

澳門科技大學

MACAO UNIVERSITY OF SCIENCE AND TECHNOLOGY

學術年報

Annual Academic Report of MUST

2003年

澳門科技大學學術年報

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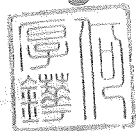
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澳門科技大學學術年報（二〇〇三）

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公元二〇〇四年三月

何厚鏗



題

校長 許敖敖教授 致辭

《澳門科技大學學術年報（2003年）》今天與大家見面了。這是澳門科技大學首次出版的學術年報，旨在向社會各界展示研究成果和學術活動情況。

澳門科技大學作為一所高等學府，其使命一是培育高素質的人材，增進文化交流。二是開展學術研究和學術活動，促進經濟發展和社會進步。二者相輔相成缺一不可。建校四年來，在致力於提高教學質量，校園建設的同時，我們逐步開展學術活動，完成了研究項目，出版了學術專著，舉行了多次學術研討會，活躍了學術空氣，取得了較好成績。

為了集中反映澳門科技大學的學術活動和研究成果，我們編輯出版了這本學術年報。由於是建校以來首次出版的學術刊物，它不僅包括了2003年的學術研究成果，還收錄了2000年至2002年的主要學術成果。今後，將持之以恆，每年刊出。

我們希望澳門科技大學學術年報的出版，能進一步推動我校各學院科學研究及學術活動的開展；為提高學校的品位；促進我校與各兄弟院校及社會各界的交流和合作；為促進經濟發展，推動科技發展和社會進步作出貢獻。



許敖敖 教授

2004年3月

Message of Congratulations

From Prof. Xu Aoao

Rector of MUST

The *2003 Academic Annual Report of Macao University of Science and Technology* is published today. With this first publication, we demonstrate our research results and academic activities.

As a 21st century university, our mission is to train highly qualified professionals, promote cultural exchanges, develop academic research, and foster economic development and societal progress. These mission elements are integral and complementary to one another. In the past four years, we have been making efforts not only to improve teaching quality and to speed up campus construction, but also to establish an environment in which to foster academic research. We have made achievements: research projects have been completed, academic papers have been published, academic seminars have been held, and an academic atmosphere has been activated on campus.

As this is the first academic publication since the founding of our University, it includes the research results of 2003 as well as some selected academic papers from 2000 to 2002. The publication will be made annually.

We hope that the publication of the Annual Report of Macao University of Science and Technology will further encourage scientific research and academic activities among our faculties. We will continue making achievements to raise the image of our university, to promote exchanges and collaborations among MUST, partner universities and all circles of society, and to foster scientific and technological development and societal progress.



Professor Xu Aoao

March 2004

校董會副主席、創校校長 周禮杲教授 致辭

熱烈祝賀《澳門科技大學學術年報(2003年)》的出版，這是澳門科技大學發展進程中的一件大事。它標誌著大學對學術研究工作的重視，也是實現大學對社會承諾的使命，“增進文化交流、致力人才培育、促進經濟發展、推動社會進步”的重要體現。

澳門科技大學在建校伊始，就以“高質量、高水準的國際性大學”作為目標，既重視教學質量，又重視提高學術水平。為此在首先保證課程教學良好運作的同時，積極開展學術交流與研究工作。在第一年，就不僅招收本科生，同時又招收了碩士生和博士生，以有助於推動大學科研工作的開展。

在此學術年報出版之際，我想有幾個特點值得說明如下：四年來共召開了 11 次學術研討會，特別是召開了“電腦輔助設計/圖形學”和“資訊管理發展策略”兩次規模較大的學術會議，均是遵循國際會議的程式，首先廣泛徵集論文，經審批獲准後前來參加會議，所以會議的學術質量較高，代表性廣泛，對提高澳門的學術會議水平、與國際更好接軌起了有益的作用；本校已承擔了一些直接為澳門社會服務的科研項目，取得了成果，參加了在深圳召開的中國國際高新技術成果交易會；本校還承辦了兩岸四地學者合辦的“中華資訊管理系統”雜誌的出版工作；從學術領

域來說，除本校已有的四個學院的學術成果之外，還拓展了由我校“可持續發展研究所”主辦的社會科學方面的各項成果。

從整體來說，儘管科研成果的數量和質量還有限，但由於大學創建初始，這些成果得來不易。相信隨著大學的不斷發展，必會有越來越多的研究成果，貢獻給社會，與各界同仁共享。也預祝本大學的“學術年報”越辦越好。

周禮杲 教授 周禮杲

2004年3月

Message of Congratulations

From Prof. Zhou Ligao

Vice Chairman of University Council, Founding Rector of MUST

Warm congratulations on the publication of *2003 Academic Annual Report of MUST*, which has marked a significant success in the academic development of MUST. It also symbolizes the great importance the university attaches to academic research, and much effort has been made for implementation of the university mission - "To promote cultural exchange, to nurture intellectual growth, to foster economic development, and to further social progress."

Since the opening of MUST, we have had the aim of creating and nourishing- "an international university with high quality and level". We not only focus our attention on teaching quality, but also on promoting academic research and related activities. In order to achieve this goal, we have focused on quality teaching, while, at the same time, actively undertaking academic exchange activities and research work. In the first year, in addition to the recruitment of students for the bachelor degree programs, we recruited students for master and doctor's degree programs. We consider post-graduates a very important force in research work.

At this moment, as this report is being published, I would like to place emphasis on the following: During these four years, we have held 11 academic seminars and conferences, of which two larger scale academic conferences on "Computer-Aided Design/ Graphics" and "Information Management Development Strategy" were organized according to the procedures of international standards, such as the "Call For Papers" and "Acceptance By Programming Committee", to guarantee the high quality of the conferences. MUST has undertaken several research projects to directly serve the Macau society, and has achieved results for participation in the National High-Tech Fair in Shenzhen. MUST has also undertaken the publication of "China Information Management System" journal, which is organized by the scientists in the Mainland China, Hong Kong, Taiwan and Macau. In

addition to the academic areas of the four faculties of the university, some results in the area of social sciences made by the “Sustainable Development Institute of MUST” are also included in the journal.

I deeply trust that, along with the development of this university, we shall continue to contribute to the society and to share with our colleagues. I congratulate the university on its great success to date and look forward to still greater achievements in the future.

Professor Zhou Ligao *Zhou Ligao*
March 2004

主編的話

在澳門科技大學成立四週年之際，我們編輯出版了這本《澳門科技大學學術年報（2003年）》。其目的是集中反映建校以來的科學研究及學術活動。其內容分為下列幾部份：

- 一 學術會議；
- 二 科研項目；
- 三 學術著作及期刊；
- 四 學術論文
- 五 博士/碩士學位論文精選。

由於澳門科技大學創辦不久，主要精力集中在教學及校園建設上，我們的研究成果及學術活動，無論從量或質兩方面還不能與辦學多年的學校相比。但是，出版這麼一本學術年報首先是肯定辦學初期的成果，鼓勵和鞭策我們自己更加努力。其次也是向社會各界表明澳門科技大學有決心成為具有領先水平和國際聲望的高等學府。

這本學術年報即將出版了，在此，編委會要首先感謝澳門特別行政區行政長官一何厚鏵先生在百忙之中抽出寶貴的時間為我校的學術年報賜寫扉頁，令年報生色不少。對校長許敬敖教授及校董會副主席周禮杲教授的題詞和鼓勵表示衷心感謝。我們還要感謝澳科大各學院、研究所、研究生院為本期學術年報所提供的

資料。此外，我們還要感謝為本期學術年報的編輯，出版付出辛勤勞動的李曉平先生、郭曉毅先生和唐向賢小姐。

由於學術年報編輯時間倉促，不足之處在所難免，尚希讀者多提寶貴意見，以利改進。



澳門科技大學副校長

唐澤聖 教授



澳門科技大學副校長

Professor David N. Smith

2004年3月

Preface from Editor

We have the pleasure to publish The 2003 Academic Annual Report on the 4th Anniversary of Macau University of Science and Technology. The purpose is to present our Scientific Research and Academic Activities since the establishment of the university. The contents are classified as follows:

Academic Conferences

Research Projects

Academic Publications and Journals

Published Papers

Selected PhD and Master Theses

Since our University was established only four years ago, we have focused our attention on primarily teaching in the early years. Our academic research and activities can thus not be compared with those of other long-established universities. However, the publication of this academic report reflects our success in the initial stage of establishment. It will encourage and motivate us to continue our work in this area. In addition, we would like to show the community that our university has the determination to become a leading educational institution of international standing.

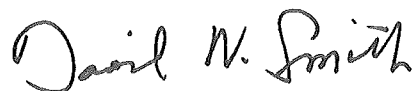
The Editorial Board would like to take this opportunity to thank the Chief Executive of the Macao SAR Government, Mr. Ho Hou Wa for sparing his valuable time to write the Title Page for this Report. This has greatly enriched our report. We also thank our Rector, Professor Xu Ao Ao and the Vice Chairman of our University Council, Professor Zhou Li Gao for their introductions to the Report and we thank all of our Faculties and Research Institutes and the School of Graduate Studies for their work in collecting the data that appears in this Report. We appreciate very much the important efforts of Mr. Li Xiao Ping, Mr. Guo Xiao Yi and Miss Tong Heong In during the publication of process.

Finally, the Annual Report may contain some inaccuracies and we would like to appreciate your comments and suggestions for future editions.



Vice Rector, Macao University of
Science and Technology

Professor Tang Zesheng



Vice Rector, Macao University of
Science and Technology

Professor David N. Smith

March 2004

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學術會議

Academic Conferences

1. “21 世紀高等教育展望” 研討會

主辦機構:

澳門科技大學

資/贊助機構:

澳門基金會

時間:

2001 年 1 月 10 日

地點:

澳門中華總商會

會議總結:

本次研討會的論文集，共有七篇論文，很榮幸地邀請了七位在高等教育方面具有豐富經驗，在海內外享有一定聲譽的專家或領導蒞臨澳科大作專題演講，包括澳門特別行政區社會文化司崔世安司長、香港浸會大學謝志偉校長、香港理工大學梁天培副校長、北京工業大學左鐵鏞校長、浙江大學胡建雄前常務副校長、南京中醫藥大學左言富黨委書記及澳門科技大學周禮杲校長。

校長周禮杲表示，出版《“21 世紀高等教育展望”研討會論文集》是爲了提高大學學術水平及教學質量，還積極開展學術研究，密切和政府機構和私營企業公司結合，開展研究開發的合作，共同創造新知識，爲澳門適應知識經濟時代的到來，使高等教育滿足 21 世紀的時代需要。

1. Prospects of Higher Education in 21st Century Seminar

Organizer:

University of Macao of Science and Technology

Sponsor:

Macao Foundation

Date:

January 10th 2001

Venue:

Macao Chinese Chamber of Commerce

Subjects:

Prospects of Higher Education in 21st Century Seminar was held on 10th January 2001 and sponsored by Macao Foundation. Therefore, we compiled and published the journal, which included Chinese and English versions.

In this seminar, there were altogether 7 papers. We were honored with the presence of seven prominent experts and leaders in the symposium, including Dr. Fernando Chui Sai On - Secretary of Social Affairs and Culture, Dr. Daniel Cw Tse - President of Hong Kong Baptist University, Prof. Leung Tin Pui - Vice-President of Hong Kong Polytechnic University, Prof. Tie Yong Zuo - President of Beijing Polytechnic University, Prof. Hu Jian Xiong - Former Ex-deputy President of Zhejiang University, Prof. Zuo Yan Fu - Ex-Vice President of Nanjing University of Traditional Chinese Medicine, and Prof. Zhou Li-Gao - Rector of University of Macao of Science and Technology.

Rector Zhou expressed that Prospects of Higher Education in 21st Century Seminar was to enhance the academic standards and educational quality of the University. In addition to cultivating talents of high quality, the University should attach much importance to academic research, and establish close cooperation with government institutions and private enterprises, in the fields of research and development for exploration of new knowledge. MUST would put her best foot forward to contribute to Macao's keeping pace with the knowledge-oriented economy era, in order to meet the demands of higher education in Macao in the 21st century.



Figure 1.1 “21 世紀高等教育展望” 研討會

2. 澳門特別行政區基本法實施兩周年紀念研討會

主辦機構：

澳門 21 世紀科技研究中心

澳門科技大學法學院

協辦機構：

澳門基本法推廣協會

北京大學港澳臺法律研究中心

時間：

2001 年 10 月 22 日至 10 月 24 日

地點：

澳門中華總商會

會議總結：

澳門特別行政區行政長官何厚鏵先生，全國政協副主席馬萬祺先生，中央人民政府駐澳門特別行政區聯絡辦公室主任白志健先生，全國人大常委會基本法委員會委員、原國務院港澳辦副主任陳滋英等政府高官及各界知名人士出席了研討會的開幕式，並作了重要的講話。60 多位來自中國大陸、香港特別行政區、臺灣以及本澳資深法學家、法律工作者出席了這次規模盛大的學術活動。他們圍繞《澳門特別行政區基本法》的成功實踐這一主題向大會提交了 30 多篇論文，這些論文較為全面而系統地就澳門特別行政區成立兩年來依法施政所取得的成果以及相關內容進行了交流討論。會議氣氛輕鬆融洽，暢所欲言。

與會代表認為，在鄧小平先生提出的“一國兩制”理論指引下，澳門特別行政區兩年來認真貫徹實施了《澳門特別行政區基本法》，使特區運行有了一個良好的開端，並且已經取得豐碩成果，對此深表欣慰和鼓舞；他們對有愛國愛澳優良傳統的澳門各界居民有效地實行澳人治澳、高度自治，寄與厚望，對未來充滿信心。與會代表會上發表的許多觀點、見解，對正確理解基本法，對堅定貫徹基本法，對確保澳門特區依法治澳，具有積極的促進作用。這次會議的召開引起了社會的廣泛關注，會議期間和結束以後，新聞界作了追蹤報道。這是一次開得及時、開得成功的研討會。

會後出版了《“依法治澳與穩定發展”——澳門特別行政區基本法實施兩周年紀念研討會論文集》。



Figure 1.2 澳門特別行政區基本法實施兩周年紀念研討會

2. The 2nd Anniversary Seminar on Enforcement of the Basic Law of MSAR

Sponsors:

Faculty of Law in University of Macao of Science and Technology
Macao 21st Century Science and Technology Research Center

Collaborators:

Promotion Association of MSAR
Research Center on HMT Law of Peking University

Date:

October 22nd. to October 24th. 2001

Venue:

Macao Chinese Chamber of Commerce

Subjects:

The following high-rank officials and famous persons from all circles have attended the seminar and delivered important speeches: Mr. Edmund Ho Hau Wah, the Chief Executive of MSAR, Mr. Ma Wanqi, the vice-chairman of Chinese People's Political Consultative Conference, Mr. Bai Zhijian, the director of Liaison Office of Central People's Government in MSAR, Mr. Chen Ziying, the member of the Basic Law Committee of Stand Committee of National People's Congress and former vice-director of HM Office of State Department, etc. More than 60 senior jurists and legalists from the mainland China, Hong Kong, Taiwan and Macao attended the large-scale academic meeting. They submitted more than 30 theses on the theme of successful practice of the Basic Law of MSAR, which systematically discussed over the achievements of the MSAR throughout administering in accordance with the Law in recent two years since the establishment of MSAR. The seminar was held in an easy atmosphere and the attendees freely expressed their opinions.

The attendees believed that, guided by the principle of "One country, two systems" brought forward by Mr. Deng Xiaoping, the government of MSAR had seriously carried out the Basic Law of MSAR in recent two years as a good start of the enforcement of the Law and acquired plentiful and substantial achievements. They expressed high hopes on Macao inhabitants, who have the tradition of loving our country and Macao, to effectively rule Macao by themselves, and enjoy high degree of autonomy. Meanwhile, they placed their confidence in Macao's future. Many opinions and ideas brought to the seminar would actively promote the understanding and practice of the Basic Law of MSAR, as well as ensure that MSAR will govern Macao by laws. The seminar drew broad attention from the community, and was focused by the mass media during and after the meeting. It was a timely successful seminar held in its time.

A collection of theses was published afterward, which was entitled Rule Macao by Law and Develop Steadily: Theses Collection of the 2nd Anniversary Seminar on Enforcement of The Basic Law of MSAR.

3. 中醫藥防治老年病的臨床與實驗研究學術研討會

主辦機構：

澳門科技大學中醫藥學院

協辦機構：

澳門中醫藥學會

澳門中醫學會

資助機構：

澳門基金會

時間：

2001年12月2日

地點：

澳門文華東方酒店

會議總結：

會議由澳門科技大學周禮杲校長首先致詞，澳門特別行政區衛生局瞿國英局長應邀出席並作了重要指示。

是次研討會邀請了兩岸四地的專家學者，分別來自南京中醫藥大學暨附屬醫院、臺灣臺北醫學大學暨老人健康養護學會、香港浸會大學及澳門科技大學等，有十余名專家學者在會上作了專題報告，旨在相互交流和探討這方面的科研成果和預防、診斷、治療等方面的豐富經驗，對推動澳門用中醫藥防治老年病的研究，為保障年長者的身體健康，提高其生活質量將發揮重要作用。

3. Seminar on Clinical and Experimental Research into Prevention and Treatment of Geriatric Diseases with TCM

Organizer:

University of Macao of Science and Technology

Collaborator:

Macau TCM Association
Macau Association of TCM and Chinese Materia Medica

Sponsor:

Macao Foundation

Date:

November 12th 2001

Venue:

Mandarin Oriental Macau(hotel)

Subjects:

With the honorable presence of Dr. Koi Kuok-ieng, Director of the Department of Health, Macau SAR, Professor Zhou Ligao, MUST Rector, they delivered their opening speeches.

Experts and scholars came from the Two Straits and the Four Regions, such as: Nanjing University of TCM and its affiliated hospital, Hong Kong Baptist University, Taipei Medical University, MUST, etc., more than 10 of them gave reports on special topics. The objective of the seminar was to discuss and exchange scientific research and the rich experience, prevention, diagnosis and treatment of geriatric diseases with TCM. The seminar will promote more medical research into this field in Macau, and will play an important role in guaranteeing senior's health and improving their life.



Figure 1.3 中醫藥防治老年病的臨床與實驗研究學術研討會

4. 第八屆海峽兩岸資訊管理發展策略研討會

主辦機構：

澳門科技大學

承辦機構：

復旦大學

時間：

2002年11月9日至11月10日

地點：

澳門科技大學

會議總結：

“海峽兩岸資訊管理發展策略研討會”由復旦大學和臺灣中央大學聯合倡議，於1994年在復旦大學舉辦第一屆，以後各屆由內地、臺灣、香港和澳門的大學輪流舉行，成為海峽兩岸資訊管理的一個重要論壇。

在大會開幕式上，澳門科技大學校長周禮杲教授，澳門高等教育輔助辦公室副主任郭小麗，澳門行政會成員、科技大學校董唐志堅，復旦大學代表黃麗華教授，同濟大學代表喬非副教授先後致辭。周禮杲教授表示，當今世界資訊科技飛速發展，推動各行各業不斷向前。在管理領域，資訊技術也起著舉足輕重的作用。隨著電子商務和電子政府的蓬勃發展，資訊管理技術也將得到極大的發展。研討會的開展，有利於兩岸四地在資訊管理領域的學術交流。

開幕式之後，國家信息產業部信息化推進司司長季金奎先生、香港科技大學工商管理學院副院長譚嘉因教授、臺灣中山大學梁定澎教授、復旦大學管理學院副院長黃麗華教授等分別就“中國信息產業發展現狀及展望”、“MIS 的研究趨勢”、“兩岸三地資訊管理之發展”、“企業管理信息化的層次模型”進行了主題發言。

“第八屆海峽兩岸資訊管理發展策略研討會”在澳門科技大學的舉行，得到了兩岸四地諸多大學的大力支持。大會共收到200餘篇論文，來自清華大學、復旦大學、臺灣中央大學、政治大學、香港中文大學、嶺南大學、澳門大學以及澳門科技大學等二十余所大學的一百余位專家學者參加了本

屆研討會，分別就資訊系統開發與應用、城市與企業資訊化、決策知識系統、知識管理和商業智能、電子商務技術與應用等議題進行了交流。



Figure 1.4 第八屆海峽兩岸資訊管理發展策略研討會

4. The 8th Cross-Strait Conference on Information Management Strategies

Sponsors:

University of Macao of Science and Technology

Collaborators:

Fudan University

Date:

November 9th. to November 11th. 2002

Venue:

University of Macao of Science and Technology

Subjects:

Cross-Strait Conference on Information Management Strategies, since it was sponsored by Fudan University and Taiwan Central University in 1994, has become an important forum of information management for cross-strait scholars.

The opening ceremony, which took place on the MUST campus, started with the honorable presence of Professor ZHOU Li-gao, MUST Rector, Ms. KUOK Sio-lai, the Vice Director of the Tertiary Education Office, Mr. Tong Chi-kin, MUST Council Member, Ms HUANG Li-hua, representative of Fudan University, and Ms Qiao Fei, representative of Tongji University, who delivered their goodwill speeches. Rector ZHOU emphasized that the importance of information technology and stated that the objective of the conference was to enhance the academic exchanges of the Two Straits.

After the opening ceremony, Mr. JI Jinkui, the Director of Informatization Department, Ministry of

Information Industry, Prof. TAM Karyan, associate dean of Business and Management, Hong Kong University of Science and Technology, Mr. T. P. Liang, Professor of National Sun Yat-sen University, Prof. HUANG Lihua, vice dean of school of management, Fudan University, made keynote speeches as “The Current Situation and Forecast of Information Industry in China”, “Research Trends of MIS”, “The Development of Information Management in Mainland, Taiwan and Hong Kong”, and “A Level Model of Enterprise Management Informatization”.

The 8th Cross-Strait Conference on Information Management Strategies was supported by many reputable universities. The conference received more than 200 papers, among which 80 papers were accepted. About 100 scholars from more than 20 universities such as Tsinghua University, Fudan University, Taiwan Central University, National Chengchi University, Chinese University of Hong Kong, Lingnan University, University of Macao, University of Macao of Science and Technology, etc., attended the conference and discussed the following topics: “Development and Application of Information System”, “City and Enterprise Informatization”, “Decision Support System”, “Knowledge Management and Business Intelligence”, and “Technology and Application of Electronic Commerce”.

5. 澳門民商法研討會

主辦機構：

澳門 21 世紀科技研究中心法律研究所

澳門科技大學法學院

資助/贊助機構：

澳門基金會

時間：

2002 年 11 月 16 日

地點：

澳門科技大學

會議總結：

爲了推進對澳門民商法的研究、維護澳門的法治、發展澳門的經濟,並進一步開展澳門的法學研究,澳門 21 世紀科技研究中心、澳門科技大學法學院在澳門基金會贊助下,於 2002 年 11 月 16 日舉辦了澳門民商法研討會。

澳門特別行政區行政法務司陳麗敏司長參加了會議開幕式。澳門特別行政區檢察長何超明博士應邀在會議上作了“彰顯民商法的功能”的演講,就澳門民商法研究面臨的兩大問題,即法典與本地經濟形態、商業習慣、社會習俗相適應和民商法理論本身的發展,發表了自己的觀點。中國法學會常務副會長孫琬鍾教授對內地民商立法和民商法研究情況作了介紹,他建議兩地法學界進一步加強交流,密切合作,促進兩地法學研究的發展。中國著名民商法學家江平教授就內地民法典起草情況做了介紹,針對民法典起草中的一些熱點(民法總則,物權法,人格權,侵權行爲等)問題作了專題發言。上述演講和發言,在會上引起了熱烈的反響。

參加研討會的有來自澳門、內地、香港、臺灣的專家學者,有政府官員、法官、檢察官、律師,也有澳門科技大學法學院的第一屆畢業的碩士,約 150 人。

這次研討會的指導思想是突出爲澳門的法制改革服務,研討的問題涉及面廣,並且特別注重澳門的社會實踐與法制改革的熱點問題。醫療事故的民事責任、完善市場競爭立法、人格權保護和小額錢債訴訟等都是澳門社會和法律界廣泛關注的問題,也是這次研討會的熱點;會上有的學者還對澳門

民法典和商法典中等一些規定作了分析闡述。研討會上的發言和論文的内容，結合澳門實際，在所涉及的領域，借鑒內地和其他國家的立法及司法實踐，用比較法學和實證法學的方法，進行分析研究，其中不乏獨到的見解。會議結束後，澳門新聞界對研討會上的演講、發言和文章連續多日進行了報導，引起了社會廣泛的關注。

研討會後出版了“澳門民商法研討會論文集”。



Figure 1.5 澳門民商法研討會

5. Seminar on Civil Law and Commercial Law of Macao

Sponsors:

Macao 21st Century Science and Technology Research Center
University of Macao of Science and Technology

Supported by:

Macao Foundation

Date:

November 16th, 2002

Venue:

University of Macao of Science and Technology

Subjects:

With the support of the Macao Foundation, Macao 21st Century Science and Technology Research

Center and the Law School; MUST held a seminar on the Civil Law and Commercial Law of Macao on Nov. 16th, 2002. The purpose of this seminar was to push forward researches on civil law and commercial law of Macao, to support the rule of law in Macao and to develop the economy of Macao.

Miss Chen Limin, the SAJ of MSAR, attended the opening ceremony. Dr. He Chaoming, the chief procurator of MSAR, was invited to deliver a speech on the functions of civil law and commercial law. His speech touched on the adaptation of law to local economy, business practice and social customers and on the development of civil law and commercial law, which were the main problems facing researches on civil law and commercial law of Macao. Prof. Sun Wanzhong, the vice president of China Law Society, introduced the progress of the legislature and the research on civil law and commercial law in mainland China. Meanwhile, he suggested further exchanges and close cooperations between the law fields of mainland and Macao to enhance the development of law researches on both sides. Prof. Jiang Ping, the jurist of civil law and commercial law, talked about the draft of civil law in the mainland, focusing on hot topics such as civil law-general principles, property law, rights of personality and tort action. All the speeches found strong echoes among the attendees at the seminar.

About 150 people attended this seminar, including law experts and scholars, government officials, judges, chief procurators and lawyers (from Macao, Mainland China, Hong Kong and Taiwan), and the first graduates of Law School, MUST.

Guided by the spirit of serving the reform of law system in Macao, this seminar exposed questions in various aspects, particularly on social practice and the reform of law system in Macao. These questions also touched on civil liability of malpractice, improvement of market competitiveness legislature, protection rights of personality, and small claim tribunal actions. Some scholars at the seminar offered analyses and explanations to some regulations in Macao. With the method of comparative law and positive law and in combination with the actuality of Macao, the speeches and theses at the seminar expressed original views, drawing on the experience of legislative and judicial practice in foreign countries. After this seminar, the press circles in Macao continuously reported on these speeches and theses for days to draw attention from all walks of life.

The collection of theses of civil law and commercial law in Macao was published shortly after the seminar.

