中国管用卡

CHINA CREDIT CARD

ISSN 1009-2056 9 771009 205000 定价 25 元 邮发代号: 82-495

中

玉

信

用

卡

二〇二〇年第五

期

总 288 期

《中国金融电脑》杂志

目录 Contents







金融助力小微企业 复工复产

P8 ~ 29

特别关注

9 积极作为助小微, 同舟共济克时艰

——工银普惠高效服务疫情防控与复工复产

田哲

13 建设银行多措并举支持企业复工复产

谢香玲

16 有担当 有温度

——中信银行为企业复工复产提供全方位金融支持 康 超

20 平安银行数"智"经营,支持企业复工复产 谢香玲

22 "提效降费、线上先行",稠州银行助力小微企业抗疫复工

程杰

25 金融"数智化"助力供应链小微复工复产

田羽

观察

30 大数据时代信用卡客户生命周期管理实践与思考

刘鹰李昕

热点

40 浅谈央行数字货币的发行对银行卡支付清算业务的影响

刘超逸

44 各国政府及金融业疫情应对之策

马近朱

信用卡运营

49 城市信用卡发展潜力研究

宋文静 蒋书慧

64 信用卡客户标签体系建设与应用探索 俞丽君 俞艳红

网络金融

69 加快平台银行建设,推动线上金融发展

王振华

张大龙

金融论坛

75 疫情防控下金融促进中小企业复工复产的对策研究

79 山西省陵川县金融支持民营及小微企业服务情况分析 宰红玲 樊丽芳

文化漫谈

82 古老智慧的启示:财商、财富与幸福 官 强

乐享时光

86 春花吟 顾 骏

88 克里特岛掠影 黎 梅

财经要闻

92 国家统计局发布 2020 年一季度国民经济运行情况 等

行业资讯

94 工商银行、招商银行、平安银行与银联、支付宝合作二维码支付互认互扫 等





P86 P88

CONTENTS

Special Report

- 9 ICBC Inclusive Finance Dept. effectively serves epidemic prevention and control and work resumption
- 13 China Construction Bank takes multiple measures to support enterprises to resume production
- 16 CITIC Bank provides comprehensive financial support for enterprises to resume production
- 20 PING AN BANK supports enterprises to resume production based on digital and intelligent operation
- 22 "Enhance efficiency and reduce fees, go online first", ZHEJIANG CHOUZHOU COMMERCIAL BANK helps small and micro enterprises to fight the epidemic and work resumption
- 25 Financial "digital intelligence" helps small and micro enterprises in the supply chain resume production

Observation

30 Practice and thinking of life cycle management of credit card customers in the era of Big Data

Hot Point

- 40 Discussion on the influence of the issuance of the central bank's digital currency on the bank card payment and clearing business
- 44 Strategies of foreign governments and financial industries to respond to COVID-19

Credit Card Operation

- 49 Research on development potential of urban credit card
- 64 Construction and application exploration of credit card customer label system

Network Finance

69 Accelerate the construction of platform banking and promote the development of online business

Finance Forum

- 75 Research on the countermeasures of financial promoting the small and medium-sized enterprises to return to work and production under epidemic prevention and control
- 79 Analysis of service situation of financial support for private and small and micro enterprises in Lingchuan County, Shanxi Province

Culture Essay

82 Enlightenment of ancient wisdom: FQ, Wealth and Happiness

Leisure Time

- 86 The chant of spring flowers
- 88 Glimpse of Crete

Economic News

92 The National Bureau of Statistics releases the national economic performance in the first quarter of 2020,etc.

Industry News

94 ICBC, CMB, PING AN BANK and UnionPay, Alipay cooperation QR code payment mutual recognition and mutual scanning,etc.