

# 邮政研究

YOUZHENG YANJIU

## 双月刊

第 27 卷 第 1 期

(总第 138 期)

2011 年 1 月 25 日出版

(1985 年创刊)

### 主管单位

中国邮政集团公司

### 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: 兰翔英

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](mailto:youzheng2000@126.com)

[poststudy@green.sjzpc.edu.cn](mailto:poststudy@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

- 论邮政储蓄银行支行网点发展策略 ..... 杨爱民 (1)  
泰国邮政发展对中国邮政的启示 ..... 张洪芬 (3)  
邮政农资供应链模式研究 ..... 丁超勋 (6)  
关于建立速递物流大客户流失预警机制的思考 ..... 王炎明 (8)

### 邮政信息化

- 信息技术支撑银企账单业务发展 ..... 陈少智 (10)

### 邮政业务发展

- 邮政报刊零售业务数据库营销策略 ..... 方文生 (13)  
媒体竞合增强直邮综合竞争力探析 ..... 黄天泉 (15)  
邮政企业涉足文化产业领域的可行性研究 ..... 陈国红 (17)  
浅谈邮政投递的个性化服务 ..... 蔡君宇 (19)  
襄樊邮政“电费绿卡村”项目发展探析 ..... 马怀忠 (21)

### 企业经营管理

- 关于加强邮储银行反洗钱工作的思考 ..... 刘伟伟 (24)  
邮政企业资金管理对策探析 ..... 陈 菲 (26)  
中国邮政物流业务发展对策初探 ..... 蔡超彦 (28)  
基于科学理论指导的邮政“双定”工作探讨 ..... 常冠林 (31)

### 生产运营管理

- 邮政金融旗舰精品网点服务流程再造 ..... 罗绍国 (33)

### 企业文化

- 论邮政企业的和谐理念 ..... 张 颖 (35)

### 企业动态

- 福建顺昌局邮储短信业务发展纪略 ..... 翁燕斌 胡月琴 (37)  
中国邮政业务广告代理模式探析 ..... 陈小华 陈迎雪 (39)  
湖南速递物流汽配制造发展案例分析 ..... 杨 溪 (41)  
正阳邮政集邮业务快速发展纪实 ..... 范 杰 (43)  
江西邮政速递物流省内 EMS 次日递服务纪实 ..... 娄之佐 (45)

Contents	
<p><b>STUDIES ON POSTS</b></p> <p>(Bimonthly)</p> <p>Vol. 27 NO. 1</p> <p>(Consecutive No. 138)</p> <p>Founded in 1985</p> <p>Supervised by China Post Group</p> <p>Sponsored by Shijiazhuang P&amp;T Technical College</p> <p>Director of Committee of Editors Wu Shixiong</p> <p>Vice-Director of the Committee of Editors</p> <p>Zhao Shuangzhan Guo Yongbin Gao Jiyuan Tian Kemei Chief Editor Li Xuedong</p> <p>Director of the Office of Editors Sun Xiaojie</p> <p>Editor Responsible for the Current Issue Lan Xiangying English Interpreter Lan Xiangying</p> <p>Edited and Published by Editorial Department of Studies on Posts</p> <p>Address: 318 Tiyunan St. Shijiazhuang, P. R. China</p> <p>Postal Code: 050021</p> <p>Tel: (0311) 85998855</p> <p>Fax: (0311) 85815389</p> <p>Web Site: <a href="http://www.spt.ac.cn:8080/xxqb">http://www.spt.ac.cn:8080/xxqb</a></p> <p>E-mail: youzheng2000@126.com postudy@green.sjzpc.edu.cn</p> <p>Printed by Printing Factory of Hebei Normal University</p> <p>Distributed by Post Office of Distributing Newspapers and Periodicals, Hebei, PRC</p> <p>Publication Number: ISSN 1007-5399 CN 13-1153/TN</p> <p>Advertising Licence: NO. 1301034D00054</p>	<p><b>Theoretical Exploration</b></p> <p>On Branch Point Development Strategy of Postal Savings Bank ..... Yang Aimin (1)</p> <p>Postal Development in Thailand and Its Enlightenment to China ..... Zhang Hongfen (3)</p> <p>Agricultural Material Supply Chain Model of China Post ..... Ding Chaoxun (6)</p> <p>Establishment of Early Warning System against Customer Losing in Courier Logistics ..... Wang Yanming (8)</p> <p><b>Postal Informationization</b></p> <p>Information Technology in Billing Services between Bank and Enterprise ..... Chen Shaozhi (10)</p> <p><b>Development of Postal Services</b></p> <p>Database Marketing Strategy for Postal Newspapers and Periodicals Retail Services ..... Fang Wensheng (13)</p> <p>Enhancement of Integrated Competitiveness of DM through Cooperation ..... Huang Tianquan (15)</p> <p>Feasibility Study of Developing Cultural Industry in Postal Enterprises ..... Chen Guohong (17)</p> <p>On Self-Identity Service of Postal Delivery ..... Cai Junyu (19)</p> <p>Promotion of Payment Cards for Electricity Bills in Villages by Xiangfan Post ..... Ma Huaizhong (21)</p> <p><b>Business Management and Administration</b></p> <p>Strengthening the Anti-Money Laundering of Postal Savings Bank ..... Liu Weiwei (24)</p> <p>Capital Management Strategies of Postal Enterprise ..... Chen Fei (26)</p> <p>Development Strategy of China Post Logistics Industry ..... Cai Chaoyan (28)</p> <p>Postal Personnel Allocation under the Guidance of Scientific Theory ..... Chang Guanlin (31)</p> <p><b>Management of Production &amp; Operation</b></p> <p>Serving Process Reconstruction of Postal Finance Boutique Outlets ..... Luo Shaoguo (33)</p> <p><b>Enterprise Culture</b></p> <p>On Harmonious Philosophy of Postal Enterprise ..... Zhang Ying (35)</p> <p><b>Dynamic Enterprise</b></p> <p>Developing Experience of Short Message Services by Shun Chang Postal Savings ..... Weng Yanbin Hu Yueqin (37)</p> <p>Advertising Agency Model of China Post Services ..... Chen Xiaohua Chen Yingxue (39)</p> <p>Automobile Fittings Development of Hunan Courier Logistics ..... Yang Xi (41)</p> <p>Developing Experience of Stamp Collecting Service by Zhengyang Post ..... Fan Jie (43)</p> <p>Service of Intra-Provincial EMS Next Day Delivery by Jiangxi Post ..... Lou Zhizuo (45)</p>