6. 一國兩制: 港澳對接 2003 論壇

主辦機構:

澳門科技大學可持續發展研究所(MUST-ISUS)

協辦機構:

香港亞太二十一學會

資/贊助機構:

澳門基金會

香港大公報

時間:

2003年3月24-3月25日

地點:

澳門科技大學教學大樓(A510室)

主要出席人士:

日本:

王效平博士 日本北九州大學經濟學教授; 日本東亞學會秘書長

胡景耀博士 日本神戶大學國際協研究科特別研究員

中國內地:

遲福林教授 中國海南改革發展研究院(CIRD) 院長

賴尚龍博士 聯合國經濟與社會事務部 (UNDESA) 高級顧問、北京清華大學訪問教授

李羅力教授 綜合開發研究院(中國·深圳, CDI) 秘書長

陳岸明主任 中共珠海市委政策研究室主任

姚錫棠教授 上海浦東發展研究院院長、上海台港澳經濟研究會會長

臺灣地區:

張五嶽教授 臺灣中華港澳之友協會秘書長、臺北淡江大學中國大陸研究所教授

香港特別行政區:

謝國梁先生 香港中國銀行集團研究部高級研究員
趙令彬博士 香港滙豐銀行中國經濟研究專門家
周八駿博士 香港經濟發展研究專門家
何亮亮先生 香港鳳凰衛視中文台時事節目總監
黃康顯先生 香港大學持續進修高級講師、紐約世界日報主筆
陸錦榮先生 香港《戰國策商業月刊總編輯》

澳門特別行政區:

陳青松先生 上海《文匯報》駐澳門特派員
鄭國強先生 環球文化傳播有限公司總經理
林瑞光先生 澳門特別行政區行政暨公務局《行政雜誌》編輯、中山大學公共行政博士生
吳志良博士 澳門基金會行政委員會委員
王禹先生 澳門科技大學法學院助理教授

會議總結:

在“一國兩制:港澳對接 2003 論壇”上,來自澳門、香港、內地及日本等地的專家學者高度讚賞“一國兩制”;指出在理論與實踐等層面上,它對時空差異性、區域差異性、制度差異性、發展策略差異性、發展階段差異性以及生活方式差異性等,都有相當大程度的包涵性和變通性。可是,居於實事求是的原則,在涉及香港和澳門、港澳和臺灣,港澳和珠三角,港澳和內地其它省區等層面的交流協作,“一國兩制”不止有一個如何落實的問題;更重要的是,它還有一個如何與時俱進地加以開發開展的問題。如此既可消除其既有的局限性,還要引進更大的理論和實踐的活動空間。

因此,與會學者可以從“一國兩制”的開發中,引進“第三制”這麼一個嶄新的概念,並試圖用包括港澳在內的珠江三角洲地區的交流協作問題,特別是澳珠跨境工業區及粵港澳跨境大橋的營造和營運來探索區域發展的理論與實踐。

因為建設一條連接珠海、澳門、香港以致於深圳等地的陸上交通系統所遭遇到的難題,主要是在理論理念-法律制度-管理模式上,如何尋找一個可行的方案;而不在於融資和科技的問題上。或者說,它涉及的“差異性因素”太多了;古今中外的制度和文化都未能單獨地解決。所以,在“一國兩制”之外,引進所謂“第三制”,可能對解決下列問題,具有突破性作用。

“第三制”的大意在於實事求是,與時俱進;為大珠三角地區的可持續發展,探索一個更為“寬廣變通,運動得過”的運作模式。

這也可能有助於各方找到一個以澳門為主體的橫琴島發展方案，使大橋從香港大嶼山繞過路環島而直趨橫琴島；以之為落腳點，而不必直接地登陸擁擠的珠海東區和澳門市區。

那麼，澳門和珠海的其它合作計劃(跨境加工區)，香港和深圳的合作構想，以穗港澳為框架的“大珠三角發展系統”，以及中央即將於六月底出臺的涉及大陸和港澳的更緊密經貿安排中的許多老大難問題，亦可能迎刃而解呢。



Figure 1.6 “一國兩制：港澳對接 2003 論壇”會議

6. “One Country, Two Systems” in Hong Kong and Macao: 2003 Forum

Organizer:

MUST-ISUS

Collaborator:

Hong Kong Society of Asia-Pacific 21

Sponsors:

Macao Foundation

Hong Kong Ta Kung Pao

Date:

March 24th. to March 25th. 2003

Venue:

A510, MUST

Subjects:

The Institute for Sustainable Development (MUST-ISUS) held the “One Country, Two Systems: 2003 Forum” on 24th, March, 2003. Experts and scholars, who came from Japan, Mainland China, Hong Kong and Macao, thought highly of the policy of “One Country, Two Systems” operated in Hong Kong SAR and Macao SAR after handover. For the further exploration of this policy, scholars suggested introducing “The Third System”. “The Third System”, as a new concept, can help to solve the problems in the sustainable development of the Pearl River Delta Region (PRDR). Furthermore, in order to develop theories and practice in the regional economic development, it should be a good attempt to strengthen the cooperation within the Pearl River Delta Region (PRDR) including Hong Kong and Macao. In particular, some good attempts that have been considered recently include the construction and operation of the Zhuhai-Macao Cross-Border Industrial Zone and the Hong Kong-Zhuhai-Macao Bridge.

7. 閩澳台關係:2003 論壇

主辦機構:

澳門科技大學可持續發展研究所(MUST-ISUS)

福建社會科學院亞太經濟研究所

福建省亞洲問題研究所

資助機構:

澳門基金會

時間:

2003年5月8日-5月15日

地點:

澳門科技大學教學大樓(A506室)

主要出席人士:

曾建豐先生 福建省亞洲問題研究所副研究員

陳璐小姐 福建省亞洲問題研究所助理研究員

林世淵先生 福建社會科學院亞太所副研究員

翁東玲小姐 福建社會科學院亞太所副研究員

鄭有國先生 福建社會科學院亞太所副研究員

林珊小姐 福建社會科學院亞太所副研究員

會議總結:

2003年5月8日至5月15日,“閩澳台關係:2003論壇”在澳門科技大學可持續發展研究所成功舉辦。福建社會科學院亞太經濟研究所、福建省亞洲問題研究所“閩澳台經貿關係研究”課題組的專家學者一行六人應邀與會。此次論壇系列活動包括《閩澳台經貿合作現狀與前景展望》課題初稿論證會、“閩澳台關係與兩岸關係發展”座談會及“閩澳台關係在兩岸四地可持續發展中的意義與作用”研討會等,論壇主題圍繞著“兩岸四地可持續發展中的閩澳台關係”進行。

此次論壇活動對福建社會科學院亞太經濟研究所與福建省亞洲問題研究所聯合課題組所作的

《閩澳台經貿關係現狀與前景展望》課題初稿進行專題論證，與會專家學者在對該課題給予以充分肯定同時，也提出了大量寶貴的修改意見，為課題進一步完善與出版做出積極貢獻。論壇還就閩澳台三地歷史文化淵源、經貿合作現狀及未來關係拓展等問題進行了深入探討與交流。閩澳兩地學者專家普遍認為，閩澳台三地在歷史上關係極為密切，特別是地緣和人緣之間的關係；內地改革開放以來三地經貿往來與合作得到了進一步加強；如今三地面臨加入 WTO 以及區域經濟日益密切的發展機遇，經貿關係也必將迎來更美好的發展前景。與會專家學者還就如何發揮閩澳台三地各自優勢，進一步加強三地經貿合作提出了建設性意見，認為三地可在中醫中藥教學研究與產業開發、合作辦學與人才培育、文化旅遊市場開發、“虛擬園區”創建以及貿易與金融服務等方面加大合作力度。



Figure 1.7 閩澳台關係:2003 論壇

全國政協委員、澳門中華媽祖基金會董事局主席顏延齡先生在論壇中強調指出，閩澳均應充分發揮各自在對台工作中的優勢，充分利用地理、經濟、人文等方面的特殊條件，繼續通過各種渠道和方式努力鞏固和發展閩澳台三地已建立起來的特殊關係，加強彼此的交流，為改善兩岸關係、最終實現祖國和平統一做出積極貢獻。

此次論壇活動引起了澳門學術界和輿論界的極大關注，澳門電視臺、《澳門日報》、《華僑報》等

當地主要媒體對此次活動進行了跟蹤報道。此次活動的主辦單位澳門科技大學可持續發展研究所還與福建社會科學院亞太經濟研究所、福建省亞洲問題研究所達成初步合作意向，擬定2004年在福建舉辦“閩澳台關係：2004論壇”，並逐步推動此論壇向長期化、制度化方向發展。2003年11月，《閩澳台經貿合作現狀與前景展望》一書由香港中國評論文化有限公司納入《中國評論學術文庫》系列叢書公開出版發行。

7. The Relationship among Fujian Province, Macao and Taiwan: 2003

Forum

Organizer:

MUST-ISUS
Institute of Asia-Pacific Studies, Fujian Academy of Social Sciences
Fujian Institute of Asian Affairs Studies

Sponsor:

Macao Foundation

Date:

May 8th. to May 15th. 2003

Venue:

MUST-ISUS (A506)

Subjects:

The Institute for Sustainable Development (MUST-ISUS) hosted successfully “The Relationship Development Among Fujian Province, Macao and Taiwan: 2003 Forum” from 8th to 15th, May, 2003. The Forum focused on the relationship among Fujian province, Macao and Taiwan in the sustainable development of Cross-Strait-Four-Place. The forum included the discussion on the project of “Economic and Trading Cooperation among Fujian province, Macao and Taiwan”, the panel of “The Development of Relationship Among Fujian Province, Macao and Taiwan in the Sustainable Development of Cross-Strait-Four-Place” and other academic activities. Through discussions, scholars analyzed the situation and status of three regions’ cooperation in the history and future development. They also advised three regions to develop their unique advantages in order to strengthen their economic and trading cooperation in future.

8. 四方有約 2003 論壇:探索 CEPA 對港澳發展和兩岸四地關係的促進作用

主辦機構：

澳門科技大學可持續發展研究所(MUST-ISUS)

協辦機構：

上海社會科學界聯合會

上海浦東發展研究院

上海市台港澳經濟研究會

上海財經大學人文學院

香港嶺南大學香港商學研究所

香港亞太二十一學會

香港管理專業協會工商管理研究社

香港南洋大學校友會

珠海市委政策研究室

贊助機構：

澳門基金會

臺北夏潮基金會

香港管理協會工商管理研究社

澳門中華媽祖基金會

南光(集團)有限公司

澳門南粵酒店

時間：

2003年8月8日-8月12日

地點：

澳門科技大學可持續發展研究所(MUST-ISUS)

主要出席人士：

臺灣地區：

王仲淳教授 臺灣元智大學電子工程學系教授

吳志榮先生 臺灣元智大學博士生

劉保盟先生 臺灣元智大學碩士生

香港特別行政區：

饒美蛟教授 香港嶺南大學副校長、香港商學研究所所長

李思名教授 香港浸會大學地理系系主任;香港亞太二十一學會理事

丁楷恩先生 國際經濟文化交流協會會長

何亮亮先生 香港鳳凰衛視有限公司言論部副總監

謝國梁先生 香港中銀香港發展規劃部經濟研究處高級經濟研究員

趙令彬博士 香港滙豐銀行中國經濟研究員

周正偉博士 香港珠海書院副教授；香港亞太二十一學會理事

陸錦榮先生 香港戰國策社社長；香港亞太二十一學會義務秘書

其它地區：

陳廣漢教授 中山大學港澳與珠三角研究中心主任

陳岸明主任 珠海市委政策研究室主任

俞友康先生 珠海市委政策研究室研究人員

唐淳風先生 國務院商務部國際經貿研究院研究員

李羅力教授 綜合發展研究院(中國,深圳) 副院長

洪詩鴻先生 日本大阪阪南大學經濟系副教授

朱顯龍教授 北京聯合大學臺灣研究所副所長

賀聖達教授 雲南省社會科學院副院長

會議總結：

澳門科技大學可持續發展研究所(MUST-ISUS)主辦的“四方有約 2003 論壇：探索 CEPA 對港澳發展和兩岸四地關係的促進作用”是和香港與內地關於更緊密經貿關係的安排(Closer Economic Partnership Arrangement: CEPA)簽訂以來，在兩岸四地第一個召開的相關的研討會；所以它吸引了來自澳門、香港、臺灣、北京、上海等地的產官學各界有識之士的熱烈反應，與會人士超過六十人。

香港學者指出，CEPA 是 1980 年黃枝連教授在其著作《美國 203 年：對“美國體系”的歷史學與未來學的分析》關於“中國人共同體”(卷下, 第 924 頁)概念的一個重大發展；自 1992 年以來，在香港亞太二十一學會主持下，在澳門、臺北、海口、廣州、東京及台中各地，已前後舉辦過八屆“中華經濟協作系統”國際研討會，有不少專家學者和企業界人士提出兩岸四個中華經濟體交流協作的機制。港澳和內地的兩個 CEPA，將是中華經濟體之間的第一個政府間正式簽署的文件；使中華經濟協作出現官方的機制。其意義便是極不尋常的。而預訂今年十二月中在上海社聯舉行的“中華經濟協作系第 9 屆國際研討會”暨“第 4 屆滬港澳關係論壇”，CEPA 亦將成爲一個重要的課題。

那麼，對 CEPA 的分析議論和前景探測，主要包括下列觀點：

其一，CEPA 對港澳兩個特區內部的本土經濟-在地經濟，是否帶來了多元化重建的可能性？大家所關心的是，香港是否可因“香港公司”和“香港製造”的條款，使它可以吸引本地中小企業和外來廠商進行企業投資，重建某些新興產業；爲香港 340 萬勞動人口增加就業和擇業的機會？至於澳門，是否也可利用 CEPA 的有關條款，加速其“龍頭產業”建設的同時，也使其包括製造業在內的“龍身-龍尾產業”，得以應運而興呢？

其二，港澳與內地的 CEPA 允許香港的服務行業以“香港公司”的身份進入內地，開展其金融、地產、旅遊、會計、電子商務、中醫藥、運輸、電影等行業的創業和營運，那麼，它是給香港專業人士和中產階級一個新天地，還是引發香港有識有力之士也向北遷移，使香港空洞化進一步地擴大，留下更多的弱勢族群呢？或者說，因爲服務業北上的可能性，使外國人的相關人才和公司更大量地到香港和澳門來設立據點，利用 CEPA 進軍中國；然則，港澳兩地的專業人士和中產階級可以獲得新的就業與擇業的機會。

其三，港澳與內地的 CEPA 將使它們和珠三角及內地經濟區域經濟的交流協作，可以有進一步的發展；是“一國”之內“兩制”的第一個交流的媒介。那麼，港澳是否因此加速“融入珠三角”，建立一個可以同長三角抗衡的區域經濟體系？還是出於“一國兩制”，維持港澳的獨特的國際網絡，成爲整個中國大陸走向國際的橋頭堡；即澳門所謂的“經貿平臺”？與會人士對“融入珠三角”發生了爭論。實際上，CEPA 使港澳和內地的交流協作多樣化了，多元化了；可以爲內地各地的經濟發展做出新的貢獻的。

當然，關於 CEPA 討論難免涉及臺灣：澳台和港臺之間是否也可以引入 CEPA；並在此基礎上，建立大陸和臺灣的 CEPA 呢？港澳是否可以其 CEPA 身份，加入中國東盟自由貿易區 (10+1FTA)和東亞自由貿易區(10+3FTA)呢？那麼，臺灣是否也可以某種形式的 CEPA，加入 10+1/10+3FTA 呢？

與會的專家學者也多有爭論；特別是由於政治問題，臺灣要的 FTA，它如何同此岸的三個中華經濟體訂立類似 CEPA 的關係，在理論與實踐上都有待探索。



Figure 1.8 四方有約 2003 論壇

8. 2003 Forum: Explore the Development of Hong Kong and Macao and the Relationship of Cross-Strait-Four-Place with CEPA

Organizer:

MUST-ISUS

Sponsor:

Macao Foundation

Date:

August 8th. to August 12th. 2003

Venue:

MUST-ISUS

Subjects:

The Institute for Sustainable Development (MUST-ISUS) organized the 2003 Forum in August in order to explore the development of Hong Kong SAR and Macao SAR as well as the relationship of Cross-Strait-Four-Place with the effects of CEPA. Many experts and scholars, who are from Beijing, Shanghai, Taiwan, Hong Kong and Macao, attended the forum.

CEPA is such an important issue in the whole Chinese economy. Therefore, experts and scholars discussed and analyzed the effects of CEPA in the forum. Main ideas are included as follows.

Firstly, is it possible to reconstruct the local economy in the two SARs with CEPA?

Secondly, will CEPA move professions to the North or deep keep them at Hong Kong since CEPA allow the service industry to enter the Mainland China registered as “Hong Kong Company”?

Thirdly, how to improve the further economic regional cooperation between the two SARs and the Pearl River Delta Region (PRDR) since the economic cooperation is considered as the principal medium within the frame of “One Country, Two Systems”?

Moreover, the effects of CEPA will have a significant impact on Taiwan, what will be considered as another big issue and more researches will have to be done on it in the near future?

9. 第八屆計算機輔助設計/圖形學國際學術會議

主辦機構：

中國計算機學會

承辦機構：

澳門科技大學

澳門大學

香港中文大學

資助/贊助機構：

澳門基金會

國家自然科學基金委員會

時間：

2003年10月29日至10月31日

地點：

澳門科技大學

澳門大學

會議總結：

本次大會共收到了122篇論文，由96位學者進行了評審和篩選，出版的會議論文集中共收錄了48篇正式論文和45篇短文。

本次會議邀請到國際、國內著名學者與會作特邀報告。他們是：瑞士日內瓦大學副校長 Nadia Thalmann 教授，其報告題目為“Automatic Modeling of Virtual Humans and Body Clothing”；美國國家科學基金會及加州大學洛杉磯分校 J. Stauhammer 教授，其報告題目為：“Design of Science and Science of Design”，前臺灣清華大學校長劉炯朗教授，其報告題目為：“Economic Technology and Education-SoC, a New Advancement in Technology”以及浙江大學鮑虎軍教授，其報告題目為：“Framework for Digital Signal Processing over Meshes”。他們的高水平的學術報告展示了國際國內計算機圖形學及 CAD 領域的最新研究成果，並指明了今後的研究方向。

會議接受的 48 篇論文分為 12 個組，進行了宣讀和交流，並展開了熱烈的討論。會議吸引了來自瑞士，英國，新加坡，美國，中國大陸，臺灣，香港及澳門本地的 100 多名專家學者。在兩天半的特邀報告和分組報告會上，眾多的在計算機圖形學和計算機輔助設計方面的專家學者濟濟一堂，愉快地分享知識和探討各自的學術成果。會場上出席者踴躍提問，充滿了活躍的學術氣氛。

開幕儀式的主禮嘉賓包括澳門特別行政區運輸工務司歐文龍司長，澳門特區政府行政會委員、澳門科技大學校監廖澤雲博士，澳門基金會行政委員會委員、澳門科技大學校董會副主席林金城先生，澳門特區政府電訊暨資訊科技發展辦公室副主任許志樑先生，澳門大學校董會主席、澳門科技大學校董謝志偉博士，澳門大學校長姚偉彬教授、澳門科技大學校長許敖敖教授、生產力暨科技轉移中心理事長關敏如先生及澳門電腦學會會長韋輝樑先生等。

會議由主禮嘉賓歐文龍司長致開幕辭；歐文龍司長在致辭中對來自不同地區的專家學者表示了熱烈歡迎和衷心感謝，感謝他們在科學技術的前沿領域作出的貢獻。並且鼓勵本地的大學加強科研產業化的力度，“製造”更多符合社會需求的科技創新。接著由澳門科技大學副校長、會議主席唐澤聖教授及澳門大學校長姚偉彬教授致辭。最後，唐澤聖教授代表大會向主禮嘉賓歐文龍司長致送紀念品；姚偉彬教授，許敖敖教授及謝志偉博士亦分別向特邀主講嘉賓致送紀念品。

會後，大會安排了學者們遊覽本澳市容，使其在學術活動之餘可以領略一下澳門的繽紛特色。

與會代表對這次大會的圓滿舉辦表示了充分的肯定。澳門新聞界對這次研討會反應熱烈，很多新聞單位如澳門電視台、澳門日報、華僑報、大眾報等都作了報導。

9. The 8th International Conference on Computer Aided Design and Computer Graphics

Sponsors:

China Computer Federation

Organizers:

University of Macao of Science and Technology (MUST)

University of Macau (UM)

Chinese University of Hong Kong

Supported by:

National Natural Science Foundation of China
Macao Foundation

Date:

October 29th. to October 31st. 2003

Venue:

University of Macao of Science and Technology (MUST)
University of Macau (UM)

Subjects:

On this conference, there were in total 122 papers submitted for review. The program committee distributed all the papers to 96 reviewers. After a strict and careful review of all papers, 48 regular papers and 45 short papers are selected for presentation on the conference. All selected papers are included in the conference proceedings.

The conference featured in the strong participation of renowned scholars both home and abroad in the computer graphics and CAD discipline. They are Prof. Nadia Thalmann, vice rector of University of Geneva, who had delivered speech of “Automatic Modeling of Virtual Humans and Body Clothing”; Prof. J. Staudhammer, scholar of National Science Foundation and University of California at Los Angeles, who had shared his thought of “Design of Science and Science of Design”; Prof. C. L. Liu, former President of National Tsing Hua University (Taiwan), who had delivered “Economic Technology and Education – SoC, a New Advancement in Technology”; and Prof. Hujun Bao, Zhejiang university, who had presented “Framework for Digital Signal Processing over Meshes”. These speeches brought up the state-of-the-art of the computer graphics and CAD technology.

The 48 papers were presented in 12 sessions. The conference attracted more than one hundred scholars coming from Swiss, UK, Singapore, States, China Mainland, Taiwan, Hong kong and Macau. In two and a half days of the conference, the attendees had actively participated in session presentation and discussion.

In the opening ceremony, we had invited some distinguished guests including Mr. AO Man Long - Secretary for Transport and Public Works of the Macao SAR, Dr. LIU Chak Wan - MUST Chancellor, Prof. IU Vai Pan – Rector of UM, Prof. TANG ZeSheng – Vice Rector of MUST, and Mr. Vitor Manuel Kuan – Vice President of the Board of Directors, Macau Productivity And Technology Transfer Center, and Mr. Wai Huileung – President of Macau Computer Association.

In the opening speech, Secretary Ao stated the importance of collaboration between new technology enterprise and the higher education institution, and that such collaboration would contribute to enterprise reformation and technology advancement. In addition, he believed that this international event would bring renowned scholars around the world to update participants on the latest advance in computer graphics and CAD technology. After the speech, souvenirs were presented to the distinguished guests and invited speakers Prof. IU Vai Pan – Rector of UM, Prof. TANG ZeSheng – Vice Rector of MUST,

After completion of the conference, the attendees were invited to a tour of local itinerary so as to enjoy the amazing sights of the Macao.

After the conference, the organizer received many positive feedbacks. The local media, Macao Television, Macao Daily, Hwa Kiu News, Tai Chung Pou, had reported the event in the newspaper.



Figure 1.9 第八屆計算機輔助設計/圖形學國際學術會議與會嘉賓會前合影

10. 2003 中醫藥學術研討會

主辦機構：

國家自然科學基金委員會

承辦機構：

澳門科技大學

澳門大學

資助/贊助機構：

澳門基金會

時間：

2003年11月21日至11月22日

地點：

澳門大學

會議總結：

此次研討會有來自國家自然科學基金委員會代表團張禮和院士等一行17人、全國各地及香港、澳門等共計30多位專家學者參加演講。會議議題主要是共同探討中醫藥學術研究進展，交流臨床研究，中藥開發和人才培養的心得。

研討會在11月21日上午舉行開幕式，主禮嘉賓包括許敖敖校長、澳門基金會代表吳榮恪主席、社會文化司司長代表瞿國英局長、國家自然科學基金委員會張禮和院士及澳門大學姚偉杉校長，在許敖敖教授等主禮嘉賓分別發表開幕演講詞後，隨即進行主題演講。會議為期一天半，會上多位專家學者發表了精彩及高水準的文章，其中張禮和院士發表的“後基因組時代的中藥研究”，提出新的芯片技術將為研究疾病提供方便的手段，利用這些進展和已獲得的成就來研究中藥將可以進一步促進我國中醫藥的發展；劉耕陶院士的“如何從中草藥研發新藥”指出我國之中草藥資源豐富，選擇中草藥為研發新藥是理想之突破口，並指出必須以安全有效，臨床療效等方面去研發新藥；姚新生院士論述有關中藥活性研究方面之最新情況與中藥現代化關係的“中藥活性成分研究及中藥現代化”等。本校及本校邀請嘉賓共9人也分別發表了在自己領域方面最新研究情況如下：

曹世宏院長“薤葶合劑治療急性發作期 COPD 及對肺動脈高壓影響的臨床及實驗研究”；胡烈副

院長“抗腫瘤中藥研究概況”；金實教授“中藥狼瘡靜顆粒治療系統性紅斑狼瘡活動期的臨床研究”；張旭教授“麥冬藥物血清保護血管內皮細胞的分子機制”；杜文東教授“SARS 對高等中醫藥教學的啓示”；葉麗紅教授“抗癌扶正方對 HAC 移植性肝癌的形態影響及抑制作用”；王中越教授“形、神’視角下的中西醫學”；高世陶教授“陰陽二十五人的經絡調理”；譚桂山教授“川東獐牙菜化學成分及其生物活性成分”。

11月22日中午舉行了閉幕式。大家均認為這次研討會可以聽到多個權威性及高質量的學術報告，又對報告進行積極的討論，感覺收穫豐富。會後，與會演講者一行三十餘人分別參觀了澳門大學及本校校園及實驗室等，對我校的校園建設表示了祝賀，並對中醫藥學院教學工作提供了寶貴的意見。

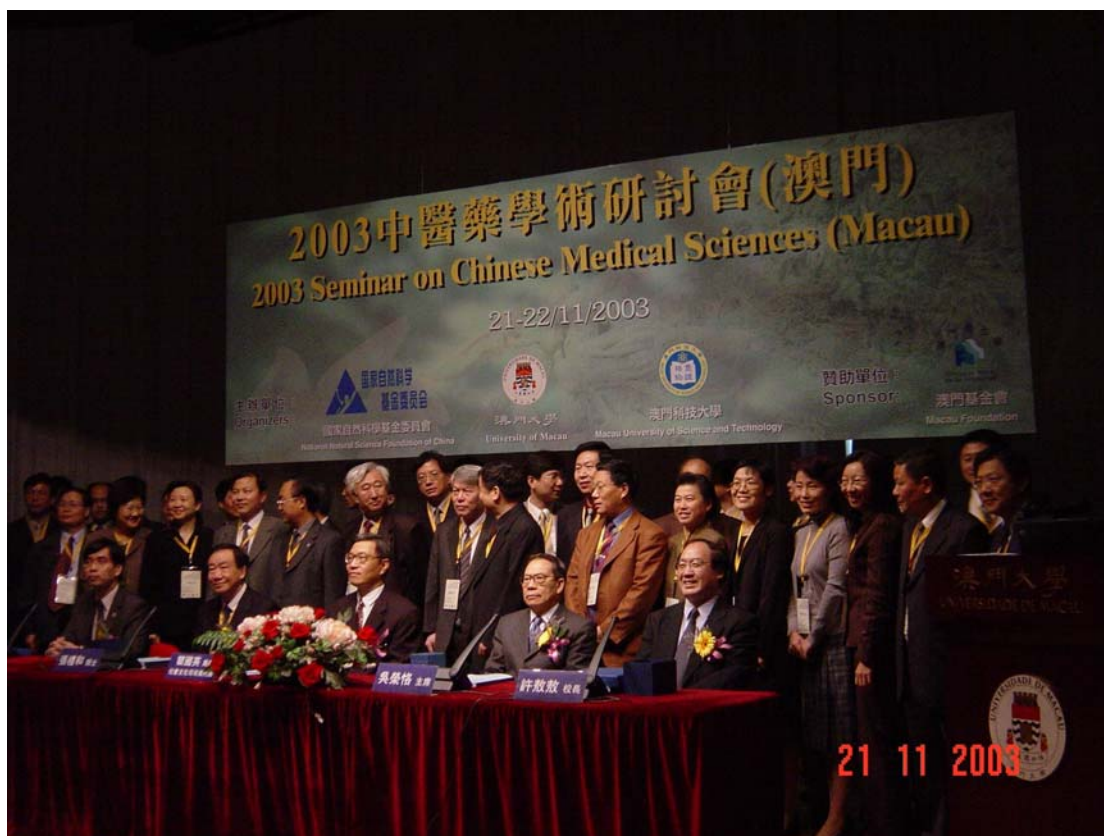


Figure 1.10 全體會議主講專家教授與主禮嘉賓合照

10. 2003 Seminar on Chinese Medical Science (Macau)

Organizer:

National Natural Science Foundation of China

Co-organizers:

University of Macao of Science and Technology

University of Macao

Sponsor:

Macao Foundation

Date:

November 21st. to November 22nd. 2003

Venue:

University of Macao

Subjects:

The distinguished guests presented at the conference included a delegation of 17 members from National Natural Science Foundation of China (NSFC), including Prof. Zhang Lihe, the academician of the Chinese Academy of Science, and over 30 experts and scholars from Mainland, Hong Kong and Macau . The themes of the seminar were to discuss the advances in Chinese Medical Science and exchange the experience of clinical research, the development of new pharmaceuticals and talent cultivation.

The opening ceremony of the seminar was held on the morning of November 21st, with the honorable presence of Prof. Xu Aoao, MUST Rector, Mr. Vitor Ng, Chairman of Macao Foundation, Dr. Koi Kuok-ieng, Representative of Secretary for Social Affairs and Culture, Prof. Zhang Lihe, academician of NSFC, Prof. lu Vai Pan, Rector of University of Macao. After delivering of opening speeches by Pro. Xu Aoao and some other professors, the seminar began. The seminar lasted for one day and a half. Many excellent speeches were delivered and many high-quality articles were issued in the seminar. Among them there are speeches like:

Research into Chinese Materia Medica in the Post Genome Era by Prof. Zhang Lihe

How to Develop New Pharmaceuticals out of Herbal Medicine by Liu Gengtao, and

Research into Active Composition of Chinese Materia and Modernization of Chinese Materia Medica by Yao Xincheng

In Prof. Zhang Lihe's speech, he mentioned that the new chip technology will facilitate the research on illness, and by taking advantage of these accomplished achievements and those still going on the way, the research of Chinese Medicine can be pushed forward to a new height. According to Academician Liu Gengtao, with abundant herbal Medicine resource in China, choosing herbal medicine could be an ideal breakthrough on the research and development of new pharmaceuticals. Prof. Liu Gengtao also pointed out that the research and development of new pharmaceuticals must guarantee safety and focus on aspects like clinical effectiveness. Academician Yao Xincheng talked about the relationship between latest achievements on herbal medicine activity research and the modernization of Chinese medicine in his speech.

