

No. 2  
2013

ISSN 1007-5399

CN 13-1153/TN

YOUZHENGYANJIU

# 邮政研究<sup>®</sup>

主管：中国邮政集团公司

主办：石家庄邮电职业技术学院

● 论邮政全业务综合自助受理系统的实现  
● 浅谈邮政3G网络设计  
● 邮政企业廉洁文化建设刍议

STUDIES ON POSTS

第29卷 第2期 2013年3月



万方数据

# 邮政研究

YOUZHENG YANJIU

## 双月刊

第29卷 第2期

(总第151期)

2013年3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:王旭

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)

[zyyj@cptc.cn](mailto:zyyj@cptc.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

- 论邮政全业务综合自助受理系统的实现 ..... 张超平 (1)
- 美国邮政公路运输网优化项目解析 ..... 伍炜勤 唐于华 (5)
- 应用产生式规则的邮政地址标准化方法研究 ..... 谷 斌等 (8)
- 邮政特色“金融窗外服务”模式研究 ..... 甘继强等 (11)
- 基于RFID技术的邮区中心局总包生产作业流程设计 ..... 孙勇军 (14)

## 邮政信息化

- 浅谈邮政3G网络设计 ..... 王 栋 刘 佳 (17)

## 邮政业务发展

- 创新中国邮政贺卡业务的发展路径研究 ..... 朱木平 (21)
- 由国内小包试水“双11”引发的思考 ..... 陈迎雪 陈小华 (23)

## 企业经营管理

- 浅谈直邮营销本质及实现途径 ..... 周 永 (26)
- 曹甸教玩具业1+1销售模式的市场运用浅析 ..... 吕 伟 (29)

## 企业文化

- 邮政企业廉洁文化建设刍议 ..... 赤 涛 (31)

## 人力资源

- 选拔培养邮政金融专业人才的思考 ..... 黄福来 (33)
- 浅议邮政快递员工应具备的素质 ..... 郑学文 张海英 (36)

## 法律顾问

- 信函定义探微 ..... 贾玉平 张 毅 (38)
- 关于强制执行公证若干法律问题的分析 ..... 焦永生 (41)

## 行业动态

- 湛江雷州局代理金融科学发展纪实 ..... 庞伟燕 (44)
- 江西省分宜县邮政局《分宜报》营销案例 ..... 余小燕 (46)

## STUDIES ON POSTS

(Bimonthly)

Vol. 29 NO. 2

(Consecutive No. 151)

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 Jiyuan Tian Kemei

Chief Editor

Li Xuedong

Director of the Office of Editors

Sun Xiaojie

Editor Responsible for the Current Issue

Lan Xiangying

English Interpreter

Wang Xu

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](mailto:youzheng2000@126.com)

[zyj@cptc.cn](mailto:zyj@cptc.cn)

Printed by Printing Factory

of Hebei Normal University

Distributed by Post Office of

Distributing

Newspapers and Periodicals,

Hebei, PRC

Publication Number:

ISSN 1007-5399

CN 13-1153/TN

Advertising Licence:

NO. 1301034D00054

## Contents

### Theoretical Topics

- Realization of Integrated Auto-Service Terminal System for All Postal Services  
..... Zhang Chaoping (1)
- Analysis on United States Postal Service Highway Corridor Analytic Program  
..... Wu Weiqin Tang Yuhua (5)
- Postal Address Standardization Method Based on Production Rule  
..... Gu Bin etc. (8)
- Postal Characteristics Based Out-counter Financial Service Model  
..... Gan Jiqiang etc. (11)
- RFID-based Production and Operation Process Design for Postal District Center  
..... Sun Yongjun (14)

### Postal Informationization

- Analysis of Postal 3G Network Design ..... Wang Dong Liu Jia (17)

### Development of Postal Services

- Innovative Development of China Postal Card Service ..... Zhu Muping (21)
- References of Domestic Small Packet Trial on Double 11 Festival  
..... Chen Yingxue Chen Xiaohua (23)

### Business Management and Administration

- Intrinsic Quality and Realizing Method of Direct Mail Marketing  
..... Zhou Yong (26)
- Application of "1+1" Sales Model to Education Toy Industry in Caodian  
..... Lv Wei (29)

### Enterprise Culture

- On Integrity Culture Construction in Postal Enterprise ..... Chi Tao (31)

### Human Resources

- Selecting and Fostering Professional Financial Talents for Postal Enterprise  
..... Huang Fulai (33)
- Analysis on Qualities Required for Postal Express Staves  
..... Zheng Xuewen Zhang Haiying (36)

### Legal Consultancy

- Exploration of the Letter Definition ..... Jia Yuping Zhang Yi (38)
- On Legal Issues of Notarization by Force ..... Jiao Yongsheng (41)

### Dynamic Industry

- Development of Financial Agency Service by Leizhou Post in Zhanjiang  
..... Pang Weiyan (44)
- Marketing Case of "Fenyi Newspapers" by Fenyi Post in Jiangxi  
..... Yu Xiaoyan (46)