

邮政研究

YOUZHENG YANJIU

双月刊

第27卷 第3期

(总第140期)

2011年5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:李 丽

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

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

- 邮政地址标准及地址数据库建设探析 吕新春等 (1)
- 论直邮品牌战略 王 纛 何旺兵 (5)
- 邮政储蓄银行向现代商业银行转型对策 吴俊镜 (8)

邮政业务发展

- 网商创业园电子商务发展探析 申小庆等 (10)
- 教辅报刊市场开发营销策略 甘纪强等 (12)
- 物流业务发展策略探讨 姜之佐 (15)
- 开发商务直投包裹的可行性研究 王新华 高 燕 (17)

企业经营管理

- 精细化营销助推县级邮政金融业务发展 陈毅力 (20)
- 论邮政企业提升执行力策略 张金成 胡永红 (23)
- 浅议县域邮政经营管理策略 古 露 (25)
- 邮政网点“销售化”转型发展浅析 陈国红 (27)
- 邮政金融业务创新发展模式初探 罗绍国 (28)
- 浅析县局量收系统速递物流营业部机构调整 张书才 (30)
- 绩效管理体系建设初探 杨 杰 (32)

生产运营管理

- 邮政贺卡业务创新发展当议 郑建华 (34)

人力资源

- 新形势下构建职工心理关怀的探索与实践 常冠林 (36)
- 浅议加强县域邮政人力资源建设 李全福 (38)
- 支局人性化管理当议 周岐彬 (40)

法律顾问

- 数据库营销中的个人信息保护研究 赵正洋 赵 红 (42)

企业动态

- 江苏省射阳县邮政局少儿书信绘画贺卡营销纪实 刘德林 (45)
- 福建徐墩支局金融业务发展透视 翁燕斌 (46)

STUDIES ON POSTS

(Bimonthly)

Vol. 27 NO. 3

(Consecutive No. 140)

Founded in 1985

Supervised by China Post Group

Sponsored by Shijiazhuang P&T

Technical College

Director of Committee of Editors

Wu Shixiong

Vice-Director of the

Committee of Editors

Zhao Shuangzhan Guo Yongbin

Gao Ji yuan Tian Kemei

Chief Editor

Li Xuedong

Director of the Office of Editors

Sun Xiaojie

Editor Responsible for the Current Issue

Li Li

English Interpreter

Lan Xiangying

Edited and Published by

Editorial Department of

Studies on Posts

Address: 318 Tiyunan St.

Shijiazhuang, P. R. China

Postal Code: 050021

Tel: (0311)85998855

Fax: (0311)85815389

Web Site:

<http://www.spt.ac.cn:8080/xxqb>

E-mail:

youzheng2000@126.com

postudy@green.sjzpc.edu.cn

Printed by Printing Factory

of Hebei Normal University

Distributing

Newspapers and Periodicals,

Hebei, PRC

Publication Number:

ISSN 1007-5399

CN 13-1153/TN

Advertising Licence:

NO. 1301034D00054

Contents

Theoretical Exploration

Construction of Postal Address Standard and Address Database

..... Lv Xinchun etc. (1)

Brand Strategy of Direct Mail Wang Huan He Wangbing (5)

Solutions for Transformation from Savings Bank to Modern Commercial Bank

..... Wu Junjing (8)

Development of Postal Services

Development of E-commerce of E-business Innovation Park

..... Shen Xiaoqing etc. (10)

Marketing Strategy of Teaching Supplementary Periodicals Gan Jiqiang etc. (12)

Development Strategy of Logistics Service Lou Zhizuo (15)

Feasibility Study of Business Direct Parcel Wang Xinhua Gao Yan (17)

Business Management and Administration

Development of Postal Financial Service in Counties Supported by Precise Marketing

..... Chen Yili (20)

Strategies for Improvement of Executive Force within Postal Enterprise

..... Zhang Jincheng Hu Yonghong (23)

Strategies for Postal Management in Counties Gu Lu (25)

On Transformation of Postal Outlets by Meizhou Post Chen Guohong (27)

On Innovation of Development Mode of Postal Financial Service

..... Luo Shaoguo (28)

Institutional Adjustment of Postal Courier Logistics Department in Counties

..... Zhang Shucai (30)

On Establishment of Performance Management System Yang Jie (32)

Management of Production & Operation

Innovation and Development of Postal Card Zheng Jianhua (34)

Human Resources

Exploration and Practice of Psychological Care of Postal Staff

..... Chang Guanlin (36)

Building of Postal Human Resources in Counties Li Quanfu (38)

Human-based Management in Branch Post Office Zhou Qibin (40)

Legal Consultancy

Personal Data Protection in Process of Database Marketing

..... Zhao Zhengyang Zhao Hong (42)

Dynamic Enterprise

Experience of Marketing Children's Letters and Drawings Cards by Sheyang Post

..... Liu Delin (45)

Development of Postal Financial Service by Xudun Post of Fujian Province

..... Weng Yanbin (46)