9 Scholars from MUST invited to the seminar also issued their research results or the advances in their own fields. They were : Prof. Cao Shihong, Dean of FCM, Prof. Hu Lie, Associate Dean of FCM, Prof. Jin Shi, Prof. Zhang Xu, Prof. Du Wendong, Prof. Ye Lihong, Prof. Wang Zhongyue, Prof. Gao Shitao, and Prof. Tan Guishan.

The closing ceremony was held on November 22nd. All the participants thought they learned a lot from those high-quality academic reports and discussions, the seminar was very authoritative and instructive. After the seminar, all participants of the meeting visited University of Macao, the Campus and laboratories of Macau University of Science and Technology. They spoke highly of our campus construction and gave precious suggestion as how to improve the teaching quality of the Faculty of Chinese Medicine.

11. 澳門與台灣關係 2003 論壇

主辦機構:

澳門科技大學可持續發展研究所

臺灣中華港澳之友協會

資/贊助機構:

澳門基金會

澳門航空

時間:

2003 年 11 月 28 日-12 月 1 日

地點:

澳門半島南粵酒店

主要出席人士:

臺灣地區

張永山先生 中華港澳之友協會常務理事

孫洪祥先生 復興航空公司總經理

羅懷家先生 臺灣電公會執行長

蔡宏明先生 全國工業總公會副秘書長

丁永康先生 政治大學國際關係中心副研究員

李志強博士 淡江大學中國大陸研究所副教授

周繼祥教授 臺灣大學國家發展研究所教授

顏建發博士 清雲科技大學企管系副教授

陳小紅教授 政治大學社會系教授

邱太三先生 財團法人春雨文教基金會董事長

朱鳳芝小姐 財團法人海棠文教基金會董事長

蔡慧美小姐 中華經濟研究院大陸經濟所副研究員

董立文先生 中華歐亞基金會副執行長

- 張五嶽博士 中華港澳之友協會秘書長
李華球先生 中華港澳之友協會副秘書長
紀讓先生 澳門旅遊駐臺灣總機構代表
王應傑先生 財團法人中小企業互助保證基金會董事長
邱志偉先生 民進黨新潮流辦公室主任
于茂勝先生 邱太三國會辦公室主任

香港特別行政區:

- 譚志強博士 香港珠海書院兼任助理教授
簡澤源博士 香港珠海書院亞太研究中心研究人員
丁楷恩先生 國際經濟文化交流協會會長
盧偉成先生 達僑發展有限公司董事，HKMA 工商管理研究社理事
陸錦榮先生 香港戰國策社社長；香港亞太二十一學會義務秘書
李延生先生 香港海峽兩岸科技開發交流促進會會長

中國內地:

- 曹治洲先生 全國臺灣研究會常務副秘書長
沈敬超先生 全國臺灣研究會副秘書長
曾建豐先生 福建省亞洲問題研究所副研究員
林世淵先生 福建省社會科學院亞太所副研究員
王榕華教授 福建省社會科學院亞太所教授
林強先生 福建省亞洲問題研究所助理研究員
朱衛東先生 中國社會科學院臺灣研究所助理研究員
殷存毅教授 清華大學臺灣研究所副所長
巫永平博士 清華大學臺灣研究所副教授
鐘焰先生 上海東亞研究所副研究員

會議總結:

MUST-ISUS 和臺灣中華港澳之友協會合作之“澳門與臺灣關係 2003 論壇”在“澳台關係 2002 論壇”(2002.10.19) 的基礎上，成功地就“以民為本”的兩地關係，CEPA 對兩地關係的促進作用，以及兩地關係在兩岸關係中的定位與作用等問題；進行了實事就事的探討，效果極佳。

與會的產官學各界人士指出：澳門發展策略本來有“三個平臺”之論。從發展理論來看，在澳門對粵西，對葡語世界及對世界華人等三者的中介作用之外，實際上還可以加入“一國兩制，港澳對接”的平臺，以及澳門是兩岸關係的一個平臺論。因為，澳台的特殊而微妙關係，是一個貫串于歷史-現實-未來的進程。

今日澳門所在的地區，當年的香山縣境，是閩南籍海商的一個重要基地，他們從馬六甲，把葡萄牙人和荷蘭人帶到今日的廣州和珠江三角洲地區，再把他們從濠境澳(即今澳門地區)帶往臺灣和日本。使澳門成爲大陸人士到臺灣的一個重要通道。比較之下，香港和大陸其它市鎮對臺灣的關係，就不是這麼地源遠流長。那麼，澳門同臺灣關係便可以從歷史的五、六百年走向未來的五、六百年的。

1949年後，澳台關係也在曲折地開展之中。澳門回歸後，在“錢七條”的框架內，亦有新的發展；是港臺關係所望塵莫及的。比如，兩地居民持其旅行證件、乘搭交通工具(如飛機)直達對方口岸等，這是港臺之間所沒有的進出便利。因此，前往台中和台南等地打工的澳門閩南籍居民，人數在一萬五千人上下；每年有不少匯款造福澳門。而澳門中學生到臺灣去升學的數目，不同於香港，還在持續上升之中；更有甚者，在臺灣取得大學文憑的澳門青年，可以在政府機關和社團服務；而其香港同儕，便沒有這種權利了。

回歸後的香港，出現高度政治化和意識型化的現象；其大眾傳播媒的惡質化，更使到許多微妙的兩岸關係不可能透過香港來處理。政治情況和傳媒運作相對簡單的澳門，反而可以在兩岸關係中扮演一個中間人的角色。

CEPA 將使澳門和臺灣的關係拓展更大的空間。澳門特區可以爭取台商(特別是其中小企業)來澳門建立工廠和公司，利用“澳門製造”和“澳門公司”的便利，進入內地；從而強化兩地“在地經濟”的重建和兩岸四地“中華經濟協作系統”的開發開展。

澳台關係可以大有作爲，最具體的一個例子即是這個“澳門-臺灣關係 2003 論壇”；在臺北立法院關於公投立法後一日即在澳門召開，而且過程順利。不但臺灣各界和各黨派人士二十多人可以在異地交流；他們還可以同來自北京、上海、福州、澳門及香港的與會人士，就臺灣發展和兩岸關係進行理性的交流。

2002 論壇和 2003 論壇的成功，奠定了基礎，增加雙方的信念和信心。各方決定從 2004 年起，“論壇”每年舉行兩次：上半年在臺灣，下半年在澳門。大家認識到，要出之以“跨越時空-跨越產業-跨越文化”的交流協作原則，進行非政治化、非意識形態化的實事求是的探討；而其見解又有助於兩岸

四地產官學各界有力之士用於決策參考。



Figure 1. 11 澳門與台灣關係 2003 論壇

11. The Relationship Between Taiwan and Macao: 2003 Forum

Organizer:

MUST-ISUS
The Friends of Hong Kong & Macao Association in Taiwan

Sponsor:

Macao Foundation
Air Macao

Date:

November 28th. to December 1st. 2003

Venue:

Nam Yue Hotel, Macao

Subjects:

Based on the successful 2002 Forum, the Institute for Sustainable Development (MUST-ISUS) and the Friends of Hong Kong & Macao Association in Taiwan cooperatively organized “The Relationship Between Taiwan and Macao: 2003 Forum” in Macao in November of 2003. This forum focused on the development of relationship between Taiwan and Macao, the effects of CEPA and the unique function of Macao in the sustainable development of Cross-Strait-Four-Place. The forum was considered as an academic platform to experts and scholars from Taiwan, Hong Kong, Macao and Mainland China to communicate their different ideas. They discussed some main topics that are concluded as below.

The history of cooperation between Taiwan and Macao;

The unique function of Macao in the sustainable development of Cross-Strait-Four-Place since 1949;

The new opportunities for Taiwan and Macao with CEPA;

Besides, the forum of the Relationship between Taiwan and Macao is going to be held twice a year from 2004 on, separately in Taiwan and in Macao.

科研課題

Research Projects

1. 電子商務的網上保密與安全通信平臺的研究與開發

負責人：

盧開澄教授 澳門科技大學資訊科技學院

資助機構：

澳門基金會

完成時間：

2003年5月

主要參加者：

盧開澄教授	澳門科技大學資訊科技學院
陳金碩士	澳門科技大學資訊科技學院
歐陽彥順碩士	澳門科技大學資訊科技學院
馮健豪碩士	澳門科技大學資訊科技學院

課題簡介：

在澳門基金會的資助下，“研究項目”電子商務的網上保密與安全通信平臺”已經由二十一世紀科技研究中心資訊科技研究所及澳門科技大學資訊科技學院順利完成。項目負責人是盧開澄教授

該項研究成果主要是建立一個在網上運行的“混合密碼”系統。該系統兼取公鑰密碼與傳統密碼之長，因公鑰在管理密鑰方面比較方便，而傳統密碼效率較高，故在“混合密碼”系統中，用公鑰密碼管理密鑰，用傳統密碼加密信息。

建立“混合密碼”系統需要許多難度較大的數學方法作支持。整個研究過程分解為：

- (1) 建立 RSA 公鑰密碼系統(包括大數模冪運算及求十進制數 200 位的大素數)；
- (2) 在 RSA 公鑰體制下建立“數字簽名”系統；
- (3) 硬件裝置的設計；
- (4) 分組密碼的研究。

整個“混合密碼”系統可服務於本澳電子商務及電子政府等方面。

已完成的工作包括：

- (1) RSA 公鑰密碼系統的軟件設計；
- (2) “求十進制數 200 位的大素數”的軟件設計，其速度及正確性均已達到要求；
- (3) 在 RSA 公鑰體制下建立“數字簽名”系統的軟件設計；
- (4) 硬件裝置設計的規劃。同時，也完成了有關的測驗和論證工作。

關於“傳統密碼”方面，已研究開發了一組具有隨機化特點的“MUST 分組密碼”。密鑰長 256 比特(美國的 DES 僅 56 比特)，速度比 DES 快 3 倍。基於該項成果的話音加密系統正在研製中。此項目的“數字簽名”功能建立在 RSA 公鑰密碼系統之上，從方法上有別於美國的“數字簽名標準 DSS (Digital Signature Standard)”，性能更為完善。

本項目的部分研究成果準備提供澳門電訊公司 (CTM) 使用，該公司正在測試中。研究人員亦就項目的研究成果撰寫了論文三篇，均已投稿並被接受，其中一篇已發表。

1. The Research and Development of the Secure E-Business Network-based Communication Platform

Principal:

Professor Kaicheng Lu, MUST

Sponsor:

Macao Foundation

Submission:

May 2003

Introduction:

Under the supporting of the Macao Foundation, the Research project “Network-based Security Communication Platform for E-business” has been developed by the Technology and Science Institute of the 21st-century Technology Research Center and FIT of MUST. Prof. Lu Kai Cheng is responsible for this project.

This project is mainly based on a network-based Function-Mixed Cryptosystem. This system takes the advantages both of Public-Key Cipher and traditional Block Cipher. Due to the convenience of the key management on Public-Key Cipher and the higher efficiency of the Block Cipher, the Function-Mixed Cryptosystem uses the Public-Key Cipher for key management and Block Cipher to encrypt messages.

To establish the Function-Mixed Cryptosystem, it needs many complicated mathematical methods.

The whole research process can be divided into:

- (1) The establishment of the RSA Public Key System (including the modular & exponentiation operation of the large number and generation of the 200-digit prime number)
- (2) The establishment a Digital Signature System under the RSA system,
- (3) Design and construction of the Hardware for the whole system.
- (4) Research on the Block Cipher.

The whole Function-Mixed Cryptosystem can be used to serve the E-business and E-Government in Macau.

The whole finished project includes the following parts:

- (1) Software design and implementation of the RSA Public-Key system
- (2) Software design and implementation of the 200-digit prime number generator whose speed and efficiency can totally meet the requirement.
- (3) Software Design and implementation of a Digital Signature System under RSA system.
- (4) Hardware construction scheme.

All parts above have been tested and verified.

In the aspect of block cipher, a new block cipher algorithm with randomization characteristic called the “Must Block Cipher” has been developed successfully. Simply we call it MustCipher whose key length is 256 bits (the key length of DES is only 56 bits). The speed of MustCipher is 3 times faster than that of DES. With the function of MustCipher, a Phone Encryption System is developing. Meanwhile, the function of the Digital Signature System in this project is different from that of DSS (USA Digital Signature Standard) and the performance of the former is better.

Some parts of this project are going to provide to CTM as an application. CTM is now testing and verifying their functions of them. The researchers have finalized and submitted 3 papers, one of which has been published

2. 網絡環境下澳門特區旅遊導引多媒體系統

負責人：

唐澤聖教授 澳門科技大學資訊科技學院院長

資助機構：

澳門基金會

完成時間：

2003年5月

主要參加者：

唐澤聖教授	澳門科技大學資訊科技學院
齊東旭教授	澳門科技大學資訊科技學院
岑永棠講師	澳門科技大學資訊科技學院
文顯傑講師	澳門科技大學資訊科技學院
郭民講師	澳門科技大學資訊科技學院
黃漢青博士生	澳門科技大學資訊科技學院

課題簡介：

澳門特區政府已經將發展旅遊事業作為今後澳門特區經濟發展的龍頭產業。為了進一步發展澳門的旅遊業，推行旅遊活動的個人化和自主化是必由之路。要實現旅遊活動的個人化和自主化，必須使旅遊者能自由的選擇觀光場所，居住地點，交通工具，餐飲及購物環境。還需要向旅遊者提供旅行諮詢，健康服務等。為了達到這一目標，就必須應用資訊技術，向旅遊者提供充分的，直觀的，方便的旅遊資訊，且不受時間和地點的限制。當前，基於高速發展的資訊技術，這一要求是可以實現的。基於這一設想，在澳門基金會的支持及資助下，我們綜合應用地理資訊系統技術，通訊技術，多媒體技術，三維漫遊技術等，歷時兩年，完成了“網絡環境下澳門特區旅遊導引多媒體系統”的各項內容。不僅在桌面機上研究開發出基於 ArcIMS 和基於 SVG 的兩種旅遊導引多媒體系統，而且將部分功能擴展到移動電話上。為廣大遊客在移動電話上訪問各種旅遊資訊奠定了基礎。具有廣闊的應用前景。

本系統實現的主要功能：

- 澳門特區地圖的逐層顯示與分區顯示
- 旅遊資訊的查詢功能
- 公共交通的導引功能
- 旅遊景點三維場景的實時漫遊

本系統的主要技術及研究工作：

- 基於 ArcIMS 的旅遊導引系統研究與實現
- 基於 SVG 的旅遊導引系統研究與開發
- 澳門主要景點全景圖實時漫遊的研究與實現
- 移動電話上互動式的全景圖實時漫遊設計與實現
- 旅遊導引系統中圖像壓縮技術的研究



Figure 2.1 網絡環境下澳門特區旅遊導引多媒體系統

基於 SVG 的旅遊導引系統的架構如下圖所示：

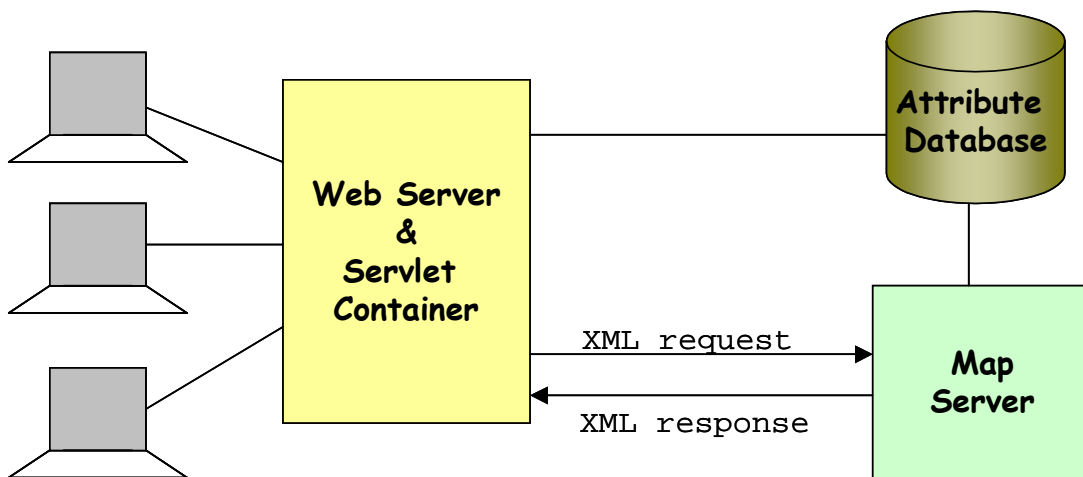


Figure 2.2 基於 SVG 的旅遊導引系統架構圖

2. Macao SAR Tourism Guide System

Principal:

Professor Zesheng Tang, MUST

Sponsor:

Macao Foundation

Submission:

May 2003

Introduction:

The Macao SAR government has concluded that to develop the tourism industry is the pivot of the local economic development. In order to further develop the local tourism, making advance in personalization and free of choice is the way we must follow. The tourists could be provided with rich information in areas of scene, accommodation, travel, diet and shopping environment, so as to be much joyful with more choices. In addition, trip consultancy and health support service are also necessary. All these could only be achieved by making use of the information technologies as tools to provide tourists with ample, direct and convenient information without the restrict of time and place. At present, it is possible to meet this requirement with the fast development of information technologies. To make one step further in realization, we seek support from the Macao Foundation. With the kind support from Macao Foundation, within two years, we succeed in developing the “Dynamic Generation of SVG Map for Geographic Information Systems” with integration of different technology components, namely, GIS, Data Communication, Multi-media and 3D surfing. The developed system has two variances, one is in ArcIMS platform and the other is in SVG platform. And the system could run on Mobile phone and enable the accessing of the tourism information from that. This development creates great potential in the future applications. (Figure 2.1)

Main functions of the system:

1. Layer-by-layer of the MAP of the Macao SAR.
2. Inquiry of Tourism Information
3. Guiding of Public Transportation
4. Real-time 3D panoramic navigation of tourism scene

Main research and technology based on this system:

Implementation of ArcIMS Platform
Implementation of SVG Platform
Real-time 3D panoramic navigation of tourism scene
Panoramic View in Mobile Phone
Data compression of image files.

Architecture of the SVG Based on Tourism Guiding System (Figure 2.2)

3. CEPA 新格局下澳門與珠海及珠三角西翼經濟合作發展研究

負責人：

黃枝連教授 澳門科技大學可持續發展研究所所長

資助機構：

澳門基金會

完成時間：

2003年12月

主要參加者：

“澳門2030”小組成員：

姚錫棠教授 浦東發展研院院長
楊周彝教授 浦東發展研院研究員
李戰軍先生 浦東發展研院副研究員
郭益耀教授 香港著名經濟學家
謝國梁先生 香港中國銀行經濟學家
趙令彬博士 香港滙豐銀行經濟學家
何亮亮先生 鳳凰衛視時事節目副總監
俞友康先生 珠海市委政策研究室研究人員
李志忠先生 澳門南光集團副總裁
張作文先生 澳門發展策略研究專家
陳青松先生 上海文匯報駐澳門首席記者
黃枝連教授 澳門科技大學可持續發展研究所所長

課題簡介：

“澳門2030”是澳門科技大學可持續發展研究所 MUST-ISUS 的一個重要研究項目；其旨意在於對澳門特別行政區未來三十年的發展大計，做一系列的、可持續的調查研究；並不時提出既有學術價值又有決策參考價值的報告。

本文是“澳門2030”在2003年進行的第一個報告。由澳門、珠海、香港及上海等地產官學各界有識之士所組成的一個工作小組，邀請珠海市委政策研究室和上海浦東發展研究院的專家學小組合作，共同進行調查研究，並進行多次工作會議；終於達致了一個重要的共識。即，澳門特別行政區和珠海經濟特區在CEPA框架下，建立更緊密的協作關係，是澳門推行其“五大經貿平臺”[澳門對珠海、對珠三角西翼、對粵西對外經貿的平臺；澳門作為中國對葡語世界經貿合作的平臺；澳門作為中國和世界華人與海外華僑交流協作的平臺；澳門作為兩岸關係的平臺；以及澳門作為“一國兩制·港澳對接”的平臺]發展戰略得以開展的一個重要條件。與此同時，珠澳緊密合作，亦是珠海推行其二十年發展規劃的一個必要條件。顯示區域協作是在地經濟發展一個必要的前提和動力。

本文對珠澳緊密合作的理論-實踐-機制-模式提出了一些初步意見。著重研究在CEPA形成的新格局下，澳門珠海如何深化分工，聯合開發，合作打造成為珠三角西翼的經濟中心；如何更好發揮澳門在粵西的商務平臺作用問題。

澳門是全球最開放的自由港和經濟體之一，澳門是珠海和珠三角西翼通向國際的最重要窗口之一，但由於澳門與內地的經貿往來長期受到體制上的制約，澳門的一系列經貿優勢未能得到充分發揮。在 CEPA 簽訂之後，澳門和珠海、澳門和珠三角的經貿關係將進入一個由政府推動、企業主導實現制度化合作的新階段，為澳門構築粵西商貿服務平臺創造了前所未有的條件；也為澳門在同珠海和珠三角西翼合作中實現本身產業結構的戰略性調整提供了極好的機遇。目前珠三角經濟的格局是：東翼強，西翼弱。西翼弱的一個重要原因是缺少中心城市。珠三角西翼和整個粵西地區尚未形成區域協調發展的機制。澳門與珠海雖然各有優勢，但單獨都難以在珠三角西翼發揮核心作用。經過深入調查和廣泛徵求各方專家意見，認為最優的戰略選擇是：利用 CEPA 提供的歷史性機遇，加強兩地經濟整合，深化分工，聯合開發，充分發揮澳門現代服務業和珠海先進製造業的綜合潛力，充分發揮澳門作為自由經濟體的一系列優勢和充分利用珠海具有廣闊發展空間的良好條件，聯手把兩地打造成為珠三角西翼的經濟中心，從而促進珠三角西翼和整個粵西地區經濟的共同繁榮；也在澳門和珠海的聯合開發中，實現澳門經濟夢寐以求的多元化和良性發展，並更好發揮澳門作為粵西地區商貿服務和中國同葡語國家經貿交流平臺的作用。

3. Research on Economic Cooperation among Macao, Zhuhai and West Wing of the Pearl River Delta Region with the Benefits of CEPA

Principal:

Professor Huang Chihlien, MUST-ISUS

Sponsor:

Macao Foundation

Submission:

December 2003

Introduction:

“Macao 2030” is a long term and multi-disciplinary research project in MUST-ISUS, which aimed at studying on Macao SAR’s development strategies in the coming decades. This paper is the first report in 2003. The theme is to promote closer cooperation between the Macao SAR and Zhuhai Special Economic Zone [SEZ] because it is crucial to Macao SAR’s role of performance as a service platform for China’s interactions with the Portuguese-speaking countries, the world of Chinese communities and the Overseas Chinese. Furthermore, Macao-Zhuhai special relationship is not only vital to sustainable development of the Zhuhai SEZ, but also vital to west wing of the Pearl River Delta Region [PRDR] as well as to western part of the Guangdong Province, which are overwhelmed by the rapid development in the eastern part of the region.

Based upon field survey, documentation studies and panel discussions, this paper has made many policy suggestions as to ways and mechanism of developing the dual relations to turn the PRDR into a sustainable development system.

4. 澳門科技大學可持續發展研究所關於澳門特區優質化的可持續發展的研究計劃

項目負責人:

黃枝連所長/教授

資助機構:

澳門基金會

澳門中華媽祖基金會

澳門南光集團

香港亞太二十一學會

課題簡介:

MUST-ISUS 成立於 2002 年 9 月，隨即獲得澳門基金會，澳門中華媽祖基金會，澳門南光集團及香港亞太二十一學會等團體的贊助；得以圍繞住澳門特別行政區的發展大計，開展一系列前瞻性的調查研究和專業交流。

關於澳門特區優質化的可持續發展，MUST-ISUS 採取的理論與方法論，自有其特色：

一曰，“跨越時空——跨越學科——跨越文化”，即，在一定的時空里，對相關課題的調查研究和交流協作，必須出之以多學科，多文化以及多元化的理論與方法論。

二曰，相關的活動，必須出之以“產官學三結合”和“跨越時空——跨越產業——跨越文化”的運作形式。即，引進各界有識之士參與活動，以其專業和背景，來豐富相關活動的內容和提高其質量。

三曰，調研和交流的成果，必須具有一定的學術價值，而又對各界決策人士的學問和事業，具有參考價值；可用于促進政治經濟和社會文化的發展。

MUST-ISUS 以上述原則和方法及形式，在過去一年里，對澳門特區可持續發展大計所建立——引進的調查研究及專業交流的計劃，是用下列幾個項目來加以開發開展：

- “一國兩制：港澳對接”的調查研究及相關的論壇；
- “大珠三角發展系統”：澳門特區和珠江三角洲，粵西及廣東省其他地區的調查研究；
- 澳門與台灣可持續發展關係相關的“澳門與台灣關係”論壇和“閩澳台關係”論壇；
- 探索澳門在兩岸四地交流協作中角色的調研及交流，如 CEPA 的意義與作用及“中華經濟協作系統”的開發開展；
- 體現澳門與葡語世界關係的學術及專業交流的活動；
- 探索澳門在中國與東盟及東亞各國自由貿易區 [10+1/10+3FTA] 中的角色的調查研究及論壇；
- 反映澳門是一個中國人海洋事業和海外活動的據點，而對世界華人及海外華僑的發展所進行的調查研究和交流協作的活動。

上述幾個層面的活動，用戰略聯盟和網絡協作的方式，得以順利地開展；每年一度的“一國兩制”，“澳台關係”，“滬港澳關係”等論壇外，“中華經濟協作系統國際研討會”等系列活動，已經邀請大量產官學各界人士參與，並累積大量的學術論文以及可供決策參考用的建議。“澳門 2030 計劃”系列下的報告，便是其中的一項成果。

展望未來，MUST-ISUS 需要建立專業調研及諮詢的隊伍；需要招收碩士和博士研究生以及聘請客座研究員，才有可能使上述調研和交流，成為可持續發展的事業。

4. MUST-ISUS's Research and Consultant Project on the MSAR's Sustainable Development.

Principal:

Professor Huang Chihlien, MUST-ISUS

Sponsor:

Macao Foundation
Nam Kwong Group

Introduction:

Since its establishment in September, 2002, the MUST-ISUS has taken a multidisciplinary approach to the study of MSAR's long term development projects which are financed by the local foundations, such as the Macao Foundation, and local corporations, such as the Nam Kwong Group.

By means of strategic alliance and networking, the MUST-ISUS has been able to organize a series of workshop, seminars, forum, and international conference in order to study MSAR's development strategy regarding its working relations with HKSAR, Zhuhai Economic Zone, the Pearl River Delta, Taiwan and the 10+1/10+3FTAs, and etc. There are accumulations of research paper and proposals which might be useful references to ruling elites inside and outside MSAR for their economic as well as social developments.

Apparently, the MUST-ISUS is in need of recruiting more capable research and administrative staff, MA and Ph.D students, and guest scholars so as to make its own development projects sustainable for years to come.

學術著作及期刊

Academic Publications and Journals

1. 《國際刑事法院——批准實施羅馬規約手冊》

中信出版社 2002 年版 北京

趙秉志、王秀梅譯 楊誠審校

內容簡介:

這是由中國和加拿大專家合作在中國國內出版的《國際刑事法院- 批准實施羅馬規約手冊》中譯本。此書由中國刑法學研究會會長、國家重點法學研究基地中國人民大學刑事法律科學研究中心主任趙秉志教授與該中心王秀梅博士翻譯，由現澳門科技大學教授楊誠博士擔任專業審校。《國際刑事法院- 批准實施羅馬規約手冊》英文原版由加拿大人權與民主發展國際中心和加拿大刑法改革與刑事政策國際中心編撰於 2002 年出版，時值聯合國關於設立國際刑事法院的羅馬規約生效前夕。《手冊》系一部數十萬字的研究成果，目的是對已經或考慮加入該公約的國家，提供如何根據公約的要求改革國內法以及開展相關的國際合作的說明和參考意見。全書分若干篇章，分別為關於國際刑事法院的概述，貫徹羅馬規約的一般問題，貫徹羅馬規約所需要解決的十二個方面的具體問題，國際刑事法院的管轄權及其與有關國家的關係。《手冊》由加拿大兩中心組織專家撰寫，加拿大外交部、司法部以及一些國際組織提供幫助，經聯合國機構向各國推薦使用，具有廣泛的國際影響。《手冊》中譯本的出版為中國政府和法學界研究羅馬規約提供了重要的參考文獻。

1. International Criminal Court – Manual for the Ratification and Implementation of the Rome Statute

(editor of Chinese translation)

CITIC Publishing House, 2002

Abstract:

The original English Manual was produced by two international research institutes in Canada, sponsored by the Canadian government. The translation was accomplished by Professor Zhao Bingzhi, President of China Criminal Law Society and Director of China's National Research Institute of Criminal Law, and Professor Wang Xiumei of Renmin University. The extremely detailed Manual (over 200,000 words) provides guidelines and recommendations to countries in the world that face the need of changing their laws and policies in accordance with the Rome Statute.

