目录 Contents



*P*8∼9 财经要闻





银行卡跨境支付

P10 ~ 32

特别关注

专题

10 加快电子支付国际化进程 便利境内居民跨境支付

——专访中国人民银行支付结算司司长欧阳卫民 周明

15 银行卡支付境外斗艳 准艳红

19 跨境支付: 国际卡组织的主战场 周明

23 第三方跨境支付:发展态势、风险与监管 周少晨

26 后金融危机时代我国银行卡跨境网上支付的发展及特点

李 闯

业务平台

策略

33 欠发达地区银行卡受理市场的发展困境与对策 海 勇

36 信用卡营销中的组合营销策略 王新宇

管理

43 体验经济在信用卡业务中萌生 于洁静

46 我国信用卡市场现状与发展举措 杨绘宏

风险管理

50 吉林省拉卡拉电子支付服务存在的风险及其防范措施 林佳 乙

52 自助设备密钥加密的风险与审计要点 于雪征

中国信用卡・专业





P74

P₈₀

法律事务

53 涉外信用卡担保常见法律风险探析

吴春林 黎 萍

57《非金融机构支付服务管理办法》解读

林 宜

发展论坛

60 后危机时代我国银行业的发展之路

郭田勇 葛 娟

62 我国证券市场应适时推出国际板

李东卫

电子支付

67 第三方网上跨境支付存在的问题与政策性建议

郝建军 王大贤

70 谁是手机支付竞技场上的主导者

山林

都市物语

写意

72 慧心五台

留鱼儿

产业资讯

78 工行推出牡丹国民旅游休闲借记卡与预付卡 等

CONTENTS

Economic News

8 Assets of banking financial institutions of China reached 87.2 trillion yuan, etc.

Special Report

Topic

- 10 Speed up the internationalization process of electronic payment and facilitate cross-border payments for the residents at home
- 15 Fight for bankcard payment markets overseas
- 19 Cross-border payments: the main battlefield of the international bankcard organizations
- 23 Third-party cross-border payments: development state, risks and regulations
- 26 Development and characteristics of the cross-border online payment by bankcarks in China in the latter-financial-crisis times

Business Platform

Strategy

- 33 Development dilemma and countermeasures of the bankcard acception markets in the less developed regions
- 36 Strategy of Combined Marketing in credit card marketing

Management

- 43 Initial generation of the experience economy in the credit card business
- 46 Current situation and development measures of the credit card market of China

Risk Management

- 50 Risks and preventive measures of Lacarra electronic payment services in Jilin province
- 52 Risk and auditing elements in secret-key encryption of self-service equipment

Legal Affairs

- 53 Analysis on common leagal risks in foreign guarantee of credit card
- 57 Interpretation of Non-financial Institution Payment Service Management Measures

Development Forum

- 60 Development path of China's banking industry in the latter-financial-crisis times
- 62 China's securities market should launch the international board in a proper time

Electronic Payment

- 67 Problems and policy suggestions of third-party online cross-border payments
- 70 Who is the principal in the mobile payment arena

Fashion Things

Fashion

72 Intellectual Wutai Mountain

Industrial Informatiom

78 ICBC launched the peony debit cards and prepaid cards for national travel and leisure, etc.