英文翻译:兰翔英

编辑出版:《邮政研究》编辑部

地址:石家庄市体育南大街 318 号

邮编:050021

电话:(0311)85998855

传真:(0311)85815389

网址:<http://www.spt.ac.cn:8080/xxqb>

E-mail:youzheng2000@126.com

[postudy@green.sjzpc.edu.cn](mailto:postudy@green.sjzpc.edu.cn)

印刷:河北师范大学印刷厂

发行范围:国内

国内总发行:河北省报刊发行局

订购处:全国各地邮政局

邮发代号:18—17

中国标准连续出版物号:

ISSN 1007-5399

CN 13-1153/TN

广告经营许可证号:

1301034D00054

定价:5.00 元

# 目 次

### 理论探索

邮政企业人才发展的研究 ..... 焦裕秉 范鹏飞 (1)

邮政储蓄银行发展的探索 ..... 王俊丽 (5)

银行新网点办理邮政业务探析 ..... 刘伟伟 (8)

### 邮政业务发展

恢复开办邮政信函类快件业务的探讨 ..... 孟凡顺 肖萌 (10)

媒体传播在邮政商函业务推介工作中的应用 ..... 马瑞华 黄鹏 (14)

论建立邮政电子商务招商机制的策略 ..... 彭军 (17)

### 企业经营管理

基层邮储银行反洗钱工作路径选择 ..... 吴俊镜 (20)

邮政服务中小企业 BPC 电子商务解决方案探讨 ..... 方全 (22)

邮政速递企业发展对策研究 ..... 石义蔡晓 (25)

### 生产运营管理

论邮政金融的库存现金管理机制 ..... 赵月斋等 (27)

### 企业文化

建设有特色的邮政储蓄银行信贷文化探析 ..... 刘新奎 (31)

浅析邮政大力倡导和推行节俭文化建设 ..... 周永 (34)

创新型邮政企业文化建设探析 ..... 张书才 (36)

论邮政企业员工归属感的培养 ..... 王炎明 (38)

### 人力资源

浅谈邮政企业激励机制的构建 ..... 周岐彬 (40)

### 法律顾问

探析《邮政法》修订后 1990 年《邮政法实施细则》的法律效力 ..... 张耿怀 (42)

### 行业动态

莆田速递物流公司加强管理实现降本增效纪略 ..... 杨基宁 (46)

| <b>Contents</b>  |  |
|--|--|
| <b>STUDIES ON POSTS</b><br>(Bimonthly)<br>Vol. 26 NO. 3<br>(Consecutive No. 134)<br>Founded in 1985<br>Supervised by State Post Bureau<br>of People's Republic of China<br>Sponsored by Shijiazhuang P&T<br>Technical College<br>Director of Committee of Editors<br>Wu Shixiong<br>Vice-Director of the<br>Committee of Editors<br>Zhao Shuangzhan Guo Yongbin<br>Gao Jiyuan Tian Kemei<br>Chief Editor<br>Li Xuedong<br>Director of the Office of Editors<br>Sun Xiaojie<br>Editor Responsible for the Current Issue<br>Yang Yongge<br>English Interpreter<br>Lan Xiangying<br>Edited and Published by<br>Editorial Department of<br>Studies on Posts<br>Address: 318 Tiyunan St.<br>Shijiazhuang, P. R. China<br>Postal Code: 050021<br>Tel: (0311)85998855<br>Fax: (0311)85815389<br>Web Site:<br><a href="http://www.spt.ac.cn:8080/xxqb">http://www.spt.ac.cn:8080/xxqb</a><br>E-mail:<br><a href="mailto:youzheng2000@126.com">youzheng2000@126.com</a><br><a href="mailto:postudy@green.sjzpc.edu.cn">postudy@green.sjzpc.edu.cn</a><br>Printed by Printing Factory<br>of Hebei Normal University<br>Distributed by Post Office of<br>Distributing<br>Newspapers and Periodicals,<br>Hebei, PRC<br>Publication Number:<br>ISSN 1007-5399<br>CN 13-1153/TN<br>Advertising Licence:<br>NO. 1301034D00054 | <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Theoretical Exploration</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Development of Postal Services</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Business Management and Administration</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Management of Production &amp; Operation</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Enterprise Culture</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Human Resources</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Legal Consultancy</b> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <b>Dynamic Industry</b> </div> |
|  | Research on Talent Development of Postal Enterprise ..... Jiao Yucheng Fan Pengfei (1)   |
|  | On Development of Postal Savings Bank ..... Wang Junli (5)   |
|  | Engagement of Postal Services in New Branches of Postal Savings Bank ..... Liu Weiwei (8)  |
|  | Restoration of Postal Letters Express Delivery Services ..... Meng Fanshun Xiao Meng (10)  |
|  | Application of Media Communication to Marketing of Postal Business Letters ..... Ma Ruihua Huang Peng (14)   |
|  | Building Suppliers— Attractive Mechanism Strategy for Postal E-commerce ..... Peng Jun (17)  |
|  | Solutions for Anti— Money Laundering of Grassroots Postal Savings Bank ..... Wu Junjing (20)   |
|  | On Solutions for Posts Serving E-commerce of SME ..... Fang Quan (22)  |
|  | Strategic Choice of Postal Courier Enterprise ..... Shi Yi Cai Xiao (25)   |
|  | Establishment of Featured Credit Culture in Postal Savings Bank ..... Liu Xinlei (31)  |
|  | On Advocacy and Implementation of “The Culture of Thrift” in Posts ..... Zhou Yong (34)  |
|  | On Innovative Culture Construction of Postal Enterprise ..... Zhang Shucui (36)  |
|  | Belongingness Cultivation of Postal Staff ..... Wang Yanming (38)  |
|  | Construction of Incentive Mechanism for Postal Enterprise ..... Zhou Qibin (40)  |
|  | On Legal Force of “Rules for the Implementation of the Postal Law of the P. R. C. 1990” under Revised Postal Law ..... Zhang Genghuai (42)   |
|  | Experience of Reducing Cost and Improving Efficiency through Strengthening Management by Putian Courier Post Logistics Company ..... Yang Jining (46)  |