2. 《(公民權利和政治權利國際公約)培訓手冊 ——公正審判的國際標準和中國規則》

中國政法大學出版社 2002 年版

程味秋、楊誠、楊宇冠主編

內容簡介:

這是在中國政府簽署聯合國公民權利和政治權利國際公約後發表的有關該公約的系列著作之一，也是系統討論有關此公約在中國批准實施問題的第一本專用教材。本書由中國著名法學家、前駐聯合國犯罪預防委員會代表程味秋教授與澳門科技大學教授、聯合國附屬機構加拿大刑法改革國際中心高級研究員楊誠博士以及中國政法大學教授、前聯合國預防犯罪和刑事司法司官員楊宇冠博士共同主編，由三位編者和其他學者共同撰寫。楊誠撰寫本書的英文導論“公正審判標準與中國的法律培訓”以及第二章“不受任意逮捕和拘留”。本書根據公約的規定、其它有關國際標準、中國立法和司法實際，逐一論述法律面前人人平等、不受任意逮捕或拘留、辯護權與法律援助、司法審查與人身保護令、不強迫自証其罪和沉默權、不受酷刑或不人道待遇或處分、司法獨立、及時和公開審判、無罪推定、傳喚和詢問証人以及對質的權利、上訴權、生命權和死刑等題目，並且提出了在立法和司法改革中應當探討的一系列問題。此書由加拿大國際發展署資助發表後，不僅在中國法學界產生了較大影響，而且引起了加拿大有關對華合作部門和許多國際組織駐華機構的重視。

2. Training Manual on International Covenant on Civil and Political Rights – International Standards and Chinese Rules of Fair Trial (co-editor and contributor)

China University of Political Science and Law Publishing House, 2002

Abstract:

This was the first ever Chinese publication of a specialized training textbook on the ICCPR standards related to criminal justice. It is also one of the series of four books jointly produced by leading Chinese legal scholars to promote the implementation of well-recognized international standards in the reform of the criminal law and procedure in China. All three co-editors have had their working experience with the United Nations. Professor Cheng Weiqiu was the former Chinese representative in the United Nations Committee of Crime Prevention. Professor Vincent Cheng Yang was appointed by the United Nations as a senior program officer and expert for the UN Office of the High Commissioner for Human Rights in Geneva and has been a senior associate with some ten years experience with ICCLR, the United Nations Criminal Justice Network Institute in Canada. Professor Yang Yuguan worked for the United Nations Crime Prevention and Criminal Justice Program. The book addresses legislative and practical issues related to the recognition and implementation of the presumption of innocence, judicial independence, the right to remain silent, freedom against arbitrary detention, many other fundamental principles norms, and proposes recommendations for the on-going reforms of the legal and policy framework.

3. 管理信息系統 (第四版)

清華大學出版社 2003 北京

薛華成 主編

2003.8 於 澳門科技大學

內容簡介：

本書是原書第三版的改版書。原版為教育部"高等學校試用教材"和"面向 21 世紀課程教材"，已在國內發行 54 萬冊，曾獲 1995 年普通高校優秀教材二等獎，2000 年全國優暢銷書獎。

本書是一部全面介紹管理信息系統概念、結構、技術、應用以及對組織和社會影響的教科書。本書第一篇為概念篇，介紹管理信息系統的定義、概念、結構和管理信息、系統的基本知識。第二篇為技術篇，介紹計算機硬件、軟件、網絡和數據庫的原理、概念和基本知識。第三編為應用系統篇，介紹層次、職能、決策和組織等類的應用系統。第四篇為建設和管理篇，介紹信息系統的規則、分析、設計、實施和運行管理，最後還介紹了信息道德和信息系統分析員的修養等。

本書可作為管理類各專業本科生教材，也可作為 MBA 和幹部培養教材。

3. Management Information System (4th Edition)

Tsinghua University Press

Xue Huacheng

2003 in Macao University of Science and Technology

Abstract:

This book is revised version of 3rd edition. Original version is a "Recommended Text Book of University of China Education Ministry" and "21 Century Oriented Textbook" and got 2nd award of excellent university text book in 1995, and got "sell well textbook" in 2000 in China. The quota already exceeds 540 thousands.

This book gives a all-sided introduction of the concept, structure, technique, application and the influence to organization and society of management information systems.

There are 4 parties in this book. Party 1 introduces definition, concepts, structure and management, information system's basic knowledge. Party 2 introduces technologies, including computer hardware, software, network and database. Party 3 introduces level, function, decision and organization application system. Party 4 introduces information system planning, analyzing, design and implementation. In the last, information ethic and quality of information system analyst are introduced.

This book can be a textbook for under and graduate students and a training material for Wight color works.

4. 《中華管理資訊系統》

內容簡介:

《中華管理資訊系統》(ISSN 1726-5002)是目前大中華地區(內地、臺灣、香港和澳門)唯一的資訊管理方面的學術期刊。《中華管理資訊系統》由澳門科技大學主辦,復旦大學、臺灣中央大學、哈爾濱工業大學、中國人民大學、中南大學、臺灣政治大學、香港科技大學、香港中文大學、香港嶺南大學等兩岸四地著名大學協辦,主編是澳門科技大學行政與管理學院院長薛華成教授,教育部副部長、原同濟大學校長吳啓迪教授,澳門科技大學廖澤雲博士等擔任名譽主編。

《中華管理資訊系統》主要面向亞太地區各大學從事資訊管理和資訊系統研究的大學教師和博士研究生,刊登有關資訊管理方面的最新研究成果,以及有關資訊技術、應用與方法的論文。自2003年創刊以來,已經出版了四期,發表了五十余篇優秀論文。

《中華管理資訊系統》的目標是儘快取得在亞洲地區的學術領先地位,並期望在未來成爲資訊管理領域的世界知名學術期刊。

4. Chinese MIS

Abstract:

"Chinese MIS" (ISSN 1726-5002) is the only academic journal of Information Management in Mainland China, Taiwan, Hong Kong and Macao. It is sponsored by Macao University of Science and Technology, and supported by Fudan University, Taiwan Central University, Harbin Institute of Technology, Renmin University of China, Central South University, Taiwan Chengchi University, Hong Kong University of Science and Technology, The Chinese University of Hong Kong, and Lingnan University, which are all renowned universities in the four places across the straight. The editor in chief is Prof. Xue Huacheng, the Dean of the Faculty of Management and Administration, Macao University of Science and Technology. Prof. Wu Qidi, the Deputy Minister of China Ministry of Education and the former president of Tongji University, Dr. Chak-wan Liu, the Chancellor of Macao University of Science and Technology, etc., are the honorary editors in chief.

"Chinese MIS" faces to the faculties and doctoral students majored in Information Management and Information Systems in Asia-Pacific universities. All the papers about Information Management, Information Technology, and Information Systems are welcomed. Since its first issue in March, 2003, more than 50 high-quality papers have been published in the four issues of "Chinese MIS".

The goal of "Chinese MIS" is to become a top academic journal in the Asia-Pacific area as soon as possible, and to be a world-famous academic journal in the management field in the future.

5. 《認識電腦網絡與系統安全風險》

21 世紀科技研究中心 2003 年出版

胡志偉

內容簡介:

隨著互聯網的興起，“資訊安全”這名字已不單是企業和機構所關注的題目，政府機關、私人機構、甚至個人電腦用戶也漸關注資訊安全和網路安全的問題。正因如此，本書由淺入深地為各位讀者介紹各種網路入侵技術、反制技巧、以及網路系統安全的各種觀念。

本書一開始，簡介各種互聯網上的技術原理，以及各種互聯網上的風險來源，包括病毒，特洛伊木馬，安全漏洞等。接著深入探討各種攻擊主機的方法，駭客一開始會以一些嗅探器來觀測網路上較脆弱的主機，然後就會作出攻擊，例如“拒絕服務攻擊”，“分散式拒絕攻擊”和“緩衝區溢出攻擊”等。當然，本書也提及各種反制攻擊的方法。最後本書提出一些主機上常見的安全漏洞，以及一些解決的辦法。

5. Introduction to Computer Network and System Security Risk

Abstract:

Because of the popularity of Internet, the term “Information Security” is not only concerned with companies or organizations, but also be awarded of by governments, private organizations and individuals. So, this book introduces different kinds of network hacking techniques, counter-attack methods, and also the concept of network system securities.

At the beginning of this book, we introduce different kinds of Internet techniques and concepts, as well as the risk sources of Internet, including viruses, Trojans and vulnerabilities. Then we talk about the methods of attacking Internet servers. The hackers first use sniffers to find some servers which are more vulnerable, then they will begin to attack them, using methods such as “Denial of Service (DoS)”, “Distributed Denial of Service (DDoS)” and “Buffer Overload Attack”, etc. And, of course, this book also provides different kinds of counter-attack methods. Last but not least, we introduce some vulnerabilities which are very common in our Internet servers, and the methods to correct them.

學術論文

Published Papers

1. 四元數空間 M-集與 J-集的可視化及高維數據轉換的應用探討

黃靜 齊東旭 唐澤聖

澳門科技大學資訊科技學院

刊物名稱:

《北方工業大學學報》2003年9月第15卷3

內容簡介:

討論四元數空間 M-集與 J-集的可視化問題；利用數字圖像的 0-1 序列與複平面上點的對應，針對數字圖像編碼問題，研究了一種基於複數基的數字轉換方式；理論上說，這種數據轉換方式有助於數據的安全存儲與傳輸。此外，本文建議了一種採用四元數 J-集作為隱秘載體的數據隱藏新途徑。

關鍵詞:

離散動力系統可視化，Mandelbrot 集，Julia 集，四元數，數據隱藏

1. Visualization of Quaternion Mandelbrot Set and Julia Set and Discussion for Data Transformation in Higher Space

Huang Jing, Qi Dongxu, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

The problem about visualization of quaternion Mandelbrot set and Julia set is discussed in this paper. Having the aid of mapping a 0-1 sequence of digital image on a point of the complex plane, a type of digital conversion method based on complex bases for encoding digital image is investigated. The scheme of data transformation may theoretically be used in security problem for data storage and transmission. Moreover, a new way for data hiding taking quaternion Julia as a secrete carrier is suggested.

Key words :

Visualization of the discrete dynamical system, Mandelbrot Set, Julia Set, quaternion, data hiding.

2. 四元數空間的 Mandelbrot 集和 Julia 集的可視化方法及其應用 討論

黃靜 齊東旭 唐澤聖

澳門科技大學資訊科技學院

刊物名稱:

Proceedings of 8th International Conference on CAD/Graphics 2003, Macao

內容簡介:

本文提出了四元數空間 M-集與 J-集的可視化方法；利用數字圖像的 0-1 序列與複平面上點的對應，將數學轉換方法應用於編碼技術。針對數據存儲和傳輸的安全問題，本文探討了一種採用四元數空間 M-集和 J-集作為隱秘載體的數據隱藏新途徑。

關鍵詞:

可視化，離散動力系統，Mandelbrot 集，Julia 集，四元數，數據隱藏

2. Visualization of Quaternion Space's Mandelbrot Set and Julia Set and Its Application Discussion

Huang Jing, Qi Dongxu, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

In this paper, the method for visualization of quaternion space Mandelbrot set and Julia set is presented. Utilizing the 0-1 sequence of digital image corresponding to the point in the complex plane, a mathematic conversion method applying in encoding is shown. Contraposing the security problem for the data storage and transmission, a new way of data hiding by using the Mandelbrot set and Julia set of the quaternion space as the carrier is explored.

Key words :

Visualization, Discrete Dynamical System, Mandelbrot Set, Julia Set, Quaternion, Data Hiding

3. 一種新的針對非定常時間序列分析的數據分解方案

黃靜 齊東旭 唐澤聖

澳門科技大學資訊科技學院

刊物名稱:

《第九屆聯合國國際計算機會議(JICC2003)論文集》，中國珠海

內容簡介:

本文給出了一種新的數據分解方案，數據由一系列內在的模式函數組成，原始數據可由基函數發展而來。數據分解方案的構成基於多結點樣條插值理論(由本文作者之一提出)，實例中給出了進一步的研究。這種方法應該有助於數據合成，可應用於信號處理，數據和圖像隱藏等領域。

關鍵詞:

數據分解，數據合成，多節點樣條，擬合曲線

3. A New Scheme of Data Decomposition for Non-stationary Time Series Analysis

Huang Jing, Qi Dongxu, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

In this paper, a new kind of data decomposition scheme is presented. The scheme processes the data to be composed into a number of intrinsic mode function components, and the original data will expand in a basis derived from the data. Construction of the data decomposition scheme is based on so-called many-knot spline interpolation theory which presented by one of authors of this paper. It is probably helpful for data composition. The applications of the new kind of data decomposition scheme are of signal processing, data and image information hiding and so on.

Key words:

Data decomposition, Data composition, Many-knot spline, Fitting curve

4. 數據多層次分解的多結點模式函數

黃靜 齊東旭 唐澤聖

澳門科技大學資訊科技學院

刊物名稱:

《北方工業大學學報》2004年1月

內容簡介:

針對數據分析問題，提出一類新的算法，稱之為多結點經驗模式分解(MEMD)。依據多結點樣條函數插值理論，定義了模式函數。給出了數據分解過程。算例表明本文給出的算法是有效的。

關鍵詞:

數據分解，多結點樣條插值，曲線擬合，數據處理

4. Many-knot Mode Functions of Multi-resolution Scheme for Data Decomposition

Huang Jing, Qi Dongxu, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

In this paper, a new kind of data decomposition scheme is presented for data analyzing problems, which is called many-knot empirical mode decomposition method (MEMD). The intrinsic mode function is defined according to this kind of many-knot spline function interpolation theory and the data decomposition process is given. The examples indicate the arithmetic in this paper is effective.

Key words:

Data decomposition, many-knot spline interpolation, curve fitting, data processing

5. 為地理資訊系統所使用的可縮放矢量圖地圖的動態生成

岑永棠 黃漢青 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

第八屆計算機輔助設計/圖形學國際學術會議

內容簡介:

傳統上，基於圖像的因特網地圖是頗為靜態的，或者是具有極少的互動可能性。隨著可縮放矢量圖(Scalable Vector Graphics, SVG)的興起，這是一種技術，允許用來表示所有圖形元素，可以由圖形學軟件或服務器技術如 Java Servlet、JSP 等來產生；此技術擁有很高的互動可能性及動畫的好處，而且是基於開放及標準的檔案格式和編程語言。在這篇論文裡，提議了一種基於用戶請求來動態生成可縮放矢量圖地圖的方法。

關鍵詞:

2D 圖形，SVG，GIS

5. Dynamic Generation of SVG Map for Geographic Information Systems

Veng-Tong Sam, Hon-Cheng Wong, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

Traditionally, the image-based Internet map is either quite static or with minimal interaction possibilities. With the rise of SVG, Scalable Vector Graphics, there is a technology that allows such Java servlet, JSP, with the additional advantages of high interaction possibilities and animation, all based on open and standardized file format and programming languages. In this paper, we propose a method to dynamically generate SVG maps based on clients' requests.

Key words:

2D graphics, SVG, GIS

6. 話音保密系統在 DSP 上實現

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澳門科技大學資訊科技學院

刊物名稱:

《2003 第九屆聯合國際計算機大會論文集》2003/12

內容簡介:

我們在日常生活中經常使用話音通信，可是，通話內容是很易被別人竊聽。高安全度的話音保密系統已日顯重要。模擬及數字話音保密系統在不同安全程度要求下均能提供話密通信。本文提供一種新的、快速及隨機的 256 比特分組密碼算法，並介紹如何使用數字信號處理器提供高安全度的話音通信。因為使用話音保密無可避免地會降低話音質量，所以我們在設計時要避免對音質影響太多。採用 ITU G.726 作聲碼器可使話密質量達平均意見分(MOS)4 級以上。

關鍵詞:

分組密碼, 公鑰密碼, 數字密碼器, 編解碼器

6. A Digital Secure Speech Communication System Realized on DSP

Zeng Jinming, Lu Kaicheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

As speech communications become more widely used and even more vulnerable, the problems of providing some form of privacy or, in some cases, a high level of security is dramatically increasing in importance. Both analogue scramblers and digital scramblers can provide secure speech communication on different security levels. This paper introduces a new 256-bit randomised block cipher and illustrates how to realize it on a Digital Signal Processor (DSP) that provides high level secure speech communication. Since all speech security systems reduce the audio quality of the voice transmission, it is important for us to ensure that the level of degradation is not too high. A high audio quality of Mean Opinion Score 4 can be obtained when International Telecommunications Union (ITU) G.726 is employed as vocoder, as is shown in our case study.

Key words:

Block cipher, public-key cipher, digital scrambler, Codex

7. MUST1——一種快速分組加密算法

曾錦明 唐澤聖

澳門科技大學資訊科技學院

刊物名稱:

《華南理工學報》 2002/7

內容簡介:

信息安全不僅是在軍事上重要，在商業應用上也同樣迫切需要。美國的數據加密准 DES(Data Encryption Standard) 是迄今世界上最廣泛使用和流行的一種分組密碼算法，但由於密鑰太短已面臨淘汰。本文介紹一種我們研究的分組密碼：MUST1。它的明、密文都是 128 比特，密鑰長 256 比特。理論上證明瞭它的正確性，測試結果表明：MUST1 是高效的，雪崩現象良好。我們也利用 MUST1 構造 HASH 函數，同樣具有抗攻擊能力強，效率高的特點。

關鍵詞:

Feistel，DES，AES，分組密碼，HASH 函數

7. MUST1 ---- An Efficient Block Cipher

Zeng Jinming, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

Information security is not only a military concern but also a commercial necessity. DES (Data Encryption Standard) has been widely employed in many realms all over the world. However, it has reached the end of its life because the key is too short. This paper introduces a block cipher: MUST1. MUST1 employs 128-bit plaintext and ciphertext block size, and the key length is 256 bits. The validity has been proved. The MUST1 is a high performance algorithm and its "Avalanche Effect" is excellent. A HASH and a Cryptographic Pseudorandom Number Generator were constructed based on MUST1, which are also difficult to break and have high performance characteristics.

Key words:

Feistel, DES, AES, block cipher, HASH function

8. 一種快速分組加密算法的設計與應用

曾錦明

澳門科技大學資訊科技學院

刊物名稱:

《澳門創新技術研討會論文集》2002/12

內容簡介:

MUST1 是為實時通信設計的一種安全及快速的分組密碼算法。它的明、密文都是 128 比特, 密鑰長 256 比特。現今各類通信都易於受別人竊聽或惡意幹擾, 數字密碼器提供最佳的話音通信安全。針對數字密碼器的規格需求, 澳門科技大學開發了 MUST1 算法, 並在 TI 單晶片 54 及 67 系列中成功開發數字密碼器。

關鍵詞:

Feistel, DES, AES, 分組密碼, 數字密碼器

8. The Design and Application of a Smart Cipher

Zeng Jinming

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

MUST1 is one of the high-performance and high-security block ciphers. It is particularly designed for real-time communication system. Both the plaintext and ciphertext of MUST1 are 128 bits per block and the key length is 256 bits. Almost all kinds of voice communication can be intercepted or interfered, the digital scramblers can provide the best security in all kinds of secure speech systems. Macao University of Science and Technology has developed MUST1 algorithm and applied it to DSP for constructing MUST1's high-security digital scrambler.

Key words:

Feistel, DES, AES, block cipher, digital scrambler

9. 話音保密通信安全性研究

曾錦明 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

2003 中國計算機大會 (CNCC'2003)

內容簡介:

話音通信容易受別人竊聽，在各類話音保密系統中，數字密碼器提供最佳的話音通信安全。本文利用一種快速隨機的 256 比特分組密碼算法-MUST3、偽隨機數產生器算法-MUST-RND，並採用公鑰密碼交換由偽隨機數產生器產生的一次性會話密鑰，話音經聲碼器及 MUST3 加密，雙方進行保密通話。通話質量達平均意見分(MOS)4 級以上。

關鍵詞:

分組密碼，公鑰密碼，混合密碼，數字密碼器

9. A Research on the Security of Secure Speech Communications

Zeng Jinming, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

Eavesdropping is easy on speech communications. Digital scramblers can provide the top security in all kinds of secure speech communication systems. This paper introduces a randomized 256-bit block cipher – MUST3 and its pseudorandom number generator MUST-RND. A session key is generated and sent to the far end via a public key cryptosystem. Secure speech communication can be carried through the speech compressed by a Vocoder and encrypted and MUST3 algorithms. The test result of Mean Opinion Score for voice quality reaches 4.

Key words:

Block cipher, public-key cipher, hybrid cipher, digital scrambler

10. 移動電話上的全景圖的設計與實現

岑永棠 黃漢青 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

第八屆計算機輔助設計/圖形學國際學術會議

內容簡介:

全景圖已在桌上計算機中被廣泛應用。今天，由於移動電話日益受到歡迎，許多應用已為移動電話開發。本文提出設計及實現移動電話上的全景圖方案。本文工作是“網絡環境下澳門旅遊導引系統”的一部分。利用我們的實現，用戶可以利用他們的移動電話選擇要觀看的景點。當特定的景點全景圖通過無線網絡下載到用戶的移動電話後，用戶可向左或向右來觀看整個全景圖。

關鍵詞:

全景圖，移動電話，J2ME

10. The Design and Implementation of Interactive Panoramic Views on Cell Phones

Veng-Tong Sam, Hon-Cheng Wong, Tang Zesheng

Faculty of Information Technology, Macao University of Science and Technology

Abstract:

Panoramic views have been widely used in desktop applications. Nowadays, many applications have been developed for cell phones due to their increasing popularity. This paper proposes the design and implementation of interactive panoramic views on cell phones. This work is a part of our “Web-based Macao Touring Guide System”. With its implementation, the users can choose the scenic spots to view from the menu we provided on their cell phones. After the panorama of the specified scenic spot has been downloaded to their cell phones via the wireless network, the users can look around its entire view by panning it left and right interactively.

Key words:

Panoramic Views, Cell Phones, J2ME

11. 對 B-to-C 環境下影響消費者網絡信任因素的實證研究

龐川 薛華成

澳門科技大學行政與管理學院

會議名稱:

第九屆海峽兩岸資訊管理發展策略研討會“優秀論文”

內容簡介:

B-to-C 電子商務出現以來，在獲得很大的發展的同時也遇到了很多的問題，其中缺乏消費者信任就是主要問題之一。本文在問卷調查的基礎上，驗證了五個理論假設，並建立了一個影響消費者網絡信任的路徑模型，通過統計分析尋找出了影響消費者網絡信任的主要路徑。本文最後提出了一些增強消費者網絡信任的措施。

關鍵詞:

B-to-C 電子商務，信任，網絡信任

11. An Empirical Study on Consumers' e-Trust in B-to-C Environment

Pang Chuan, Xue Huacheng

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

Lacking of Consumers' trust is the biggest difficulty E-Commerce faces. Based on a questionnaire survey, in this article the authors test five hypotheses about consumers' e-trust, and find out some critical paths that affect consumers' e-trust.

Key words:

B-to-C Electronic Commerce, trust, e-Trust

12. 影響電子商務消費者網絡信任因素的分析

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刊物名稱:

《中華管理資訊系統》2003年第2期

內容簡介:

電子商務中消費者的網絡信任問題已經得到越來越多的重視。本文分析了網絡安全、隱私保護、技術因素、商業因素(包括企業知名度、企業能力和信息交流機制)、社會環境因素(包括法律、社會文化和第三方中介)以及消費者的經驗等因素對於消費者網絡信任產生影響的機制。

關鍵詞:

電子商務, 信任, 網絡信任

12. An Analysis of Factors Affecting Consumers' e-Trust

Pang Chuan, Xue Huacheng

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

In this paper, the authors analyze how some factors, such as network security, privacy protection, technology issues, business issues (including brand, capability, and information exchange), environment issues (including law, culture, and third-party intermediary), and consumers' experience, affect the consumers' e-commerce trust.

Key words:

E-commerce, trust, e-trust

13. 論 CMM 中所蘊含的管理理念

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澳門科技大學行政與管理學院

刊物名稱:

《中華管理資訊系統》2003 年第 2 期

內容簡介:

CMM 通過把軟件過程的成熟度由低到高分級，再細化為若干關鍵過程域，構成一個高度結構化的軟件過程成熟度的評估模型。從表面看，CMM 要求企業把軟件過程細分為一個個具體可行的操作目標，做到有章可循，有章必循，但隱含在 CMM 中更深刻的思想是體現出對軟件企業現代化科學管理的理念：以整個軟件生產過程的質量控制為主線，通過對各關鍵環節的精確化管理，使得整個過程是能測、能控；技術創新，分工協作，切磋交流則反映出創新文化和團隊精神。軟件企業只有領會 CMM 所含的管理理念，才能發揮它的效能。

關鍵詞:

CMM，軟件企業，精確化管理

13. The Signification of Management in CMM

Cao Feng, Xue Huacheng

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

Through dividing maturity of software process from lower to higher with several KPA, CMM is a high structured evaluating model. Although seeing from the surface that CMM requests the enterprise to subdivide the software process into a feasible operating target by strict rules, the importance of CMM is the thought of modern management in which quantity control is ensured by precision management, innovation and team spirit. The software enterprise can develop its effect after taking in the management meaning of CMM.

Key words:

CMM, software enterprise, precision management

14. 澳門高等教育經濟學初探

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澳門科技大學行政與管理學院

刊物名稱:

《澳門2003》，澳門基金會出版，2003年

內容簡介:

文章論述澳門發展高等教育存在的制度優勢、地緣優勢、及成本優勢，文章認為，如果澳門特區政府及相關高校能抓住這一有利機遇，在逐步擴大大學校規模的同時，迅速提高教育質量和國際聲譽，在不久的將來，澳門完全有可能發展成為中國的一大高等教育中心。

關鍵詞:

高等教育，澳門

14. An Essay on Economics of Higher Education in Macau

Huang Guihai

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

The paper discusses that higher education institutions in Macau have institutional, geographical and cost comparative advantage compared to those in other regions. And it argues that Macau has a great potential to become a higher education center of China in the near future.

Key words:

Higher education, Macau

15. 資本結構的決定因素：來自中國的證據

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會議名稱:

2003年7月11-15日在美國丹佛舉行的國際西部經濟學會第78屆年會

內容簡介:

這篇文章利用了中國股票市場研究數據庫(CSMAR)來分析中國上市公數據。同其他國家一樣，中國上市公司的財務杠杆隨企業規模、非債務性避稅規模和公司固定資產的增加而增大，隨公司盈利能力增加而減小，而且同上市公司所屬行業相關。同時，它還會受到所有權結構的影響。同其他國家不同的是，中國上市公司的財務杠杆隨公司經營風險程度的增加而增加，而且企業傾向於持有較低的長期債務。同融資的優序假說相比，靜態權衡模型對中國上市公司的資本結構似乎有更強的解釋力。

關鍵詞:

資本結構，上市公司，股票市場

15. The Determinants of Capital Structure: Evidence from China

Huang Guihai

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

This paper employs a new database, which contains the market and accounting data from more than 1000 Chinese listed companies up to the year 2000, to document the characteristics of these firms in terms of capital structure. As in other countries, leverage in Chinese firms increases with firm size, non-debt tax shields and fixed assets, and decreases with profitability and correlates with industries. We also find that ownership structure affects leverage. Different from those in other countries, leverage in Chinese firms increases with volatility and firms tend to have much lower long-term debt. The static tradeoff model rather than pecking order hypothesis seems better in explaining the features of capital structure for Chinese listed companies.

Key Words:

Capital Structure, Public Listed Companies, China Stock Market.

16. 新上市 H 股公司的財務與經營績效

黃貴海

澳門科技大學行政與管理學院

會議名稱:

在上海財經大學 2003 年 10 月 25 日舉辦的《2003 中國金融可持續發展國際研討會》上宣講，並收入會議論文集

內容簡介:

這篇文章利用所有香港上市國企股(H 股)上市前後的會計數據比較上市前後公司的財務與經營績效。理論上講，有兩種相反的作用影響著這些上市公司的績效：負面的 IPO 效應與正面的民營化效應。通過實證研究發現：(1) IPO 效應大於民營化效應，因此這些公司上市後盈利與經營效率都是下降的；(2) 同期香港上市的非國企股與國企股相比，上市後經營績效下降更多。這可能是因為對於國企股公司來說，正面的民營化效應抵消了部分負面的 IPO 效應。本研究第一個確認了部分民營化對中國上市公司的績效有正面作用。

關鍵詞:

公司績效，民營化，國有企業

16. The Financial and Operating Performance of China's Newly Listed

H-firms

Huang Guihai

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

This study compares, with the use of accounting data, the pre- and postlisting financial and operating performance for the complete sample of the H-firms that were incorporated in mainland China and listed in Hong Kong. Theoretically, there are two major opposing influences on the performance change of these newly listed firms: the negative IPO effect and the positive privatization effect. Our major findings are:

(1) The IPO effect dominates the privatization effect, so that the H-firms experienced a significant decrease in profitability and operating efficiency after listing, and

(2) The performance of a control sample of newly listed private firms declined more than that of the H-firms, probably because the positive privatization effect somewhat offset the negative IPO effect for the H-firms. This paper is the first to document the positive effect of revenue privatization in listed Chinese companies.

Key words:

Company performance, share issue privatization (SIP), state-owned enterprises (SOEs)

17. 人民幣自由化(升值)對港澳經濟的影響

柳智毅

澳門科技大學行政與管理學院

刊物名稱:

《澳門經濟學會學報》2003年12月

內容簡介:

五年前,亞洲金融危機時,全世界都擔心人民幣也加入亞洲很多國家貨幣的貶值過程中,我國政府做了一個非常重大的決定,將人民幣匯率保持穩定。減輕了金融風暴對亞洲貨幣的沖擊,消除了各國對人民幣貶值的憂慮。但是,此一時彼一時,四年後的今天,以美、日本為首的國際輿論認為,人民幣匯率被低估,而導致與我國的貿易逆差不斷擴大,要求人民幣升值。人民幣升值已成為了國際熱門話題。

匯率機制是一個國家經濟發展中非常重要的問題,它直接影響著我國對外貿易、資本流動和國際收支的平衡等等。人民幣匯率變動意味著人民幣與外國貨幣的相對購買力發生變動,從而對經濟領域產生廣泛而又深刻的影響。同時,港澳與內地的經貿關係日益密切,密不可分,人民幣倘若升值,港澳經濟必然受牽連,例如,許多靠從國內轉口產品到國際市場而生存的港澳商人因此而受損,隨著人民幣的升值,港元和澳門元的購買能力也會相應下跌,國內生產的商品在港澳市場隨之而漲價等等。

本文結論認為,人民幣升值對於我國某些貿易夥伴(如美國和日本)不一定有好處,筆者認為,人民幣幣值應保持穩定。長遠而言,當人民幣可自由兌換時,港澳貨幣應與人民幣掛鉤,才能確保港澳經濟可持續發展。

關鍵詞:

人民幣,升值,港澳經濟

17. The Effects of RMB Appreciation on the Economies of Hong Kong and Macao

Lao Chi Ngai

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

About 5 years ago, China substantially narrowed the floating band of the RMB exchange rate and kept the valuation of RMB stable to help reduce the shock of the Asian financial crisis and dispel the fear of RMB devaluation. However, views on this issue are different, the United States of America, Japan, and other western countries have complained over trade deficits with China recently, due to under value of RMB and put external pressure to revalue RMB currency. The appreciation of RMB currency then has become the international hot issue.

The anticipated appreciation of the currency would harm the Chinese economy, such as reduction in amount of exports, domestic inflation, Chinese capital flowing into overseas markets, and cost jobs etc. It also has impacts on the Macao and Hong Kong economies, such as reduction of indirect exports of Hong Kong and Macao businesses to China, the prices of products made in China would be increased and hence inflation in Macao and Hong Kong markets.

In conclusion, the appreciation of RMB would not certainly benefit some trading partners, like the United States of America and Japan that have complained over trade deficits with China. China should insist on keeping the current value of RMB. Its stability is in the interest of not only China's economy, but the economy of the whole world. In the long run, when the RMB is totally convertible under the current account and capital account, the exchange rates of Macao dollar and Hong Kong dollar should consider to be pegged with RMB, in order to sustained development of Macao and Hong Kong economies.

Key words:

RMB, appreciation, Hong Kong and Macao Economies

18. 我國光通信產業競爭戰略研究

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刊物名稱:

《技術經濟》2004年第1期

內容簡介:

根據資訊產業部的預測,“十五”期間,我國資訊產業仍將保持2—3倍的國民經濟增速的發展態勢。其中電信業的年均增速將達到21%,業務總量將增長160%。預計到“十五”末,全國固定電話用戶將由2000年的1.29億戶、主線普及率10%,分別增加到2.4億戶和17%左右。移動電話用戶將由7000萬戶、普及率5.7%,分別增加到2.4億戶和17%。資料多媒體業務用戶將由1000萬戶增加到1.2億戶,上網用戶普及率達到8.8%。有線電視用戶將由0.8億戶增加到1.5億左右。資訊網路建設的大發展必將給光纖通信產品製造業帶來巨大的市場需求。預計到2005年,我國的光通信產品市場規模占世界市場總規模的份額將從2000年的約9%增加到12%左右。

但是從2000年下半年開始,美國和全球經濟的增長漸漸放緩,尤其是資訊產業,人們所期待的輝煌時期沒有如期到來。到了2001年下半年,我國部分光通信產品的緊缺現象開始緩解,而世界經濟的增速卻進一步放緩,“911事件”更使全球經濟雪上加霜。目前美國和世界的資訊產業市場跌入低谷已經是不爭的事實,光通信公司裁員、下調經營目標、並購或倒閉的各種壞消息接踵而來。世界經濟的不景氣也對我國光通信產品的出口有直接的影響。在這種情況下,我國熱得似乎有些過頭的光通信產業和市場,已經感到了冬天的寒冷。因此筆者希望利用產業競爭戰略分析的主要工具對光通信產業進行研究,探討國內光通信廠商的競爭戰略及如何提高競爭優勢,希望對產業界提供決策性的參考建議,並期許光通信產業能創我國高科技巔峰。

本文主要利用現代管理學大師邁克爾·波特(Michael E·Porter)的五力與鑽石分析模型對我國光電產業進行深入探討。通過對光通信產業的競爭態勢進行分析,探討我國光通信產業的競爭戰略及提升競爭優勢的方法,以期對產業界的決策提供參考建議。

關鍵詞:

光通信產業, 競爭戰略, 五力與鑽石分析模型

18. A Study of the Competitive Strategies of China's Fiber Optics Industry

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Abstract:

In this paper, we used several analysis models which are summarized by Michael E·Porter, to analyze the current competitive status of the fiber optics industry, then proposed the methods to promote the competitive capability of Chinese fiber optics industry.

Key words:

Fiber optics industry, Competitive strategies

19. 淺析澳門在“後非典時代”電子商務的發展

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刊物名稱:

《公共危機與中國兩岸四地》，香港匯訊出版有限公司 2003 年 11 月出版

內容簡介:

2003 年春天“非典型肺炎”在亞洲肆虐，澳門的主要產業經濟受到嚴重衝擊，激發了對電子商務這類“非接觸經濟”的需求。本文分析了澳門電子商務一直以來發展緩慢的制約因素，主要包括人力資源缺乏，市場容量小和企業規模小等因素，制約了澳門的電子商務發展始終處於“商務電子化”的階段。本文建設性地提出澳門發展電子商務所需的支撐體系的主要組成，包括人才方面；加強國際合作方面；擴大市場規模方面和完善法律體系等方面。同時，本文也提出雖然新技術的應用可以彌補傳統交流與溝通的不足，但在一定程度上仍存在著一些限制因素，如無法滿足人們傳統的思維定勢和“眼見為實”的心理需求等。因此，為了澳門今後加強區域經濟合作和作為經貿交流平臺的需要，電子商務的發展是確保澳門今後可持續發展的一個必要條件。澳門政府和企業界要變危機為時機，固化企業和個人在“非典”期間形成的電子商務習慣，加大對電子商務的投入，逐步推動澳門的電子商務在“後非典時代”的發展。

關鍵詞:

電子商務，澳門，“非典”

19. An Analysis of the E-Commerce Development in the Post-SARS in Macao

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1 Faculty of Management and Administration, Macao University of Science and Technology

2 Monetary Authority of Macao

Abstract:

In the early of 2003, the outbreak of SARS epidemic has severely hit the economies of most Asian countries and regions. With no exception, the majority of the industries of Macao also experienced a difficult period. However, the demand of E-Commerce business was enhanced. This paper analyses the constraints for the underdeveloped of E-Commerce in Macao, such as lack of talents, short of IT infrastructures, small market capacities and so on. Moreover, this paper suggests some ways which may enhance E-Commerce development in Macao, including training and education, international cooperation, extending market capacities and improving legal systems. Yet, the paper also identifies the limitations of E-Commerce, even if it can strengthen the traditional communication in a new way.

Macao Government should put more efforts in keeping individuals and enterprises' using of E-Commerce as a habitual behavior, either by itself or in collaboration with industrial associations. With more financial supports, E-Commerce will sustain its development in the Post-SARS in Macao.

Key words:

E-Commerce, Macao, SARS

20. 正確處理基本法中的兩個關係

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刊物名稱:

《澳門基本法推廣協會會訊》(總第一期), 2001年6月

內容簡介:

澳門基本法的內容廣泛, 結構嚴謹, 其中兩個重要的關係是: 中央與澳門特別行政區的關係, 澳門特別行政區行政與立法的關係, 澳門基本法對這兩個關係作了具體的規定。中央與澳門特別行政區的關係包含的主要內容是: 1 澳門特別行政區是我國單一制下不可分離的部分, 是我國的一個地方行政區域。2 授權與高度自治的關係, 澳門特區的高度自治並非其固有, 而是中央授權的。3 直轄與特別行政區的關係, 澳門特別行政區雖然具有特殊的法律地位, 但是又直轄於中央人民政府。4 互相尊重與支持的關係, 一國兩制下的中央與特別行政區的關係決不是對立或對抗的關係, 而是維護國家統一、主權與尊重高度自治、“澳人治澳”、支持澳門經濟發展、社會穩定的協調統一。澳門特別行政區行政與立法的關係是基本法中的另一個重要方面, 它主要包含以下內容: 1 在行政與立法關係中以行政為主導, 行政長官擁有兩重身份的法律地位, 基本法也沒有賦予立法對政府或主要官員有投不信任票的權力。2 行政與立法互相制衡, 行政與立法各有分工, 各司其職, 各得其所。3 行政與立法互相配合、重在配合, 基本法設置的行政會議是協助行政長官決策的機構, 也是加強行政與立法之間的溝通和配合的有力機構。

關鍵詞:

一國兩制, 澳門基本法, 中央與特別行政區的關係, 行政與立法的關係

20. Correctly Handling the Two Relationships in the Basic Law of the Macao SAR

Xiao Weiyun

Faculty of Law, Macao University of Science and Technology

Abstract:

The Basic Law of the Macao SAR is extensive in content and well-knit. In it there are two important relationships. One is that between the central authorities and the Macao SAR; the other is that between the executive sector and the legislative sector in the Macao SAR. And the Basic Law of Macao SAR stipulates these two relationships in specific provisions.

The first relationship means:

1. The Macao SAR is a local administrative region and an inalienable part of our unitary state.
2. The relationship between authorization and a high degree of authorities is that a high degree of autonomy of Macao is not inherent, but from central authorization.
3. Although the Macao SAR has the special legal position, it is directly under the supervision of the Central People's Government.
4. The Central Authorities and the Macao SAR should respect and support each other under the "one country, two systems" policy, rather than oppose and confront each other. The unity and sovereignty of the country should be maintained; the high degree of autonomy and "Macao People governing Macao" should be respected, and the economic development and social stability of Macao should be supported.

The second relationship is another important aspect in the Basic Law of the Macao SAR.

1. It is an executive-led model of separation of powers. The Chief Executive holds dual legal position, and the Basic Law of Macao doesn't give the legislature a vote of no-confidence to government and principal officials.
2. With the mutual check and balance between the executive authorities and the legislature, each should do its own job and attend to its own duty.
3. The Legislature works in coordination with the executive authorities, and here coordination is emphasized. The Executive Council in the Basic Law is an organ for assisting the Chief Executive in policy making, and for strengthening communication and coordination between the legislature and the executive authorities.

Key words:

"One Country, Two Systems", the Basic Law of the Macao SAR, the Relationship between the Central Authorities and the Macao SAR, the Relationship between the Executive Sector and the Legislative Sector

21. 略論中央與特別行政區的關係

蕭蔚雲

澳門科技大學法學院

刊物名稱:

《澳門基本法推廣協會會訊》(總第二期), 2001年12月

內容簡介:

中央與澳門特區的關係是基本法的一個重要問題，這個問題處理好了對基本法的成功實施有重大影響，應當認真研究和處理基本法所規定的中央與特區的關係。一 中央與特區的關係是“一國兩制”方針的重要體現，“一國兩制”的主要內容：一是堅持國家的主權、統一和領土完整，二是維護高度自治，特別行政區的社會經濟制度五十年不變，這兩個方面也是中央與特區的關係的主要內容。二 中央與特區的關係是基本法的首要關係，不僅涉及特區的高度自治，也影響到國家的利益，涉及中央的權力。三 中央與特區的關係是它們職權的嚴格劃分，即中央有哪些權限，特區有哪些權限，基本法作出明確規定。四 中央與特區關係的落實是基本法成功的主要標誌，中央與特區的關係處理好了，則國家的主權和統一得到落實，高度自治得到落實，則意味著“一國兩制”的主要點得到落實。五 中央與特區的關係是直轄與被直轄、授權與高度自治以及互相尊重與支持的關係，而不是互相對立、互不信任、互相提防的關係。六 落實中央與特區的關係行政長官處於重要地位，在基本法中負有比較全面的責任，同時接近中央，具有承上啓下的作用，對行政長官不但要依法監督，也要信任和支持，這樣有利於處理中央和特區的關係。

關鍵詞:

一國兩制，澳門基本法，中央與特別行政區的關係

21. A Brief Review on the Relationship between the Central Authorities and the Macao SAR

Xiao Weiyun

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Abstract:

An important aspect in the Basic Law of the Macao SAR is the relationship between the central authorities and the Macao SAR. If handled correctly, it is beneficial to the successful implementation of the Basic Law of the Macao SAR. So we should study seriously and handle properly the relationship between the central authorities and the Macao SAR.

1. The relationship between the central authorities and the Macao SAR is an important embodiment of “one country, two systems” policy. The main content of this policy is, first, to uphold national sovereignty, unity and territorial integrity; second, to maintain a high degree of autonomy in the Macao SAR, its social and economic system remaining unchanged for the next 50 years. And these two aspects are also the main content of the relationship between the central authorities and the Macao SAR.

2. The relationship between the central authorities and the Macao SAR is the principal relationship in the Basic Law of the Macao SAR. It is related not only to a high degree of autonomy of the Macao SAR, but also to national interests and the power of central authorities.

3. The relationship between the central authorities and the Macao SAR means a strict separation of their powers and authorities, that is to say, what powers the central authorities should have and what powers the Macao SAR should have in accordance with the relevant provisions of the Basic Law of Macao SAR.

4. It is a remarkable symbol of successful implementation of the Basic Law of the Macao SAR to handle the relationship between the central authorities and the Macao SAR. If the relationship is dealt with properly, it means that national sovereignty and unity is maintained, and a high degree of autonomy is achieved, and the policy of “one country, two systems” is implemented.

5. The relationship between the central authorities and the Macao SAR means direct jurisdiction and being directly under the jurisdiction, authorization and a high degree of autonomy, and either side should respect and support each other, instead of opposing, distrusting and guarding against each other.

6. The Chief Executive plays a very important role in the relationship between the central authorities and the Macao SAR. He takes up overall responsibility, and is close to the central authorities and act as a connecting link between the central authorities and the Macao SAR. So, the Chief Executive should not only be supervised, but also be trusted and supported. This helps to handle the relationship between the central authorities and the Macao SAR properly.

Key words:

“One Country, Two Systems”, the Basic Law of the Macao SAR, the relationship between the Central Authorities and the Macao SAR

22. 全面準確地貫徹基本法，保證澳門的穩定與發展

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刊物名稱:

《澳門基本法推廣協會會訊》(總第3期), 2002年6月

內容簡介:

澳門回歸以來,由於澳門基本法得到了貫徹,澳門的經濟正在向好的方向發展,治安明顯好轉,社會穩定,人心穩定,為了保證澳門經濟有更大的發展和美好的未來,仍要全面準確地貫徹基本法,這就是:

一 要堅持基本法的指導思想,基本法的指導思想是“一國兩制”方針,具體包括

- (1) 維護國家主權、統一和領土完整,
- (2) 維護澳門的高度自治,
- (3) 維護特別行政區的社會穩定和經濟發展。

二 堅持澳門基本法的立法精神和原意,立法精神和原意是依據客觀情況,建立在對各種客觀情況的分析的基礎上,是必須堅持的。

三 聯繫澳門實際貫徹基本法,為澳門的穩定和發展服務。

四 注意基本法法律條文之間的互相聯繫,如一國與兩制、中央與特別行政區、權利與義務、提名與任命、行政與立法的互相制衡與配合、解散與辭職、行政主導與對立法負責、選舉權利與選舉資格、條文與三個附件等,都是互相聯繫而不能完全孤立與分割開來。

五 注意基本法法律條文和內容、精神的統一,不能僅僅只從字面上來理解基本法,而不顧基本法的精神與內容,應當注意基本法的文字與基本法內容、精神的統一。

關鍵詞:

一國兩制,澳門基本法

22. Enforcing the Basic Law of the Macao SAR Comprehensively and Exactly for Guaranteeing Social Stability and Economic Development in the Macao SAR

Xiao Weiyun

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Abstract:

Due to the enforcement of the Basic Law of the Macao SAR, the economic development, public security and social stability of Macao have run well since its return to China. However, to ensure bigger progress and a brilliant future, a comprehensive and exact enforcement of the Basic Law of the Macao SAR is still needed.

1. The guideline of the Basic Law of the Macao SAR should be adhered to, namely, “one country, two systems”, which means, firstly, to maintain national sovereignty, unity and territorial integrity; secondly, to maintain a high degree of autonomy of the Macao SAR; thirdly, to maintain the social stability and economic development of the Macao SAR.

2. The law-making spirit and original meaning of the Basic Law of the Macao SAR should also be adhered to, on the basis of the analyses of objective situations.

3. The enforcement of the Basic Law of the Macao SAR should be based on the reality of Macao, in order to achieve its social stability and economic development.

4. Attention should be paid to the mutual relationships between the clauses of the Basic Law of the Macao SAR, such as one country and two systems, the central authority and the Macao SAR, rights and obligations, nomination and appointment, the check, balance and cooperation between administration and legislature, dissolving and resignation, the administration’s dominance and responsibility for the legislature, the right to vote and the qualification of voting, the main text and three annexes of the Basic Law, etc. They are related to each other, and cannot be isolated and separated.

5. Attention should also be paid to the unity of the clauses, content and spirit of the Basic Law of the Macao SAR. The understanding of the Basic Law of the Macao SAR should not stay on the literal level but go into the unity of the clauses, content and spirit.

Key words:

“One Country, Two Systems”, The Basic Law of the Macao SAR

23. 澳門基本法的成功實踐

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刊物名稱:

《澳門視點》，2003年4月

內容簡介:

澳門基本法制定已經十年，實施已三年多，回顧它的實踐是非常成功的，這是國內外所公認的。它的成功表現主要有以下幾個方面：

一、全面貫徹了“一國兩制”方針，澳門特區政府既維護了國家的統一和主權，又維護了澳門的高度自治和“澳人治澳”，特區呈現一片欣欣向榮的景象。

二、妥善地落實了中央與澳門特區的關係，“一國兩制”下的中央與特區的關係是一個新型的關係，它既是領導與被領導、管轄與被管轄的關係，又是支持與被支持、信任與被信任、尊重與被尊重的關係，中央和特區對處理好這一關係非常重視，它們之間的關係完全合乎基本法，是親密融洽的。

三、正確實行了以行政為主導的政治體制，澳門特區的政治體制是一種新型的行政長官制，澳門特區按照基本法的規定運作，發揮了行政為主導的作用，行政長官在決策中起了重要作用。行政與立法的相互關係既是相互制約，而且配合得很好。

四、治安明顯好轉、社會穩定，將解決突出的治安問題作為重要工作，採取了一系列有利措施，加大打擊罪案力度，有力地打擊了犯罪勢力。

五、經濟形勢明顯好轉日益發展，以行政長官為首的特區政府創造性地貫徹和落實了澳門基本法規定的經濟政策，使澳門經濟日益復蘇，連年出現經濟增長率。

關鍵詞:

一國兩制，澳門基本法

23. The Successful Enforcement of the Basic Law of the Macao SAR

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Abstract:

The Basic Law of the Macao SAR, having been existed for 10 years and enforced for more than 3 years, has been proved a great success. This is generally recognized in and out of China. Its success is basically shown in the following aspects:

1. Fully adhering to the principle of “One Country, Two Systems”, the Macao SAR Government safeguards the national unity and sovereignty, as well as the high degree of autonomy and “Macao people administering Macao”. The SAR abounds with a vision of prosperity.

2. The relationship between the central authority and the Macao SAR has been appropriately established. This relationship, under the policy of “One Country, Two Systems”, is a new type of relationship. It is not just a matter of leading and being led, governing and being governed, but also supporting and being supported, trusting and being trusted, respecting and being respected. Both the Central Government and the SAR value the importance of dealing with this relationship, which wholly complies with the Basic Law. This is a friendly and harmonious relationship.

3. The political system of administration’s dominance is correctly implemented. The SAR’s political system is a new type of Chief Executive System, which operates in accordance with the Basic Law, and which allows the Chief Executive to play an important role in decision-making. The Administration and Legislation restrict each other and cooperate with each other.

4. Public security and social stability have improved greatly. To solve the obvious problem of public security has been taken as the key task; a series of effective measures have been taken to increase the power in combating crimes and they really worked.

5. The economic condition has also improved noticeably, and the economy has been developing day by day. Under the leadership of the Chief Executive, the SAR has implemented the economic policy under the Basic Law, bringing back economic prosperity to Macao, with marked economic growth every year.

Key words:

“One Country, Two Systems” , The Basic Law of the Macao SAR

24. 制定澳門基本法的主要經驗

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刊物名稱:

《澳門基本法推廣協會會訊》(總第5期), 2003年6月

內容簡介:

澳門基本法的成功制定, 主要有以下經驗:

一、自始至終貫徹“一國兩制”方針, 澳門基本法從序言、第一章總則、第二章中央與澳門特別行政區的關係、第三章澳門居民的基本權利和義務、第四章政治體制、第五章經濟政策、第六章文化和社會事務、第七章對外事務及第八章基本法的解釋和修改, 從第1條到第145條都貫徹了“一國兩制”方針。

二、符合澳門的實際情況, 在澳門基本法起草過程中在澳門經過反覆調查、反復諮詢, 與澳門當地的歷史實際和現實情況緊密結合。

三、堅持民主、透明、開放的起草程序, 澳門基本法起草委員會由內地和澳門委員組成, 澳門基本法起草委員會及其專題小組多次在澳門座談、諮詢和聽取意見, 在全國廣泛徵求意見, 澳門還成立了基本法諮詢委員會, 廣大群眾清楚瞭解起草的內容和進程。

四、堅持原則性與靈活性相結合, 在涉及國家主權、統一和領土完整時以及憲法原則、國家的整體利益和根本利益時, 在起草基本法時就堅持, 不能任意修改, 在涉及“兩制”, 涉及高度自治時, 則應當有很大的靈活性, 從澳門的具體情況出發, 而不拘泥於內地已有的規定而強求統一。

五、參考香港基本法但又更為完善, 澳門基本法認真吸取了制定香港基本法的經驗, 有些規定顯得更加科學完善。

關鍵詞:

一國兩制, 澳門基本法, 起草法律

24. The Principal Experience of the Basic Law of Macao

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Abstract:

The success of the implementation of the Basic Law is due to the following factors:

1. From the beginning to the end, the principle of “One Country, Two Systems” is being carried out, which can be seen from article 1 to article 145, from the Preamble, General Principles from Chapter I, relationship between the Central authorities and the Macao SAR from chapter II, Fundamental Rights and Duties of the Residents from chapter III, Political Structure from chapter IV, Economy from Chapter V, Culture and Social Affairs from Chapter VI, External Affairs from Chapter VII, to Interpretation and Amendment of the Basic Law from Chapter VIII.

2. To comply with the practical situation in Macao, the drafting of the Basic Law has experienced through investigation, consultation, and is consistent to Macao’s history and the present situation.

3. A democratic, transparent and open way of drafting process is insisted. The Macao Basic Law Drafting Committee is comprised of members from both China’s mainland and Macao. The Macao Basic Law Drafting Committee and its taskforce had frequently met in Macao, getting suggestions and consultation from all over China. There was even the establishment of the Macao Basic Law Consultation Committee, enabling the public to understand more about the contents and procedures of the drafting process.

4. Upholding principle with flexibility is insisted. During the drafting process no consentions were made, on issues regarding the national sovereignty, unity, territorial integrity as well as the principle of the constitution, the general national interests and basic interests. However, there was a greater flexibility on issues regarding “Two Systems” and the high degree of autonomy. The regulations should be set up according to Macao’s specific situation, not strictly following the existing rules in China.

5. The Basic Law of Macao has gained experiences from the formulation of the Basic Law of Hong Kong, with some of the regulations more scientific and reasonable.

Keyword:

“One Country, Two systems”, The Basic Law of the Macao SAR, Drafting Law

25. 各國法律援助制度的比較與思考

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會議名稱:

2002年北京法律援助立法國際研討會論文

內容簡介:

中國國務院法制辦於2002年12月初在北京召開法律援助立法小型研討會，邀請包括本文作者在內的四位國際專家對中國第一部全國性法律援助立法的一系列關鍵問題提供意見。此文系由中國國務院法制辦和會議資助者亞洲開發銀行確定在會上宣讀的論文。文章以作者在近年主持的“中加法律援助立法研究合作項目”研究為基礎，提出應當從法治、公正和平等三原則出發，結合中國目前的實際國情，全面地、積極地研究吸收各國、特別是發達國家的法律援助工作經驗和教訓，並且開發全國規範化的實証分析體系，以期迅速建立符合國際司法標準和中國實際國情的法律援助制度。作者指出，中國政府已經簽署並且將要批准的聯合國公民權利和政治權利國際公約，對於中國法律援助制度的發展具有十分重要的意義。中國的法律援助制度，必須達到國際公約要求的最低標準，並且還要在國力所能承受的限度內提供超過公約要求的法律援助服務。論文從幾個方面對中國和加拿大等國的法律援助制度進行比較分析，並且對中國法律援助立法提出了一系列的建議，供中國有關立法者和法律援助主管部門研究參考。

關鍵詞:

法律，法律援助，法律援助法，人權，程序公正，訴訟權利，國際公約，法制改革

25. The Comparisons of Legal Aid Systems

Yang Cheng

Faculty of Law, Macao University of Science and Technology

Abstract:

At the invitation of the Legal Affairs Office of the State Council of China and the Asian Foundation, the author presented this paper as one of the four international experts at the conference and offered his views regarding five main aspects of the comparisons of various legal aid systems for the drafting of the first ever national legal aid law in China. Recommendations were made regarding the further development of legal aid system in China. This paper was also published in a collection of papers produced by the Legal Affairs Office and the Asian Foundation.

Key words:

Law, legal aid, legal aid law, human rights, due process, procedural rights, international covenant, legal reforms

26. 中加矯正制度比較研究

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刊物名稱:

The International Centre for Criminal Law Reform and Criminal Justice Policy, Breaking New Ground. Vancouver, Canada: ICCLR&CJP. ISBN 0-9730432-1-0. pp. 409-418.

內容簡介:

此文於聯合國附屬機構加拿大刑法改革國際中心在2002年出版的論文集之中發表，也是在中國由法律出版社出版的《中加矯正制度比較研究》一書的導論。文章回顧了作者參與建立中國和加拿大兩國在監獄管理和矯正領域合作交流關係的歷程，並且對中加兩國監獄管理和矯正制度的各自特點和基本異同作了比較，進而指出兩國之間乃至中國與西方各國之間的矯正部門和學術機構在這一領域進一步深入合作交流的必要性。

關鍵詞:

矯正制度，監獄，監獄法規，有條件釋放，假釋，社區矯正，囚犯待遇

26. The Study and Comparisons of Chinese and Canadian Correctional Systems

Yang Cheng

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Abstract:

This paper provides a comparison of the basic features of the systems of prison administration and community-based corrections in Canada and China. The paper was also published as an introduction to a Chinese book entitled A Comparative Study of the Chinese and Canadian Correctional Systems. Beijing: The Law Press. ISBN 7-5036-3366-2/D.3084. The Chinese book was co-authored by senior correctional experts of the China Prison Society.

Key words:

Correctional system, prison, prison law and regulation, conditional release, parole, community-based corrections, treatment of inmates

27. 加拿大的矯正和有條件釋放制度

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刊物名稱:

The International Centre for Criminal Law Reform and Criminal Justice Policy, Breaking New Ground. Vancouver, Canada: ICCLR&CJP. ISBN 0-9730432-1-0. pp. 419-488.

內容簡介:

此文於聯合國附屬機構加拿大刑法改革國際中心在 2002 年出版的論文集之中發表，也是該書“第六章、量刑與矯正”的主要部分。此文的中文譯文已同上文一起在中國由法律出版社出版的《中加矯正制度比較研究》一書中發表。本文論述加拿大矯正制度的機構設置和職能、矯正工作的立法框架、機構內矯正和機構外矯正的項目、服刑人員和在押人員的分類和管理、矯正官員的職責任務和狀況、參與矯正工作的各類民間組織的作用等等，特別是重點探討了社區矯正問題，以供中國正在進行的社區矯正試點工作參考。此文發表後，在中國法學界和矯正部門產生了較大反響，而且受到加拿大有關對華合作部門和許多國際組織駐華機構的重視。

關鍵詞:

矯正制度，監獄，監獄法規，有條件釋放，假釋，社區矯正，囚犯待遇

27. Corrections and Conditional Release in Canada

Vincent Cheng Yang, Brian Tkachuk (Eds.)
Faculty of Law, Macao University of Science and Technology

Abstract:

This paper, which was jointly produced by a group of Canadian experts, presents an overview of the Canadian correctional system, the operational principles of institutional and community-based corrections, and the service of parole and conditional release, which was the main part of chapter 6 “Sentencing and Corrections” in the book Breaking New Ground. It was also published with its Chinese version in a book entitled A Comparative Study of the Chinese and Canadian Correctional Systems. Beijing: The Law Press. ISBN 7-5036-3366-2/D.3084. It focuses on the community-based corrections and can be a reference to the trial of community-based corrections made in China.

Key words:

Correctional system, prison, prison law and regulation, conditional release, parole, community-based corrections, treatment of inmates

28. 澳門非財產損害及賠償若干問題探討

林位強

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內容簡介

隨著社會的文明、進步，人類已進入重視自身權利的新時代，承認每個人均擁有最基本的人格權成了各國民法追求的價值核心。因而，深拓對侵害人格權實施民法救濟的非財產損害賠償制度的研究，其重要意義日益凸顯。

本文首先對《澳門民法典》中的法人非財產損害賠償問題作了深入探討，澄清了其在立法與司法上的疑義，繼而針對侵害自然人的格權問題作了比較研究。其中包括侵害胎兒、侵害身心完整權的損害賠償以及死後人格之損害。在確立自己的觀點的同時，探求如何對這些問題實施救濟。

最後，本文針對澳門民法典中的有關規定作了辯析，建議修改立法例，增補救濟方式，使澳門的非財產損害賠償制度既吸取西方先進的立法經驗，又具備中華民族傳統文化的特點與澳門地區民風民俗之特色。

以上論述運用了對比、實證、歷史分析於社會學分析等方法，秉持了理論聯繫實際的學術宗旨，使探討的問題有針對性，有現實意義。

關鍵詞:

非財產損害，精神損害，自然人，法人，人格權，損害賠償，救濟方式

28. Discussion of Several Problems in Compensation for Non-property

Damages in Macao

Lin Weiqiang

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Abstract:

With the progress of our civilization, human beings have moved into an era of emphasizing one self's rights. The pursuit of people's most basic personal right has become the core value of civil law in every nation. Therefore, it has become increasingly important to probe into civil law's non-property impairment and compensation systems against personal right infringement, in order to provide better relief to victims.

After an in-depth discussion of legal persons' compensation for non-property damages in Macao Civil Law and clarifying the confusing points in legislation and judication, the article makes comparative research on infringement upon natural persons' personal right. This part includes compensation for damages of fetus, body and mind integrity and impairment of the dead's personality. The article discusses ways to provide relief in these cases after establishing its original viewpoint.

Finally, the article analyzes some regulations in Macao Civil Law and suggests amendments of legislation and supplements of relief means. With characteristic of Chinese traditions and absorbing the advanced legislation experience of the West, Macao will develop its own specialized on-property damage compensation system.

Utilizing social analyzing methods such as comparison, demonstration and history analysis, the article combines theory with practice and approaches the subject with pertinence and the discussion is of realistic value.

Key Words:

Non-property Impairment, Spirit Damage, Natural Person, Legal Person, Personal Right, Compensation for damages, Relief Means

29. “文以經世”，打破經史子集之藩籬 ——曾國藩《經史百家雜鈔》學術思想初探

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刊物名稱:

《澳門教育》2002年第四期

內容簡介:

曾國藩的《經史百家雜鈔》是繼《古文辭類纂》之後，在清末、民國的社會上流傳很廣，影響較大的一部古文選讀本。編錄這部古文選本是曾國藩文學事功的重要組成部分。透過它可以瞭解曾國藩的文學傾向、學術理念、政治情懷，並借此瞭解曾國藩所主導的那個時代的方方面面。本文運用了對比、實證、知人論世和歷史分析等方法，論述了曾國藩文學經濟論的價值及其對《雜鈔》選文的影響。

關鍵詞:

源流觀，經濟論，文道統一

29. Governing the Country with Classic Literature ——A Breakthrough in Chinese Classics Studies

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Abstract:

Though edited later than *An Anthology of Chinese Classics, The Texts of Selected Classics, History and Philosophy* edited by Zeng Guofan (The Chinese title is: *Jingshi baijia zachao.*) is one of the most popular and influential anthology of classical Chinese prose in the late Qing Dynasty and modern China. The anthology's edition is an important part of Zeng's enterprise of literature and politics in that through the text we can better understand his literary theories, views of academic study, thoughts of politics and backgrounds of history, etc. The present essay, with extensive comparisons, historical surveys and analyses, expounds the values of Zeng's theory of governing the country with classic literature as well as his influence on The Texts.

Key words:

View on the origin of literature, Political and practical use of literature, letter and Dao must be achieved in a body

30. 解析醫護責任保險制度

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澳門科技大學法學院

刊物名稱:

《醫事法學雜誌》第 11 卷第 3、4 期合訂本，2003 年 12 月

內容簡介:

保險制度最大的功能在於將個人於生活中因遭遇各種人身危險、財產危險及對他人之責任危險所產生之損失，分攤消化於共同團體。其具有減少社會問題，維持社會安定，促進經濟繁榮之作用。因此，保險制度可謂係人類有史以來用以彌補各種損失所創設之最完善的制度。

由於現代文明社會受現代科技及經濟結構不斷變化的結果，可預期的醫療糾紛勢必也將如瑕疵商品一樣，有日漸增加的趨勢。因此，為防患於未然，其預防方法之首要，除避免事故發生外，吾人認為強化醫護專業責任保險制度，應為首要任務。因而除給予醫護人員建立正確保險觀念、加強醫護專業責任保險之選擇（保險人多元化）與管制、擴大被保險人之承保範圍及設計符合醫護人員需求之完善保險單外，最主要者仍在於擴大分散風險團體基數，即實施強制醫護責任保險。蓋凡重大事件，在民事上縱使加害人負無過失責任；在責任保險上縱使保險人就被保險人之故意行為負責，然若當事人不投保責任保險時，則不但無法達成透過保險分散危險之目的，而被害之第三人仍無法沾受責任保險之利益，結果成為空談。尤其在 SARS（非典型肺炎）感染事件發生後，大部分的保險公司不接受醫院的團體保險時刻，為著被害人、為著醫病關係、為著保險公司的生計，有關單位應仿照臺灣於 1996 年 12 月 27 日所公佈之強制汽車責任保險法之模式，透過立法方式，將醫護專業責任保險納入強制責任保險範疇，並建構強制醫護專業責任保險法作為規範，要求醫護供給者於執業前，應投保法定最低限額之責任保險，以投保作為執業之前提要件，強制醫療供給者投保，藉以擴大分散風險團體及減低保險人的承保風險，確保被保險人的賠償能力，而達責任保險最主要之目的，並使責任保險與民事責任相結合，俾發揮其最大之功能。

關鍵詞:

醫護責任保險，強制醫護責任保險

30. A Study on Establishing “Mandatory Medical Professional Liability Insurance”

Lin Shunyi

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Abstract:

The primary function of insurance policies is to share with a group personal losses resulted from health risk, life endangerment, property damage or liability. Insurance policies help to reduce social problems, maintain social stability and promote economic prosperity. They are, by far, the most ideal system designed to compensate damages caused by various losses in the society.

As the technological and economic structures keep evolving in the modern society, it is predictable that medical malpractice disputes are on the rise, like cases with other faulty commercial products. To prevent this from happening, we believe that strengthening medical professional liability insurance is essential. Measures should be taken not only to educate the medical professionals with a correct concept of insurance, enhance the option (choice of insurers) and control of medical malpractice insurance, but also to extend coverage for the insured and design policies tailored to the need of the medical professionals. Most important of all, mandatory medical professional liability insurance must be implemented to level off the risk into groups. Without liability insurance, victims will not be compensated by insurance policies despite the fact that the accused is charged with no fault liability in the civil court or the insurer is deemed to be responsible for the intentional behavior of the insured. This issue is even more significant after the outbreak of SARS (Severe Acute Respiratory Syndrome) when most insurance companies do not provide group insurance coverage to hospitals. Authorities concerned should follow the example of the Mandatory Automobile Liability Act published on Dec. 27, 1996 to enact medical professional liability insurance as a mandatory law and to establish articles for this mandatory insurance law. By so doing, medical service providers are required to have at least the minimum amount of liability insurance before starting their business. Enforcing the medical providers to get insured allows the potential risks faced by the profession to be shared by a group and lowers the risk shouldered by the insurer; therefore, guarantees the solvency of the insured. It also maximizes the function of liability insurance by tinging liability insurance to civil liability.

Key words:

Medical Liability Insurance, Mandatory Medical Liability Insurance

31. 現階段有關“醫療傷害行為應否適用無過失責任”之研究 ——以澳門民法典、香港、台灣及中國大陸相關法規為中心

林順益

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刊物名稱:

《澳門民商法研討會論文集》，21世紀科技研究中心法律研究所出版，2003年1月第一版第一次印刷

內容簡介:

關於醫療傷害責任，應否採取無過失責任，各國討論甚烈。但由於澳門、香港、台灣及中國大陸其侵權行為法基本上係採過失責任主義，如由法院創設無過失責任，與現行法之基本原則，似有違背。

以比較法而言，在北歐國家以瑞典為首，其係採行保險態樣之醫療無過失賠償制度；紐西蘭則採全民意外傷害保險制度；美國維吉尼亞州和佛羅裏達州分別在1987年與1988年採行對新生兒嚴重腦部傷害之局部無過失賠償制度。但前述制度之建立，其前提必須有行政上之配套措施，例如保險及補償制度之妥善建立、鑑定二級化之設置等，始有比較客觀之討論基礎，否則檢討現行以過失責任為基礎之醫療糾紛處理制度，在實際運作上，並無法達到預期之效果。

從而，吾人以為有關醫療傷害責任在現階段是否仿照歐美少數先進國家之制度，採取無過失責任制度，於行政及立法政策未臻完善前，應持保留態度。

總的而言，醫療傷害係現代科技工商社會面臨之重要問題。為保障醫療人權，及病患權利意識之提昇，各國對於相關醫療制度，無不加以重視，藉以避免醫病關係產生惡化，及有效消弭醫療糾紛。

醫療傷害責任有由過失責任逐漸演變為無過失責任之趨勢，係世界各國法制亟待努力之焦點。但為建立此制度，首先必須有完善之保險制度及行政上之補償制度，同時將醫療糾紛刑事案件除罪化，防止醫師採取防禦性醫療，而對病患產生負面之影響。因此就現階段言，有關醫療行為所產生之傷害，是否採無過失責任制度，應從現行侵權行為法之體系、醫療事業機構之負擔能力，以及社會經濟利益等因素，審慎加以研究。

關鍵詞:

醫療傷害，侵權行為法，無過失責任，補償制度

31. A Current Study on “Should Medical Injury Be Considered as No-fault Liability?”

Lin Shunyi

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Abstract:

Numerous countries have intense debates on whether medical injury should be treated as a No-fault Liability. However, Tort Laws in Macau, Hong Kong, Taiwan and P.R.O.C are defined by Fault-based Liability, so a paradox will appear if the court initiates a No-Fault Liability in contrast to the basis of existing regulations.

As for Comparative Law, Sweden has pioneered in Northern European countries by employing No-Fault Compensation for Medical Insurance; whereas New Zealand assumes Accident Insurance for the general population. States of Virginia and Florida in the United States launched partially No-Fault Compensation for severe brain injury for newborns in 1987 and 1988. Nevertheless, administrative complementary measures, such as well-established insurance and compensation systems, as well as implantation of secondary identification, must be installed prior to introducing the systems mentioned above, in order to maintain an objective foundation for further discussion. Otherwise, an examination of the current medical dispute mediation system, based on Fault-Liability, will not satisfy expectations in practical operation.

Thus, in the author's opinion, before comprehensive administrative and legislative policies are established, precautions should be taken to deploy a Medical Injury Liability practice based on the No-Fault Liability system, as most advanced European and American nations did.

In summary, Medical Injury has developed into one of the important issues of a modern technological and industrial society. To protect the right of individuals seeking medical assistance, and improve individual's right, every country should emphasize a related medical care system; consequently, this system will prevent the deterioration of the relationship between medical caregiver and care receiver, and eliminate medical disputes effectively.

Medical Injury Liability has seemed to shift from Fault-Liability to No-Fault Liability in recent years, and every country has devoted enormous effort to its legal systems. Yet, at the same time comprehensive insurance and compensation systems must be installed; medical disputes should be decriminalized, so as to eliminate the negative influence on patients from physicians performing protective medical treatments. At present, the feasibility of treating Medical Injury as a No-fault Liability requires meticulous evaluation, as well as consideration of factors such as the existing Tort Laws, the capability of medical institutes, socio-economical benefits, etc.

Key words:

Medical Injury, Tort Laws, No-fault Liability (Liability without fault), Compensation Systems

32. 薤葶合劑治療急性發作期 COPD 及對肺動脈高壓影響的 臨床及實驗研究

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

慢性阻塞性肺病(Chronic obstructive pulmonary diseases · COPD, 簡稱慢阻肺)是指有氣流阻塞的慢性支氣管炎和(或)肺氣腫。後期,常併發肺心病、心力衰竭、慢性呼吸衰竭、肺性腦病,為老年人常見的死亡原因之一。近年來,國內外普遍重視研究慢性阻塞性肺疾病肺動脈高壓的發病機制,探討其發生發展的規律,進而尋找防止肺動脈高壓的發生,並阻斷其向肺心病演變的方法。臨床研究表明,薤白製劑在防治慢阻肺肺動脈高壓,改善慢阻肺患者生存質量方面有可喜的應用前景,我們進一步開展了“薤葶合劑”治療慢阻肺發作期及肺動脈高壓療效的臨床研究及其對大鼠常壓缺氧性肺動脈高壓影響的研究,並對其作用機理進行了探討。

關鍵字:

薤葶合劑, COPD, 肺動脈高壓

32. Clinical and Experimental Study on Xieting Prescription in Treating Acute Stage of COPD and Its Influence on Pulmonary Hypertension

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Abstract:

Objective: To explore the effect and mechanism of Xieting prescription in treating acute stage of chronic obstructive pulmonary disease (COPD) and pulmonary hypertension.

Method: 104 cases were divided into two groups according to the differentiation of syndrome and classification of signs, general tests, pulmonary functions, pulmonary hemodromogram, immunoglobulin, blood rheology, arterial blood gas analysis and free radical reactions. Its influence on the ischemic pulmonary hypertension of rat under ordinary pressure has also been studied.

Result: Treatment group was better than controlling group as to improve the therapeutic effects, symptoms and above indices. Animal experiment also showed it could reduce the pulmonary hypertension.

Conclusion: Xieting prescription can improve ischemia of COPD, and delay the formation of ischemic pulmonary hypertension and even reduce its activity.

Key words:

Xieting prescription, COPD, pulmonary hypertension

33. 抗腫瘤中藥研究概況

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

腫瘤是病人死亡原因的第一、二位疾病，研究開發天然的抗腫瘤藥物已成為世界上共同研究的課題。現已從幾千種中藥中篩選出具有抗腫瘤作用的單味藥 500 種左右，複方中成藥及批准試產的抗腫瘤中藥製劑近百種。本文將單味抗腫瘤中藥按其傳統功效歸類分為清熱解毒藥、活血化癥藥、扶正培本藥、軟堅散結藥及以毒攻毒藥五類，以便臨床在辨證與辨病相結合時有針對性地選用“雙重”作用的藥物。按現代臨床藥理作用歸類，將抗腫瘤中藥作用概括成直接抗腫瘤、減輕放化療副反應、與放化療同用協同增效、止痛並提高生存質量以及防止復發與轉移五種藥理作用，以利從不同角度研究和應用抗腫瘤中藥時作為參考。

關鍵詞:

中藥，抗腫瘤，研究概況

33. Research on Anti-Cancer Chinese Materia Medica

Hu Lie

Faculty of Chinese Medicine, Macao University of Science and Technology

Abstract:

Research on nature anti-cancer medicine has become a worldwide project for the reason that tumor is the first or second cause of patient death. About 500 herbs and almost 100 compound patent medicines and authorized preparations with anti-cancer function have been chosen from thousands of Chinese medicines. Here the anti-cancer herbs are classified into five kinds according to traditional functions in order to choose a medicine with double functions during the combination of syndrome and disease in clinic: heat-clearing and detoxifying drugs, drugs for promoting blood circulation to remove stasis, drugs for strengthening the body resistance, drugs for softening and resolving hard mass and poisonous agents for treating the toxifying disease. There are five anti-cancer mechanisms according to modern pharmacological functions: direct resisting of cancer, alleviating side effects, enhancing effects of actinotherapy and chemotherapy, relieving pain and increasing life quality, as well as preventing relapse and transference. This can be a reference for the research from different points of view and usage of anti-cancer Chinese medicines.

Key words:

Anti-Cancer Chinese Materia Medica, anti-tumor, research status

34. 中藥狼瘡靜顆粒治療系統性紅斑狼瘡活動期的臨床研究

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

本研究觀察中藥狼瘡靜顆粒治療系統性紅斑狼瘡活動期的臨床療效。將 75 例患者隨機分為以狼瘡靜加西藥組(治療組) 45 例和單純西藥組(對照組) 30 例, 療程 6 個月。結果顯示兩組有效率分別為 91.1%和 80.0%, 有顯著差異。在降低 SLAM 病情活動性積分, 減少激素及免疫抑制劑用量, 降低病情復發率等方面, 治療組亦明顯優於對照組。表明中藥狼瘡靜對 SLE 活動期有良好的治療作用, 且比較安全。

關鍵詞:

狼瘡靜顆粒, 中藥, 系統性紅斑狼瘡, 臨床研究

34. Clinical Study of Treatment for Active Stage of Systemic Lupus Erythema by Langchuangjing Granule

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2 Nanjing University of Traditional Chinese Medicine

Abstract:

Aim: To observe the clinical effect on active stage of systemic lupus erythema (SLE) by LangChuangJing Granule.

Methods: 75 cases were divided into a treatment group (combination of LangChuangJing Granule and western medicine) and a control group(pure western medicine) at random. The treatment periods are 6 months.

Results: The effective rates of two groups are 91.1% and 80%. Thus, there are obvious differences between two groups. Besides, in the respect of decreasing integral of disorder activity, the dosages of hormone or immunosuppressor, and the recurrence of SLE, the achievements made by the treatment group are much better than the control group. It indicates that Chinese patent medicine LangChuangJing Granule is not only good for treating active stage of SLE but also relative secure.

Key words:

LangChuangJing Granule, Chinese patent medicine, lupus erythema (SLE), clinical study

35. 抗癌扶正方對 HAC 移植性肝癌的形態影響及抑制作用

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

本研究探討中藥抗癌扶正方對實體瘤形態及凋亡的影響及其抗肝癌作用。採用 HAC 移植性肝癌小鼠模型，通過整體動物實驗，檢測移植性肝癌的形態學變化、凋亡情況及瘤體大小的變化。發現抗癌扶正方具有減輕瘤重，加速肝癌細胞壞死，增加腫瘤壞死面積，促進腫瘤細胞凋亡的作用。從而認為該方具有較好的抑制肝癌作用。

關鍵詞:

抗癌扶正方，HAC 移植性肝癌，形態影響，凋亡，瘤體實重

35. Effect of Prescription of Anticancer and Strengthening Vital Energy on the Rat Model of HAC Transplanted Liver Cancer

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Abstract:

Purpose: To research the anti-liver cancer function of the prescription of anticancer and strengthening Vital energy.

Methods: Adopting the rat model of HAC transplanted liver cancer to test the changes in the morphology, apoptosis and weight of substantial cancer through the animal experiment.

Results: Prescription of anticancer and strengthening Vital energy has better function of decreasing the weight of substantial cancer, accelerating the necrosis of hepatoma cells, enlarging the necrosis areas of tumor and promoting the apoptosis of tumor cells.

Conclusions: Prescription of anticancer and strengthening Vital energy can inhibit the liver cancer.

Key words:

Prescription of anticancer and strengthening Vital energy, HAC transplanted liver cancer, morphology, apoptosis, weight of substantial cancer

36. 麥冬藥物血清保護血管內皮細胞的分子機制

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

目的：探討麥冬藥物血清抗血管內皮細胞凋亡的分子機制。方法：取人臍靜脈內皮細胞（HUVEC），用脂多糖造成凋亡細胞模型，通過流式細胞儀、激光共聚焦顯微鏡觀察麥冬藥物血清對 Bcl-2、ICAM-1 表達及胞內 Ca²⁺ 的影響。結果：麥冬藥物血清可明顯升高 LPS 所致的 Bcl-2 表達降低，顯著降低 LPS 所致的 ICAM-1 的表達增高，並緩解其所致的鈣超載。結論：麥冬抗 HUVEC 凋亡並有效防治血栓性疾病的機理與其調控 Bcl-2 基因、ICAM-1 表達及緩解細胞鈣超載有關。

關鍵詞：

麥冬，血管內皮細胞，分子機制

36. Molecular Mechanism of Radix Ophiopogonis Serum on Protecting Vascular Endothelial Cell

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Abstract:

Molecular Mechanism of Radix Ophiopogonis Serum on Protecting Vascular Endothelial Cell (ABSTRACT) AIM: To explore the molecular mechanism of Radix Ophiopogonis serum against the apoptosis of vascular endothelial cell (VEC). METHOD: The apoptosis model of human umbilical vascular endothelial cell (HUVEC) was induced by lipopolysaccharide (LPS). The influence of Radix Ophiopogonis on the expression of Bcl-2, ICAM-1 and Ca²⁺ was detected by the flow cytometry and laser confocal microscope. RESULT: The serum of Radix Ophiopogonis increases the reduction of Bcl-2 expression, decreases the increase of ICAM-1 expression and overloading of Ca²⁺ induced by LPS. CONCLUSION: The mechanism of Radix Ophiopogonis against HUVEC apoptosis and thrombus diseases is related to its regulation of Bcl-2 and ICAM-1 expression and remission of Ca²⁺ overloading.

Key words:

Radix Ophiopogonis (Mai Dong), vascular endothelial cell, molecular mechanism

37. 從內地實行中西醫結合的實踐和 SARS 防治經驗的分析探討澳門

中西醫結合的必要性

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

中西醫結合是中國的特色醫療體系，經過數十年的實踐證明，體現到在防病治病中具有相當的優勢；中西醫有機結合可以揚長補短，取得更好的療效。本文回顧性分析國內在 SARS 防治中的經驗，簡述中國中西醫結合的發展歷程，探討澳門中西醫結合的可行性；同時希望通過澳門向葡語系國家推廣中國的特色醫學----中西醫結合。

關鍵詞:

中西醫結合，澳門可行性探討

37. A Searching Report the Necessity of Combining Therapies of Chinese and Western Medicines in Macao through the Study of the Experience of Therapy of Combining Chinese and Western Medicines and the Anti-SARS Campaign in China Mainland

Zheng Qichang, Cao Shihong

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Abstract:

The therapy of combining Chinese and Western medicines is a kind of special medical treatment with native Chinese character. The practice of the combining therapies of Chinese and Western medicines has proved its advantages in preventing and curing diseases during the last several decades. This kind of medical treatment can contribute an optimum scope to both Chinese and Western medicines and obtaining a better curative effect.

This essay reviews the development of the therapy of combining Chinese and Western medicines, and studies the experience of the therapy of combining Chinese and western medicines in China Mainland during the Anti-SARS campaign a year ago for the purpose of searching for the possibility and the way of putting the therapy of combining Chinese and Western medicines into practice in Macao. In the meantime, we wish to introduce the therapy of combining Chinese and Western medicine to the Portuguese-speaking countries through Macao.

Key words:

Therapies of Chinese and Western medicines, Searching, possibility, Macao

38. 讓中醫藥迅速走向葡語系國家

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會議名稱:

2003 中醫藥學術研討會

內容簡介:

中醫藥學是中華民族燦爛文化的重要組成部分。她以顯著的療效、獨特的診療方法、系統的理論體系、浩瀚的文獻資料載譽世界。被人們作為自然醫學的首選而推崇。本文簡短回顧了近三十年來以英語或其他較重要語言作為媒介，中醫藥走向世界的過程以及所取得的成就。比較了葡語系國家中醫藥發展的現狀。指出葡語系國家主要存在語言與文化交流不便、翻譯文獻少，口譯人員缺等問題。簡要論述了澳門與葡語系國家特殊關係的歷史淵源；以及在利用澳門與葡語系國家特殊的關係，推動葡語系國家中醫藥事業的發展方面，澳門可以發揮的作用和充當的角色。

關鍵詞:

中醫藥，葡語國家

38. Let Chinese Therapy and Traditional Medicines Enter the Portuguese-speaking Countries Soon

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Abstract:

The Chinese therapy and traditional medicines are the important components of the splendid Chinese traditional culture. It is well-known all over the world for the special diagnosis, remarkable effects, systemic theoretical systems, abundant data, and is highly praised to be the first option in natural medicines. During the last thirty years, with the help of English and the other main languages, Chinese medicine has been introduced to the world and has made remarkable achievements.

With a review to this course, this essay compares its present conditions among the Portuguese-speaking countries. It points out that the problem lies in the inconvenience of communication in languages and cultures and lack of translated data and interpreters. It shows that Macao, with a special historical relation with the Portuguese-speaking countries, will play a special role in making Chinese therapy and Chinese traditional medicines enter the Portuguese-speaking countries soon by taking advantage of its relationship with the Portuguese-speaking countries.

Key words:

Traditional Medicines, Portuguese-speaking Countries

39. 克糖靈顆粒對糖耐量減低干預治療的觀察

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會議名稱:

中醫藥防治老年病的臨床與實驗研究學術研討會

內容簡介:

目的：研究糖耐量減低病人的血糖、糖化血紅蛋白變化及克糖靈顆粒的干預效果，揭示克糖靈顆粒的療效機理。

方法：設立隨機對照試驗，觀察干預前後病人血糖、糖化血紅蛋白的變化。

結果：治療組有效率 100%，優於對照組。克糖靈顆粒治療能明顯降低餐後 2 小時血糖、糖化血紅蛋白值(P<0.01)。

結論：克糖靈顆粒療效明顯，能顯著降低糖耐量減低病人餐後 2 小時血糖及糖化血紅蛋白。

關鍵詞：

克糖靈，葡萄糖耐量減低，糖化血紅蛋白

39. Research into the Efficacy of Ketangling Granules on the Patients with

IGT

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Abstract:

Objective: to investigate the Values of blood sugar and Glycosylated Hemoglobin A_{1c}(HbA_{1c}) in the patients with Impaired Glucose Tolerance(IGT) and the influence of Ketangling Granules(a TCM prescription) on them; to reveal and explain the therapeutical efficacy of Ketangling Granules on patients with IGT.

Method: Make comparison among the control groups, the effect of Ketangling Granules on the patients with IGT was investigated by analyzing the changes of the blood sugar and HbA_{1c}.

Result: the total effective rate of Ketangling Granules was 100% and Ketangling Granules dramatically lowered the blood sugar & HbA_{1c}, so the result is better than the control groups (P<0.01).

Conclusion: Ketangling Granules can significantly lower the blood sugar & GHbA_{1c}, and it has a satisfactory therapeutical effect.

Key words:

Ketangling Granules, Impaired Glucose Tolerance(IGT), Glycosylated Hemoglobin A_{1c} (HbA_{1c})

40. 高血壓病的中醫治療與保健

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會議名稱:

中醫藥防治老年病的臨床與實驗研究學術研討會

內容簡介:

本文運用中醫理論對高血壓病的病因、病機、辯證論治進行了詳盡的綜述，並介紹、探討了氣功、太極拳、按摩等非藥物治療及調攝情志、飲食保健、藥枕療法等調養保健方法在高血壓病防治、保健中的應用，中醫治療與保健方法對高血壓病的防治、康復、調養保健有重要意義，可控制病情進展，促進康復，提高生活質量。

關鍵詞:

高血壓病，中醫，治療，保健

40. Treatment and Healthcare of Hypertension with TCM

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Abstract:

In this article, the author detailed the etiology, pathogenesis, syndrome differentiation and therapy of hypertension according to the theory of Traditional Chinese Medicine(TCM),introduced and discussed some non-pharmaceutical treatments such as: Qigong, Taiji, Chinese Massage, as well as some healthcare regimens or methods such as: control of emotions, dietetic treatment and application of herbal pillows used in the prevention and healthcare of hypertension. In conclusion, TCM is very effective and important for the prevention, treatment and healthcare of hypertension. It can control the deterioration of hypertension, promote rehabilitation and improve the quality of life of the hypertensives.

Key words:

Hypertension, Traditional Chinese Medicine(TCM), treatment, healthcare

41. 終身學習和成人教育

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刊物名稱:

《香港與澳門的社會與教育：從比較角度看延續與變化》，第二版，香港大學比較教育研究中心出版。

內容簡介:

這一章的內容講述了終身學習和成人教育在港澳地區的發展歷程。它覆蓋了各種層次的教育，但較多內容集中在高等教育方面。本章分析了香港，澳門兩個地區之間在終身學習和成人教育方面的相同與不同的原因，並且考察了其中的發展演變過程。這種突出的聯繫不單只體現在港澳地區，也可體現在這些地區與世界的其他地方之間。

關鍵詞:

終身學習, 成人教育, 澳門, 香港, 比較

41. Lifelong Learning and Adult Education

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Abstract:

This chapter describes the evolution of lifelong learning and adult education in Macao and Hong Kong. It is concerned with all levels of education, though it puts particular emphasis on higher education. Detailing the reasons for the similarities and differences in the two territories, the chapter examines continuities and changes over time. Linkages are identified not only between Macao and Hong Kong, but also between those territories and other parts of the world.

Key words:

Lifelong learning, adult education, Macau, Hong Kong, comparative

42. “一國兩制”與公共行政系統的變革：澳門和香港特別行政區公共行政改革的理論與實問題

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刊物名稱:

澳門理工學院主辦的“亞洲現代化與公共行政改革國際研討會”(2002.10)提出;後納入《行政:澳門公共行政雜誌》第六十期(2003年6月出版),頁373-395.

內容簡介:

根據港澳兩部基本法,在“一國兩制”框架裏,港澳特別行區政府執行的本質上是非政治性,非意識型態化的公共行政管理;見之于行政主導的政治體制,其立法會並非西方模式的國會,而在議會裏亦無反對黨與執政黨.關鍵之處在於如何使“行政主導”濟之以“民主參與”.

所以,兩地的公共行政改革工夫,不管用什么形式,參考市場經濟的運作原則和機制,依法施政;使特區首長和他的行政會同仁,進行“上游操作”;即,對重要決策和相關的施政,做政治層面的通盤考慮.至於立法會,社會團體,公務員以及社會團體的“中游操作”,則從不同的專業和背景及利益出發,就事論事,向特區政府輸入要求;並提出專業性的建議,通過議案,形成法律.至於基層民眾,在“下游操作”程序裏所反映的現況及需要,應在“中游操作”和“上游操作”裏得到及時有效的專業處理.

換句話說,港澳地區進行公務員系統和行政系統的改革開放及重組工夫,是在於建立一個新的公共行政系統;使到特區政府在缺少政黨政治支持或干擾的情況下,可以得專業人士,利益團體及公務員系統的支持,與時俱進;為市民提供他們生存發展所需要的公共服務.

如此,特區也才可能實現優質化的可持續發展.

關鍵詞:

港澳基本法與特別行政區,“一國兩制”,公共行政系統,公共行政改革,公共管理,上游操作,中游操作,下游操作,行政主導,政治領導,民主參與,公共事務處理的四個模式

42. Public Administration Reform under the “One Country-Two Systems”

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Abstract:

This paper was originally presented to the International Seminar on Asia’s Modernization and Public Administration Reform, held at Macao Polytechnic College, on October 19, 2002; and it was published in the *Administracao: Revista de Administracao Publica de Macau*, No. 60 (June, 2003), pp. 373-395.

It argues that according to the Basic Law, governments of the HKSAR and MSAR are conducting only administrative affairs in a municipal situation without involving themselves in serious political considerations and ideological debates. Actually, political and supreme power is bestowed upon the Chief Executive, and the Executive Council and Legislative Council serve only as the CE’s advisory bodies. There are no ruling party and opposition party in their Legislative Councils.

“Because of the highly centralized nature of the authority of the CE”, it is very important to introduce political participation mechanisms in the SAR administration so as to give middle and lower level citizens channels to voice their opinions, grievances and requests to the SAR government. The government will then be able to communicate with the public and offer timely and necessary public services to them.

Nevertheless, reforms of civil service systems and administrative laws, reorientations of political elites and professionals, restructuring of civic bodies and social organizations, and above all, political socialization of the general public, and etc., are needed if new public administration systems are to be established and put into practices.

The conclusion is that for sustainable development, both the HKSAR and MSAR have a long way to go in their public administration reform programs. For instance, they have to, with the blessings of the central government and support of the SAR citizens, search for new concepts, new theories and new models within the “One Country-Two System”.

Key words:

HKSAR-MSAR’s Basic Law & “One Country-Two Systems”, Public Administration & Reform of Public Administration, Modes of governance, Political participation, Interests groups, Grass roots politics, Public needs & public service

43. 在絕對主義與相對主義之間的省思:從謝詩堅對以巴衝突的研究來看東盟-中國-人的可持續發展

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刊物名稱:

《血腥風暴:以巴千年恩怨》(檳城,2003年3月出版) 撰寫的序文

內容簡介:

文章主題是探討猶太一神教之下基督教和伊斯蘭教的發展,其絕對主義對猶太人,以色列人,阿拉伯人,巴勒斯坦人以及美國人的深刻影響;因此,美國人和阿拉伯人,以色列人和阿拉伯人及巴勒斯坦人,基督徒和穆斯林……等層面的衝突,是同出一源,是不同類型的絕對主義體系之間的衝突,是源自猶太一神教的不同極端主義之間的抗爭。

在這個意義上,以巴衝突是絕對主義和相對主義的矛盾;除非兩者可以在理論和實踐及政策上出之以相對主義;否則,以形形色色的恐怖主義攻擊對方的惡性循環,是不可能打破的。

文章進而分析,西方近現代文化對中國近現代的影響;亦使中國人一度受困於資本主義和社會主義,親蘇和反美,國共鬥爭……之類的矛盾;因此,鄧小平提出在中國發展策略不去糾纏姓“社”姓“資”,改革開放,“一國兩制”……其重要的哲學與歷史意義,即在於使中國人從西方文明的極端主義脫身而出。但中國人要警惕,不可重蹈和稀泥主義的覆轍;那也不利於問題的解決和社會的進步。

注意到絕對主義和相對主義在文明交流和社會發展的矛盾,文章的結論是中國人地區和東盟等地華人華僑的發展,應對差異性因素做最大程度的容忍和交流。如此,才可確保族群利益和民族傳統,並參與區域協作及世界一體化的優質化的可持續發展。

關鍵詞:

猶太人及猶太教,阿拉伯人,巴勒斯坦人,以巴衝突,伊斯蘭教,基督教,一神論,上帝選民及替天行道,美國“瓦式普”,絕對主義和相對主義,東盟,華人華僑,中庸論及和稀泥主義,中共中國及改革開放,五理系統

43. Escape From Extremism: in Pursuit of Sustainable Development of China and Chinese Community in ASEAN

Huang Chihlien

Institution for Sustainable Development, Macao University of Science and Technology

Abstract:

This is a preface to Mr. CHEAH See Kian's newly-published book entitled *Bloodshed In The Middle East: The Story Of The Arabs & Jews* (Malaysia, 2003) .

It points out that both Islam and Christianity originate from Jewish religion in which there is only god and the god is supreme and absolute. Thus, it creates a tradition of absolutism in cultures of the Jews, Arabs, and, most recently the Americans. With this tradition, when Jews and Arabs met in Palestine they upheld each absolute right to the land without taking the other party's legitimate interests into proper consideration. Because of its bias toward the Jewish people, the US's policy toward Israeli-Palestine conflicts has unfortunately worsen the situation and given birth to terrorism in the Middle East.

It is logical to expect a breakthrough if all parties concerned begin to pursue a middle road which will free themselves from extremism and unilateralism with regard to ethnic and religious differences.

This is also important for the Chinese people because they were suffered in Marxism and capitalism in their modernization process as reflected in Mao's cultural revolution. Deng Xiaoping's greatest contributions lie in his multiple approaches to China's development programs in which achievements of Western nations are fully and equally appreciated and adopted. Consequently, "One Country-Two Systems", market economy, reform and open policy, China's participation in the international community and embrace of globalization, and rule of law, and etc., are introduced to the Mainland.

With special reference to Chinese community in the ASEAN, this paper also points out that it is in the general interests of the Chinese community in ASEAN and China to pursue an open and diversified approach to handle their complicated relations.

Key words:

Judo-Christianity and Islam, Absolutism & relativity, Jews & Arabs, Israeli-Palestine conflict, WASP and the US's policy Israeli-Palestine conflict, Marxism & capitalism in China's modernization, One Country-Two Systems, Chinese community in ASEAN, unilateralism and diversifications

44. “南中國海周邊國家／地區協作系”中的10+1FTA探索廣西在中國—東盟二十一世紀“四個一”關係中的地位與作用

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會議名稱:

廣西壯族自治區政府及廣西社會科學院東南亞研究所聯合主辦的中國與東盟關係國際研討會(2002年10月)上提出來的論文

內容簡介:

進入新千年和新世紀,中國和東南亞的關係進入一個黃金時期;因此,雙方必須在現代化進程中進行有效益的交流協作,對有關方面的社會發展和民生大計發生具體的促進性作用,才有可能引進一個新型態的關係。

以中國而言,西部開發的運動,除了西南省區的內部橫向聯繫之外,還得進而同境外其它省區以及國境外的鄰近地區建立橫向聯繫,進行交流協作。所以,中西部的開發和東南亞及南亞地區之間,可以建立“東南亞大陸橋”“亞洲西南大陸橋”來開展多層面的合作。

與此同時,包括廣西和海南在內的華南省區和台港澳,也可以同海洋東南亞建立“南中國海周邊國家/地區發展協作系統”。而這個“南海發展系統”實際上是由北面的“中華經濟協作系統”和南面的“東盟自盟區”聯合組成的。

顯然地,進入二十一世紀,中國和東盟之間自由貿易區/10+1FTA,以及中日韓和東盟之間的10+3FTA,是提供了巨大的框架和動力,使中國和東盟的新型態關係得以建立。以廣西而言,它大可以利用北部灣和欽洲灣地區,同東盟建立密切的合作關係。而海南亦有可能成爲“南海發展系統”的中心。

總之,全球化時代的區域協作及地方發展,是必須站在境內外-國內外的高度上來開發開展;在對各層面的交流協作中,來建立地方經濟的特色。從而使到經濟發展和區域協作同各地老百姓的日常生活掛鉤;這才是可持續的發展。

關鍵詞:

“三跨越”的區域協作,橫向聯繫,亞洲西南大陸橋發展協作系統,東南亞大陸橋,中國與東南亞關係中的“四個一”,廣西與ASEAN的兩個“Y”發展戰略,南中國海周邊國家/地區發展系統

44. South China Development System: A Platform for the Western Support To China And Asean Socioeconomic Cooperation

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Abstract:

This paper was presented to the International Forum on China & ASEAN Cooperation, held in Nanning, Guangxi, in October 2002.

It points out that China and Southeast Asian relations have apparently entered a golden period when both parties are free to decide their goals, agenda and roadmap without much interference from the West. Nevertheless, it has also posed severe challenges to China and southeast ASEAN as to introducing new concepts, new strategies and new models to handle their new relations, and making it useful to their respective modernization process.

The so-called ASEAN+1 Forum and ASEAN+1FTA are preliminary steps for them to support each other in their political and economic development without damaging the third party's interests. Actually, making good use of the American, Japanese, European and Australian factors is conducive, if not pre-requisite, to usher in a new development system in the South China Sea area, which has the so-called Coordination Systems for the Chinese Economies situated in the North, and the ASEAN FTA in the South.

Hopefully, not only China and ASEAN but also the West has to reorient and to restructure their development perspective as well as strategy; and this is exactly a good mental and physical exercise for all of them to do in the globalization process.

Key words:

Continental land bridge, regional cooperation and local development, 10+1 Forum and 10+1FTA, South China Sea Development System, Western impact and Western factors

45. 全球化中的“世界潮汕體系”：探索新千年-新世紀華人宗鄉社團的“跨越時空-跨越產業-跨越文化”發展方向

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會議名稱：

新加坡八邑會館和新加坡國立大學中文學系等聯合主辦之“海外潮人社會文化國際研討會”(2002.11.27-29) 論文的一篇總結文章；納入其論文集《海外潮人的移民經驗》(紐約：世界科技出版社/八方文化文化企業, 2003年11月出版), pp.523-549.

內容簡介：

進入新千年-新世紀，需要引進“世界華人”的概念，而不適宜和“海外華僑”混為一談。因此，散佈在世界各地的祖籍在中國潮汕地區的潮汕人士及其後裔，除非他們仍然保留中國國籍，尚可沿用“海外華僑”的概念和範疇；否則便得視之為“世界華人”，或“世界潮汕體系”的成員。

其實，源自中國大陸和港澳臺的各幫派的華人華僑，不可能一仍舊貫；固執其地方性的傳統；因為，當他們在居住國尋求發展時，便得同主體民族及其主流文化進行交流協作。因此，從祖籍國帶來的傳統文化必然要同當前的在地文化發生文明交流-文明對話而不是文明衝突的關係。這一來，華族人士的傳統文化（如，飲食文化，建築文化，風俗習慣，行為方式，思想感情，語言文字.....）必然會受在地文化廣泛而又深刻的影響。此外，由於西方文化居於強勢地位，不管在那一國的華人華僑，其族群的傳統文化更不能不與時俱進，相應地調整的。而其調整和演進的能加和程度，既反映一個次文化的實力和潛力，也反映一個族群的競爭力。

因此，海外華僑和世界華人的生存之道，固然可以保留某些中華傳統（如，飲食文化，漢語漢文，中醫中藥，音樂藝術.....），但更得主動吸納西方文化，現代文化和居住國文化。

如此形成的“世界潮汕體系”，“世界閩南人體系”，“世界客家人體系”.....做為“世界華人體系”，在全球化時代的區域協作及在地經濟重建中，才能取得其一席之地；並且在中國人地區（大陸，臺灣，港澳）和居住國及西方世界的交流協作中，發揮其戰略性的中介性作用。

關鍵詞：

潮汕體系，世界潮汕體系，“三跨越”體系，宗鄉社團和宗親團體，華僑華人，少數族裔，主體民族及主流文化，五理系統，同化和融入及融化，幫派社會

45. The World Chinese System In The Globalization Era: The Role Of The World Chinese Communities In China's Interactions With The International Community

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Abstract:

This is a summary of a great number of papers presented to the International Conference on the Teowchiu Chinese in the Globalization Era", organized by the Department of Chinese Studies, National University of Singapore, on November 27-29,2002. The article was included in the proceeding (NewYork: the World Scientific Publication Co., November, 2003) , pp. 523-549.

It argues that entering the third millennium and the 21st Century, the Chinese communities in various parts of the world have to restructure their traditional culture according to Western culture and cultures of their adopted countries. Adaptation reflects ability and potentiality of the Chinese ethnic groups to integrate themselves into the mainstream of political and economic development elsewhere, thus giving them capacity and opportunity to create a new subculture composed of different cultures.

If culture or civilization is to serve development needs of a group and its individuals, new cultures of the World Chinese Communities should be inspiring and useful for them to play an intermediate role between China and their adopted countries, and China and the international community in the globalization process.

Key words:

The Overseas Chinese and the World Chinese Communities, Chinese tradition and culture of the adopted countries, Ethnic Chinese as a minority of the adopted countries, Dialogue or conflict between Ethnic Chinese and the majority group of the adopted countries

46. 新千年華人華僑的“三跨越”網絡探索全球化時代“世界華人體系”在 10+1FTA 及亞太可持續發展中的作用

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會議名稱:

馬來西亞中華工商總會聯合會所組織的“第七屆世界華大商會”(2003.7, 吉隆坡) 所撰寫的論文; 並收入了它的《紀念文》, pp.121-134..

內容簡介:

作者以其自行開發的“跨越時空-跨越產業-跨越文化交流協作”的理論和方法論, 指出華人華僑的出現, 是同世界歷史發展, 區域情況, 中國變局等因素交叉作用所造成的. 進入新千年-新世紀後, 由於這些因素的變化, 中國人, 海外華僑及世界華人的關係型態, 正在發生重大的變化; 出現了所謂“世界華人體系”.

而由於經濟一體化和區域協作時代的到來, 在中國大陸經濟的改革開放和高速成長過程中, 透過WTO和10+1FTA, 此“世界華人體系”正得到廣闊的活動空間; 如兩岸四地的中華經濟協作系統, “珠三角發展系統”及相關的“伶仃洋灣區”, “三農小城鎮”, “南中國海周邊國家/地區海發展系統”以及“鄭和下西洋 600 年祭”....等等, 既可以是華人華僑的商機, 如果他們又能與居住國主體民族及西方人士共同參與, 亦將是“世界華人體系”的新天地.

但, 這一切活動, 有賴產官學人士對華人華僑的調查研究, 在理論和方法論上先達致一個突破性的發展.

關鍵詞:

世界華人, 海外華僑, 三跨越發展協作系統, 居住國, 祖籍國, 世界體系, 中國三農小城鎮

46. On The World Chinese System: A Theoretical Study of the World Chinese Participation in the Asian-Pacific Sustainable Development Process and 10+1fta

Huang Chihlien

Institution for Sustainable Development, Macao University of Science and Technology

Abstract:

This paper was presented to the 7th World Chinese Entrepreneur Congress, held in Kuala Lumpur, on July 27, 2003; and it was consequently included in *COMMEMORATIVE PROCEEDINGS: The 7th World Chinese Entrepreneurs Convention*, pp. 121-134.. .

It argues that the changing of international situation, progress of China's modernization, and political and economic development of the their adopted countries are the important factors that have transformed the Chinese communities into an unique world system. And, a multiple disciplinary study of this system is needed if its intra-relationships as well as its inter-relationships with the adopted countries, the motherland or country of origin, the Western powers and Western culture, etc. are to be properly restructured and reoriented.

Apparently, the world Chinese communities, or the world Chinese system, have entered a new period of development. Nevertheless, their golden opportunity lies in their ability to pursue a new approach to handling different interests with regard to their participation in China's rapid development. For instance, the roles and performance of Chinese communities would be much more appreciated and gain their respect only if they could manage to link interests of their adopted countries and the Western powers to that of the Mainland, Taiwan, HKSAR and MSAR.

On the other hand, all other parties such as the adopted countries and the Western powers have to reorient their approach to their own ethnic Chinese community, the World Chinese system and its new relations with China.

Key words:

Overseas Chinese, the World Chinese, the world system, Multiple disciplinary study of the World Chinese System, China's modernization process, Western impact, the adopted country, motherland

47. 日本“第三次現代化運動”中的“日中經濟關係”探索東亞區域一體化與日中的“三跨越發展協作系統”

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會議名稱:

“中華經濟協作系統第7屆國際研討會”(2001.11, 東京) 提出的論文;
輯入饒美蛟和林華生主編的《東盟, 日本與中國人: 地區經貿合作》
(新加坡: 世界科技出版社, 2003年12月版, 頁526-550)。

內容簡介:

文章指出: 明治維新所開張的“日本第一次現代化運動”(1868-1945), 繼之以美式和平下的“日本第二次現代化運動”(1950s-1990s); 日本現在進正入“第三次現代化運動”(2000s-2040s)。每一個現代化運動裏, 日本的內政外交都有不同的結構與功能, 日中關係也發生相應的變化。

在“第三次現代化運動”裏, 由於國際形勢和日美關係及東盟情況的變化, 還有中國內政外交的變化, 日中關係型態也必然會發生質的和量的變化。其中最顯著的一點是兩國的交流協作, 將是兩國內政外交的重要組成部份。而這個新時期的關係, 見之于日本對華經貿活動的“第三波”已經在開發開展之中。因此, 兩國及第三方的產官學中的有識之士亟需以新思維和新態度及新政策來對待日中關係。另一方面, 中國亦必須以“日本第三次現代化運動”為大方向和大框架來開發開展它的新千年-新世紀的日本觀和中日關係。

關鍵詞:

日本的“三次現代化運動”, 日本的“第三次現代化運動”, 日本現代化與日中關係, 日本對華經貿活動的“第三波”, 中國威脅論與威脅中國論, 日本的構造改革論

47. “China Factor” In Japan’s “Third Modernization Movement”: With Special Reference to Japan-China Roles in the Asean+3 Fta

Huang Chihlien

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Abstract:

This paper was presented to the 7th International Conference on the Coordination Systems for the Chinese Economies, held at Waseda University, Tokyo, on November 3, 2002; and it was latter included in its proceeding {Singapore: the World Scientific Publication Co., December, 2003}.

It argues that since Japan started its first modernization after Meijirshin restoration between 1868 and 1945, and its second modernization under the Pax Americana between 1950s and 1990s, it has been entering its third modernization stage in the next fifty years, i.e., between now and 2050. And, in every period, there are different domestic and external policies in which “China factor” plays a different role.

It is expected that during this emerging modernization process, Japan and China will develop more extensive as well as intensive interactions which will make the bilateral relation a crucial factor in their respective domestic and external polices. For instance, Japan’s new wave of investment in China and rapid growth of China’s economy obliges Japan to reorient its development strategy and restructure its industry so as not to be exhausted by the hollowing out effect. Consequently, Japan has to readjust its policies toward the US, the EU and the ASEAN. And the ASEAN+3 is believed to be a useful framework within which Japan as well as China could work together to enhance sustainable development of the East Asian economies.

Key words:

Japan’s three modernization movements, Japan’s “third modernization movement”, China factor in Japan’s modernization movements, Hollowing out of Japan’s industry, the China’s threat, Japan’s open and reform policy, regional cooperation and FTA, ASEAN-China-Japan triple relations

48. 在“N f O + x”系統中探索 1 0 + 1 F T A / 1 0 + 3 F T A 日本與“四小龍”可持續發展中的“中國因素

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會議名稱:

“中華經濟協作系統第 8 屆國際研討會”(2002.11, 台中)提出的論文;
現輯入袁鶴齡主編之《全球化 vs. 區域化: 亞洲地區經濟發展的契機與挑戰》(臺北: 若水堂, 2003 年 10 月), pp.103-116.

內容簡介:

本文的用意在於用“兩個 5 0 0 年”的歷史觀—發展觀—未來觀, 來看待亞洲—太平洋地區和亞歐大陸的交流協作流程:

其一, 是鄭和七下西洋〔1405—1433年〕不了了之後的大半個世紀, 葡萄牙人卻繞過好望角, 從大西洋進入印度洋; 沿著海上絲綢—絲瓷之路, 抵達南亞次大陸。這打開了西方人士—西方國家—西方文明在亞洲地區耀武揚威的歷史。1511年, 葡萄牙人消滅鄭和下西洋多次到訪的馬六甲〔滿刺加〕王朝; 明王朝坐視不救, 可視為, 由中國封建王朝維持的“天朝禮治體系”及所謂“華夏文明”, 在西方勢力的衝擊下, 開始崩潰。

在這個大浪潮下, 葡萄牙人對澳門的佔領, 荷蘭人對臺灣的佔領, 英國人對香港的佔領, 以致於整個東南亞淪為歐美的殖民地; 還有, 日本在反應洋人挑戰下發生的明治維新, 及軍國主義對日本“第一次現代化運動”〔1868—1945年〕的扭曲, 對朝鮮半島和中國大陸及臺灣的進攻……都可視為“第一個500年”〔1500s—1990s〕裏發生的事;

其二, 是新千年—新世紀打開的“第二個500年”〔2000—2500〕, 是西方勢力結束其在亞洲地區直接佔領和直接統治的時期。因此, 傳統的陸上絲路—海上絲路, 可以有一個新的使命; 成為歐洲人和亞洲人以及美國人等進行交流協作的線索。更重要的是, 日本在美式和平之下完成的“第二次現代化運動”〔1945—1990s〕, 也因其經濟的泡沫化而告一個段落。相應地, 以“日本模式”來推動其現代化進程的“四小龍”和東盟國家, 也得進行結構重組。而這一切, 恰好是發生在中國持續性的, 高速成長的時期; 因此, 中國和東盟的自由貿易區〔10+1FTA〕才能應運而興, 並且成為東盟與中日韓論壇〔ASEAN+3〕及其自由貿易區〔10+3FTA〕得以順利開展的一個重要條件。

換句話說, 在東西方關係正在開張的“第二個500年”裏, 東亞國家有機會可以從本國, 本地區的傳統—情況—構想—利益出發, 來完成西方人開其端的現代化進程。比如說, 中國人要用獨特的方式來解決其澳門, 香港及臺灣的“回歸中華—共建中國”的問題; 日本人也得在歐盟—美國—亞洲三者之間, 探索完成其“第三次現代化運動”〔2000s—2040s〕所需要的理論—實踐—政策。

可以肯定, 亞洲〔特別是東亞〕可以有的創新和抉擇是更多了; 但這一切, 如果要發展為可持續的, 優質化的成長進程, 需要一個合乎歷史—現實—未來發展規律的, 為各方人士所接受的發展

框架——它就是本文所謂的，以陸上絲路—海上絲路為經緯的“跨越時空—跨越產業—跨越文化N f O + x 發展協作系統”。

關鍵詞:

陸上與海上絲路，東西文明交流的“兩個 500 年”，鄭和下西洋，歐洲人東來，天朝禮治體系，日中關係的再出發，日本的“三次現代化運動”

48. Japan's "Third Modernization Movement" In a New Era of the East-West Contacts

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Abstract:

This paper was presented to the 8th International Conference on the Coordination Systems for the Chinese Economies, held in Taichung, Taiwan, on November 13-15, 2003. It was printed in its proceeding, *Globalization vs. Localization: Opportunity and Challenge of Economic Development in Asia* (Taipei, 2003), pp. 103-116.

It is a concept of “two 500 years of East-West contacts” which indicates that between 1500 and 1999 was the “First 500 years” of Western impact on Asian development. The Portuguese were the first group of the Westerners who introduced Western culture to the Asians, and they were followed by the Spanish, Dutch, English, French and the Americans. The Western domination of Asia was brought to an end when the ASEAN came into being and the sovereignty of Hong Kong and Macao was reverted to China before the end of the twentieth century. The beginning of the third millennium and the twenty first century is considered the dawning of “the second 500 years of the East-West” which witnesses Asian rejuvenation in the cases of the ASEAN, India, China, and Japan's modernization process.

It is within this historical, futuristic and macroscopic framework that the Asian nations could revitalize the traditional silk roads in order to link modernization to Europe on one hand, and the Western hemisphere on the other hand. Logically, Japan's third modernization and the future of the Sino-Japanese relations should be managed with a new perspective so as to bring Japan into the mainstream of the Asian sustainable development.

Key words:

The two 500 years of the East-West contacts, Western impact on the East Asian development, Japan's three modernization movement, Admiral Cheng He's naval expeditions, Continental & maritime silk roads, New approach to Sino-Japanese relations, 10+1/10+3FTA.

49. 探索新千年的華人華僑全球化時代世界華人華僑的發展

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會議名稱:

2003年6月19日在馬來西亞檳城韓江學院華人文化館的講演稿

內容簡介:

在第一個千年裏，中國人已經沿著海上絲綢之路，到國外去活動和居住；鄭和下西洋，是一個高潮。但，在那個時代，華僑和華人的概念並未產生。因為，出去的人到底不多；而所到之處的南洋（南中國海周邊地區）和西洋（印度洋周邊地區），並未出現活力充沛的經濟體系和國境明顯的政治體系。因此，對於定居的中國人出入境的活動，未加限制。而中國人因其自給自足的小農經濟；父母在不遠遊，也不熱衷於離鄉背井，外出謀生；反映在鄭和七下西洋，並未形成移民運動和催生殖民社會。

可見，所謂華人華僑，應是第二個千年後面三百年的事物。即，近現代史上出現的西方主權國家，特別是英、法、荷、西、葡、美……等國在海外（主要是南洋、東南亞地區）建立其殖民地。從他們的國家利益出發，對所佔領的地方進行經濟開發和政治控制；所以，從中國（主要是閩粵）輸入大量勞工，允許其定居；但要對他們進行政治控制和法律約束。而閩粵破落農村前往各地謀生的中國人，落地生根，安居樂業，便成為華僑；是一個“跨越產業”的族群。後來，有些人取得宗主國的國籍，成為華人。

所謂“跨越時空”，還表現於1950年代後，東南亞和南亞地區出現新興的主權國家-民族國家，主體民族及其文化的倡導，使華僑減少，華人便增加了。

與此同時，從中國前往西方國家活動和定居的中國人，也成為華僑；落地生根後，入籍居住國，也就成為當地的華人。

這裏，可以得到一個結論：所謂華人和華僑，主要是由西方體系開啓的近現代史上的產物；即，在西方世界出現的主權國家-民族國家，做為一種政治經濟-社會文化-思想感情的綜合性制度，對於境內和境外，國內和國外的疆域概念很執著；體制內的公民和體制外的僑民，其區分也是很清楚的。憲法上所規定的公民的權益，基本上不對外國僑民而發的。

那麼，進入第三個千年，也就是說，在二十一世紀開始，當人們紛紛地經濟全球化和世界一體化的時候，對華人華僑的概念是否也需要更新換代呢？

關鍵在於，華人華僑的謀生活動及其可持續發展是否仍然可以在一個主權國家的範圍-版圖內來進行；還是要進而採取跨越時空-跨越產業-跨越文化的交流協作形式，才可能有效地開展？

換句話說，華人華僑和中國人地區（即其祖國，祖籍國）的關係如何，決定於中國在他們的生存發展活動中能提供些什麼促進性條件。

關鍵詞:

中國人，華僑，華人，海外華僑，世界華人，華族，華裔，華人社區，祖國，祖籍國

49. Overseas Chinese & World Chinese Communities in the Globalization Framework

Huang Chihlien

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Abstract:

This paper was delivered on the augural occasion of the Chinese Heritage Center at the Hanjiang College, Pinang, Malaysia, on June 19, 2003.

It points out that Overseas Chinese and World Chinese communities have been outstanding historical phenomena since 1800 when the Western Powers began to extend their colonial rule in the Western Pacific Region and other parts of the world in their modernization process. Chinese migrants were encouraged and their ethnic communities emerged in Southeast Asia and the Western world. Entering the third millennium, with the collapse of colonialism, usher in of a new brand of globalization, and emergence of China as a new economic power, Overseas Chinese and World Chinese communities are bound to change in their structure, functions and characteristics, and, last, not the least, their relations with China. Now, in a new era of regional cooperation, e.g., China and ASEAN free trade arrangement, the Chinese Communities elsewhere are confronted with a serious challenge as to integrate themselves into their adopted countries on one hand, and to play a new intermediate role between the adopted countries and China on the other hand. Consequently, ASEAN and the West have to reorient themselves in their perception of, and policies toward the Chinese communities as well as to restructure their approach to China's development programs.

Key words:

Chinese, Overseas Chinese, World Chinese, Chinese Descendants, Chinese Community, the third millennium, Western Impacts, Motherland, Country of Origin, modernization, globalization

50. 迎戰 SARS 的華裔世界——SARS 給世界華人華僑的衝擊與啓示

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刊物名稱:

《迎向風暴: 再探非典型肺炎》一書, (新加坡: 世界科技出版社, 2003 年 7 月出版)

內容簡介:

2003 年晚春至夏天之間席捲亞洲的 SARS, 主要是發生在中國大陸, 臺灣, 香港及新加坡等華裔人士爲主的地區; 因此本文在探討類似 SARS 這樣的傳染病, 是否同華裔社會的“五理系統”(生理, 心理, 群理, 物理, 天理); 即, 人格系統和社會文化等有結構性的關係。

此外, 又用了一個圖表, 從強勢政府, 政治領導, 法令齊全與否, 是否以公共衛生事務來做公共衛生事件的處理, 是否科學治“典”, 中西醫結合來進行防治的情況, 對環境和生態系統是否進行評估, 公民的防治意識及參與程度, 以及境內外-國內外的合作程度和方式.....等標準, 來對新加坡, 中國大陸, 香港, 澳門, 臺灣等五個地區對 SARS 的防治體系及其表現進行評估; 結果發現, 新加坡表現卓越, 得分最高; 香港也很優異, 但死亡慘重; 澳門防患有方, 倖免於難; 而因其意識型態化, 臺灣的表現最差, 象香港那樣, 亦付出慘重代價。至於中國大陸, 後來居上, 表現也令人刮目相看。

文章指出, 華裔社會之所以遭受 SARS 襲擊, 同他們的生理結構沒有必然的關係; 但同文化傳統及生活方式 (特別是某些地方的飲食文化) 是有千絲萬縷的關係。但是, 在另一方面, 中華傳統的“參贊化育”論, 亦反映出, 早在三千年前, 中國人便認識到社會組織和生活方式必須順應自然, 在人與自然之間取得協調; 因此, 中華人士也可以利用中醫中藥來防治 SARS, 更可利用有關風水學的理論與實踐, 來處理順社會發展和生態系統之間可能存在著的矛盾。

結論是, 病毒和文明是同時存在著的; 華裔人士必須利用某些優秀傳統以及現代社會的公共衛生體系來防止高致病性傳染病的襲擊。

關鍵詞:

非典型肺炎 (SARS), “中國瘟疫”, 文明與病毒, 公共衛生, 依法治“典”, 中西醫結合治“典”, 危機意識與危機處理, 參贊化育

50. Sars in Chinese Communities: a Study of Culture and Epidemics, and Response of Chinese Communities to Public Health Crisis

Huang Chihlien

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Abstract:

This paper was included in a Chinese book on SARS Prevention jointly edited by Prof. PC Leung, Prof. KK Phua and others, and published by the World Scientific Publication Co., Singapore, in July, 2003.

It is interesting to note that in the Spring and Summer of 2003, SARS plagued many parts of Asia; and the Chinese communities, ranging from the Mainland China, Hong Kong, Macao, Taiwan and Singapore were the most seriously affected areas.

Undoubtedly, people begin to question about the built-in connections between Chinese people and SARS: do they suffer from the epidemics because of their physiological and psychological systems, or, socio-cultural factors? Or, a combination of both? There were heated arguments that Chinese traditional way of living, including their food culture, has caused public health crisis such as SARS.

In this article, there is a comparison of Singapore, the Mainland, HKSAR, MSAR and Taiwan's handling of SARS crisis in terms of their definition of the situation, identification of crisis, focus of attention, public awareness of the problems, using of preventive ordinances, affiliation of medical systems with WHO and counterparts outside the border, etc. Singapore has been the best performer, and Taiwan the worst. China was a good student while HKSAR did a good job with a heavy cost to pay. And, MSAR more or less escaped from the onslaught

Although there is no clear cut answer as to links between culture and disease, Chinese people and SARS, there is wisdom in the Chinese tradition that healthy socio-cultural systems and proper way of living should be compatible with nature and environmental systems. The Chinese communities are in good position to take preventions against epidemics in the future if they can manage to make good use of their ancestors' wisdom as well as modern public health systems.

Key words:

SARS, Chinese communities and SARS, Different Modes of handling SARS by the Chinese Communities, Public Health, Public crisis & crisis management, Preventive laws and prevention by law, Prevention and cure SARS by traditional Chinese medicine

51. 在 SARS 類似事件中開兩岸四地的“第三制”關係型態

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中改院信息出版和澳門科技大學可持續發展研究所合編之《公共危機與中國兩岸四地》(香港:匯訊出版社,2003年11月)

內容簡介:

2003年春夏之際的SARS事件,使兩岸四地進入危機狀態;病例最新出現于廣州,而臺灣和港澳在三幾個月後才獲得大量訊息.這反映出,四地亟需設計並建立那麼一個機制,使有關人士可以處理類似SARS這樣的突發生事件.這樣的處理,必須用非政治化和非意識型態化的方式;使之成為公共事務;只需進行公共管理,而免去政治層面可能發生的糾紛.

港澳兩個特別行政區雖然推行“一國兩制”,但它們和內地(包括廣州)就SARS事件的聯合行動,亦需中央協調;那麼,兩岸之間對突發生事件亟需的合作機制,所涉及的糾紛,便更為錯綜複雜了.

如果,用所謂“第三制”的概念-理論-實踐,對再次發生類似SARS事件,兩岸可以透過一個由境內外和國內外產官學人士共同參與的機制,進行訊息溝通,意見交流和方案探索,便可以及時地和有效地共同進行危機處理的.

這種實事求是的就事論事的危機處理,久而久之,也可能有助於打理兩岸關係中存在著的許多難題.

關鍵詞:

SARS, 公共衛生突發性事件, 兩岸關係, “一國兩制”, “第三制”, 交流協作

51. A Third Way of Cross-Straits' Crisis Management: Sars Reflects Lack of Confidence and Need of Cooperation between the Mainland, Taiwan, Hksar and Msar

Huang Chihlien

Institution for Sustainable Development, Macao University of Science and Technology

Abstract:

This article was published in a Chinese book on SARS and its impact on the cross-straits crisis management (Hong Kong: Infowide Publication Co., November 2003) .

It argues that lack of communication between the Mainland, HKSAR, MSAR and Taiwan over the SARS affairs has caused more acrimony and controversy across the straits. Because of political differences, it is difficult for Taiwan and the Mainland, HKSAR and MSAR to coordinate in the prevention of SARS. Even "One Country-Two Systems" did not serve HKSAR, MSAR and Guangdong Province well in their crisis management.

If the four Chinese communities are to confront future outbreaks of public health hazard, the parties concerned are required to avoid political and ideological confrontations and agree to work in an open, professional and scientific manner across the borders and nationalities. An idea of a "third system" could enable political elites to sit with the qualified persons from within and without to find an effective way of restoring public confidence, removing danger and maintaining international trust. And, success of individual case could be helpful to the improvement of the cross-straits relations in the coming decades.

Key words:

SARS, Cross-straits relations, Public affairs and public crisis, crisis management, "One Country-Two Systems", "the third system", WHO,

52. 關於“安居樂業系統工程”的理論與實踐在港澳 SARS 後重建中， 安排“兩制”的“更緊密”交流協作關係

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刊物名稱:

本文輯入澳門發展策略研究出版之的

內容簡介:

文章指出: SARS 在中國內地, 港澳及臺灣形成嚴重的公共衛生事件, 威脅著市民的健康, 反映出各地的發展策略和社區環境及衛生結構存在著問題; 問題之一在於片面追求經濟的高速成長和物質的建設, 而忽略社會環境和生活方式的投入和改進. 因此, 災後重建, 在於對涉及社會情境結構重整的硬件和軟件系, 統進行重組. 其中包括政府以法律手段和財政支持, 做一定程度和一定形式的參與; 使原本一籌莫展的中小企業, 能加入社區重建和環境改善的公共管理項目, 提供更多就業擇業的機會. 如此, 可以把惡性傳染病的防患和社區建設及經濟發展等有機地結合起來, 當著系統工程, 交叉進行; 而優質化的可持續發展亦可以建立起來.

本文指出, 港澳和內地關於更緊密經貿關係的安排在 SARS 後推出, 可能提供契機; 使港澳兩地中小企業所擔當的社區重建和環境改造的工程, 向境外的中小企業開放, 吸引其資金, 技術, 人才參與其事. 如此, 可以使此等安居樂業工程成爲外資外商參與的港澳本土經濟-在地經濟重建的重要項目; 有利於“一國兩制”的開發開展.

關鍵詞:

SARS, 公共衛生事件與公共管理, 傳染病防治與社區重建, 政府參與, 中小企業

52. Turning Crisis into Opportunity: Introducing Small & Medium Industry into the Social Reconstruction of HKSAR and MASR after Sars

Huang Chihlien

Institution for Sustainable Development, Macao University of Science and Technology

Abstract:

This paper was included in a Chinese book on SARS edited and published by the Center of the Study of Macau's Development Strategy in July, 2003.

It argues that SARS ravaging in such Chinese communities as the Mainland, HKSAR, MSAR and Taiwan reflects deficiency of their development strategy in the sense that they do not pay necessary attention to socio-cultural advancements. While economic progress might be very impressive, the quality of life of the general population remained as miserable as before.

It is therefore important for the governments to introduce legislations and to give financial support to small and medium industry so that they can take active part in the improvement of environmental and housing systems, thus creating more job opportunities and revitalizing the consumer market. Furthermore, the new economy could serve as a platform to attract small and medium industry from outside to participate in HKSAR and MSAR's efforts in restructuring of their economies, particularly, when CEPA is about to come into being.

Key words:

SARS, Imbalanced development, Small & medium industry's participation in post-SARS reconstruction, CEPA

53. 中國的“三農小城鎮”：探索新舊文明和東西文明的一個對接處

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香港《戰國策》月刊第11期(2003年6月出版),頁60-65

內容簡介:

作者指出:中共十六大後,新一屆中央領導對於農業,農村,農民的問題十分關注;原因是過去二十幾年的改革開放和高速成長及市場經濟政策在取得史無前例的成就的同時,“三農”問題也以不同新形式表現出來,有愈演愈烈之勢。

因此,可能需要一個突破,高瞻遠矚,在一個境內外和國內外及文明對接的高度上來構想,計劃,設計,經營,推動有關“三農小城鎮”的改造-建造大業。

即,以“跨越時空,跨越產業,跨越發展協作”的理論與實踐,大量引進世界華人,海外華僑,台港澳人士及外國的投資者和其它方面的能人,到中國農村,和中國的農民及民營企業合作;就地或擇地重建-興建的,人口十萬上下的現代化的,多功能的,多元化,國際化的新城鎮.以那大約三萬個新鎮為機制,開發開展同當地農業生產和生態系統相關的中小企業,重組一,二,三次產業.而這樣的新經濟小城鎮,更可以利用衛星和電訊系統,使鎮民宅鏈接多媒體系統和計算機電訊系統。

此外,包括當地農民在內的,在鎮內定期長期居住與工作的境內外和國內外人士,根據一定的法律和程序,都可以參與小城鎮的經營管理和公共管理.因此,民主化和專業化的“三農小城鎮”亦可以成爲中國人地區新政治文明的組成部份。

全國人大和各級人大應制訂“三農小城鎮”相關的法律,交由各級政府施行;使各個小城鎮可以根據市場經濟的規律和公共行政的原則來運作;既符合各層面人士的合理需要,也保障其公民市民的權益。

如此,中國的農民便可以擺脫歷史上長期存著的小農狀態,進入一個嶄新的社會情境架構;有機會成爲一個具有嶄新人格系統,行爲模式,社會關係,生活方式及思想感情的新公民.而華人華僑和港澳臺人士從海外帶入其居住國的投資者,根據各地的小城鎮傳統及現代城鄉文化,把“三農小城鎮”當著一個長期的,綜合性的投資項目;亦可使中國大陸成爲跨越世紀的,帶動世界經濟持續性發展的巨大動力;實現在地經濟,區域協作以致於全球化的全面發展。

因此,利用“跨越時空,跨越學科,跨越文化”的理論與方法論,來對“三農小城鎮”的建設和營運進行調查研究,分析議論;亦可成爲產官學一個可持續發展的合作天地。

關鍵詞:

三農(農業,農村,農民),中共的“三個代表”,中國現代化,可持續發展,公共管理和公共行政,綜合性產業體系,文明對接處

53. An Eternal Challenge to China: Small Town Complex as a Strategy of China's Agrarian Reform in the Third Millennium

Huang Chihlien

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Abstract:

This paper was based on an interview by CCTV-4 on February 22, 2003, and was rewritten and published in a HKSAR Chinese magazine, *Strategic Business World Monthly*, No. 11, June, 2003, pp. 60-63.

It argues that for a country that is repeatedly overwhelmed by peasant rebellions, and a party that has gained its power by making use of the most peasant uprisings in Chinese history, Chinese Communist Party's new leadership has undoubtedly picked up a very serious message. That is, she has no time to waste in tackling China's increasing deterioration of agrarian sector, which means that the Party has to stop the agriculture, rural area and peasantry from lagging behind China's modernization efforts.

If China has decided to construct about 30,000 small towns in the rural area, it is vital to pursue a comprehensive scheme by integrating economic development with political and socio-cultural improvement; so that it could possibly revolutionize its industry, society, culture and personality of the peasants. More efforts could also be made to harmonize human development and natural environment.

This total modernization approach is feasible only if the Worldwide Chinese Communities, together with business and cultural elites of their adopted countries and the West, are mobilized to take the small town complex as a sustainable investment, construction and management program. Theoretically, China's small town complex could become a convergent point of traditional and modern cultures, of Chinese and Western cultures, of small, medium and large-scale industries, and of government and non-government operations. Fortunately, it could become a sustainable development project for local and foreign entrepreneurs, for professionals and social activists for decades to come.

Certainly, more interdisciplinary research, polemics and experimentation are necessary if theoretical and operational problems related to the small town complex are to be reasonably resolved.

Key words:

Small farmer and peasantry, the widening gaps of agriculture and industry, rural and urban areas, manual and mental labor, agrarian reform, peasant rebellions, agricultural modernization, small town complex

54. 經濟全球化下, 區域協作與“一國兩制”矛盾中的“第三制”兼論 CEPA 對“中華經濟協作系統”建構化的促進性作用

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會議名稱:

“中華經濟協作系統第9屆國際研討會”(2004.1, 上海) 上提出的論文

內容簡介:

文章指出: 港澳與內地關於更緊密經貿關係的安排(CEPA)是兩岸四地“中華經濟協作系統”的理論與實踐自1980年代以來的一次飛躍性發展; 並將為港澳特別行政區經濟基礎的建立提供重要條件。

但是, 在“一國”之內“兩制”之間的交流協作, 在理論, 政策, 實踐等層面, 都存在著許多問題; 亟需產官學各界人士從不同的立場和出發點進行探討的。而 CEPA 出臺, 便提供了這麼一個契機。

文中提出的“第三制”是一個觀念創新和體制創新的努力; 在於為港澳與內地, 在“一國兩制”框架內進行交流協作存在著的矛盾提出一個對立統一之突破點。如此, 粵港澳跨境大橋, 深港和澳珠的跨境工業區以及涉及兩個經濟特區和兩個特別行政區的“伶仃洋灣區”……之類的發展計劃, 或許得以突圍而出。而兩岸關係和臺灣參與 10+1/10+3FTA 等區域協作的形式, 亦可迎刃而解。

關鍵詞:

經濟全球化, 區域協作, 在地經濟, CEPA, 港澳特別行政區, 產業結構調整及多元化, “一國兩制”, “第三制”, 中華經濟協作系統, 10+1/10+3FTA

54. Ceps as a Breakthrough in Solving the Theoretical and Policy Problems in the “One Country-Two Systems”

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Abstract:

This paper was presented to the 9th International Conference on the Coordination Systems for the Chinese Economies, held in Shanghai, on January 10, 2004.

It argues that although it is within “One Country”, cooperation between the “Two Systems” is actually plagued by contradictions both at the theoretical and practical levels. And, CEPA could be a very significant breakthrough which enable HKSAR and MSAR to converge with each other and the SARs to work closely with the Pearl River Delta Region; helps with the construction of a bridge linking Chuhai Special Economic Zone and the SARs, and stimulating the SEZs and SARs to work together for a Bay Area in the Pearl River estuary.

It also argues that a concept of so-called “third system” might be needed if Taiwan is to get involved in a cross-straits CEPA which might be useful to the island’s economic rejuvenation and participation in 10+1/10+3FTA.

Key words:

“One Country-Two Systems”, CEPA, Coordination systems for the Chinese economies, the third system, Hong Kong-Macau convergence, globalization, regional cooperation, FTA, Cross-borders industrial zone, Cross-straits relations

55. “臺灣研究”中的兩個“三跨越”探索全球一體化時代兩岸可持續發展關係的理論——實踐——模式

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會議名稱:

本文是為福建省社會科學院現代臺灣研究所十周年紀念研討會(2003.7, 福州)及其後出版的論文集而撰寫。

內容簡介:

作者利用其自行開發的包括“跨越學科-跨越時空-跨越文化”,“f字型發展系統”,“E字型發展模式”,“E-豐字型可持續發展模式”……在內的許多理論,方法論及模式,對臺灣發展和兩岸關係及中國的整體發展進行縱橫交錯的探討;從東西文明交流和中外關係的“三個500年”論中,引進兩岸關係的“三個五十年”;相應於東西關係的“第三個500年”論,現在是兩岸關係的“第三個50年”論。

“臺灣研究”作為學術研究和學理探索的工夫,必須千方百計地從歷史和現實中找尋未來的發展規律;其理論與方法論及模式的科學價值,來自它對客觀現實反映的程度。或者說,來自它同客觀現實接近的程度。其程度的高低,決定它對政策層面的臺灣發展和兩岸關係,能發生多少作用,並能有效地指導“跨越時空-跨越產業-跨越文化”協作系統的建立和運作。

本文透過對38個關乎澳門和香港及臺灣“回歸中華-共建中國”進程的問題,指出在特定的時空和人物及制度裏產生的兩岸關係和統一問題,其解決,有賴“中華經濟協作系統”和10+1/10+3/10+4 FTAs的開發開展;而此進程的義理和效益,在於它對中國人地區和東亞地區及亞太地區優質化的可持續發展所能發生的促進性作用,在於它對有關地區人們的“五理系統”開發開展的促進性作用。

關鍵詞:

臺灣研究,兩岸關係,兩岸關係研究,兩個“三跨越”,讀“三本大書”,三個“500年”,回歸中華-共建中國,五理系統,優質化的可持續發展,兩岸四地的“五十年發展大計”

55. On Multiple Disciplinary Approach to the Study of Cross-Straits Relations: With Special Reference to Multiple-Pronged Approach to Promote the Cross-Straits Cooperation

Huang Chihlien

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Abstract:

This is an article contributed to the commemorative conference of the 10th Anniversary of the Institute of Taiwan Affairs affiliated to the Fujian Academy of Social Sciences, held in Fuzhou, Fujian, in July, 2003.

It argues that historical and future perspective is necessary in the study of Taiwan internal development and its relations with the Mainland because Western impact has created differences between Taiwan and the Mainland since 1500. Nowadays, the United States has successfully perpetuated the Dutch and Japanese influences in Taiwan, posing a serious challenge to China's unification process. It is therefore necessary to introduce multiple disciplinary approach to the study of Taiwan's domestic development and its relations with the other side of the straits. And, research result is significant since only this proves its usefulness to the solutions of complicated problems and the advancement of interactions and convergence.

Apparently, current confrontation of the cross-straits relation leads to the unsatisfactory quality of scholarship which has failed to analyze complexity of the situation and to offer creative ideas and productive formula at the operation level. More theoretical breakthroughs are needed if political elites in Beijing and Taipei are to solve their differences in a peaceful manner.

Key words:

Cross-straits relations, Study of cross-straits relations, Western impact on cross-straits relations, Post-Western period of the cross-straits relations, Fifty years as a strategic concept for the Greater China,

56. 中國持續性高速成長對於東亞可持續發展模式的開發作用:中國大陸發展所引發的周邊國家-地區在產業政策及結構的調整問題

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會議名稱:

香港浸會大學中國研究課程, 香港亞太二十一學會及清華大學人文社會科學院等聯合主辦的“21世紀世界與中國: 當代中國發展熱點問題國際研討會”(2002.5.22-25)上提出的論文; 現輯入其同名論文集(北京: 清華大學出版社, 2003年12月出版), pp.101-117.

內容簡介:

作者根據其專著《社會情境論》(香港: 中華書局, 1992年12月出版)的理論指出, 由一定的時間, 空間, 人物, 規範及目標交叉組成的社會情境, 使人們處身其間, 可以根據其硬件和軟件的應境系統, 在具體的情境裏展開活動; 避免衝突而進行交流協作. 因此, 經濟情境是決定人們對物質創造和物質分配及物質生活的一種安排; 而經濟政策及其產業結構, 便決定了人們的生產關係和競爭力及生產力.

以宏觀運作而論, 國際形勢和國際社會的變化, 經常一個強有力的主導性的經濟力量, 便會發生對區域和個別的經濟情境的衝擊; 個別經濟體如果不能對其經濟政策和產業結構進行相應的調整, 引進未來發展情境, 勢將因競爭力和生產力的消失而導致經濟危機; 也可能在新的格局中被邊緣化.

比如說, 1960至1990年代, 在美式和平之下出現的日本高速成長及由它所產生的雁行模式, 曾經要求亞太國家相應地重組其發展情境; 而有些國家和地區也因此取得了驕人的成就, 見之於“四小龍”的盛極一時. 世紀之交, 當中國大陸經濟體出現持續性高速成長時, 它便無可避免地要對亞洲經濟體形成壓力, 要求它們引進新的未來發展情境; 在境內重組其生產要素和生產關係, 然後再參加境外新一輪的競爭活動. 台港澳和日本對大陸的經貿熱潮所造的產業空洞化, 不可能用什麼“戒急用忍”和“中國威脅論”來扭轉逆勢; 因為, 各地的生產要素(資源, 資金, 科技, 人才, 知識, 網絡...), 莫不追求最具競爭性和效益性及交流性的發展環境, 以增加其財富; 而不可能留在境內國內, 在老化中萎縮.

作者指出, 中國大陸的經濟體既因境外國外生產要素的注入而得享其史無前例的持續性高成長; 那麼, 它的優質化的可持續發展, 便決定它必須對東亞經濟體對“在地經濟”的重建進程, 予以回饋. 所以, 中國在東盟10+1FTA以及中日韓和東盟10+3FTA的區域協作系統裏, 積極參與並做出應有貢獻, 勢在必行. 如此, 亦可體現其外事外交活動的大原則, 曰: “天下為公, 仁者無敵; 共同發展, 前途無量”。

關鍵詞:

社會情境架構, 未來發展情境, 經濟政策及產業結構, 高速成長和持續高速成長, 結構調整, 日本的“第三次現代化運動”, 日本的雁行模式, 中國威脅論, 10+1/10+3FTA

56. China's Impact on Structural Reform of the East Asian Economies

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Abstract:

This paper was presented to “the International Seminar on China's Development in the 21st Century: Its Problems and Implication on Globalization”, jointly organized by China Study Program at Hong Kong Baptist University, and School of Humanities and Social Sciences at Tsinghua University, Beijing, on May22-25, 2002. This paper was included in its Proceedings (Beijing: Tsinghua University Press, November, 2003), pp. 101-117.

It argues that due to impact of China's reform and open policy, and its continuing high growth, East Asian economies, including that of Japan, HKSAR and Taiwan, have been under pressure to reorient their economic policy and to restructure their industry. Instead of taking a negative approach to accuse China of hollowing out its manufacturing industry, a positive approach to capitalize China factor and to introduce a comprehensive economic policy is undoubtedly much more realistic and productive for them. Japan is apparently caught in the transformation crisis; and a new Sino-Japanese relation is inevitably a prerequisite to bring about a new paradigm for East Asia's sustainable development.

On the other hand, for its own sustainable development, China is also required to take a helpful role in the reengineering of its neighbors' economies, collectively creating a new situation for regional cooperation. As reflected in NGO's opposition movement, it is clear that without local rejuvenation and regional cooperation, globalization is not necessarily useful to China and Asian development.

Certainly, more research and polemics are necessary if 10+1/10+3/10+4 FTAs are to be put into practices and to bring about prosperity, progress and social justice to the Asian peoples.

Key words:

Definition of situation, Development and structure, Creating favorable environment for economic growth, Japan's model of growth, Hollowing out of industry, China's model of growth, Rejuvenation of Asian economies, 10+1/10+3/10+4FTA

57. “一國”之內“兩制”的可持續發展：探索 CEPA 對“中華經濟協作系統”理論與實踐的促進作用

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會議名稱:

本文是在澳門大學澳門研究中心主辦的“澳門的綜合競爭力與周邊地區關係研討會”(2003.10.24-25)上提出來的論文。

內容簡介:

論文指出,港澳和內地關於更緊密經貿關係的安排(CEPA)可能是一項重要的歷史事件;因為,這是兩岸同處於WTO,世界經濟一體化時代,四個中華經濟體之間的第一個正式的合作項目。或者說,CEPA使“一國兩制”下,A,B等兩制第一次進行正式的交流協作;這正是兩岸四地“中華經濟協作系統”出現的第一個政府行爲。

原來,自1980年11月,當本文作者提出“中國人共同體”的概念以來,關於兩岸四地的交流協作,已有不少國內外的專家學者在進行研究;也提出了不少理論與模式。但所有這些活動,基本上是學者專家和產業界人士的民間行爲,有關政府並未涉及其事。

由於中華經濟體的交流協作涉及“一國兩制”,因此,四者之間交流協作,在理論和實踐及模式上,同中國-東盟自由貿易區/10+1FTA差別在那裏;而港澳和內地的經濟合作,在CEPA推動下,其發展形式如何?...至於兩岸之間,即澳門和台灣,香港和台灣,大陸和台灣之間,其形式又如何?可能都是值得進行調查研究,分析議論的課題。

本文結論是:不管採取什麼形式,一個“中華經濟協作系統”的形成,對於台港澳經濟的重建,對於大陸的優質化的可持續發展,對於台港澳參加10+1FTA,以及對於10+1/10+3/10+4FTAs的開發開展,對於中華經濟體的競爭力.....;可能都是一個重要條件以及巨大的動力呢。

關鍵詞:

“一國兩制”,兩岸四個中華經濟體,中國人共同體,中國人經濟圈,CEPA,產業分工和區域協作,中華經濟協作系統

57. Ceps as a Stimulus to the Coordination Systems for the Chinese

Economies

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Abstract:

This paper was presented to the Seminar on Macau's Competitiveness & Its Role in Regional Cooperation", organized by the Center for Macau Study at University of Macau, on October 24-25, 2003.

It argues that due to their internal needs, the Four Chinese Economies across the Straits of Taiwan have begun to converge with each other as reflected in Hong Kong and Taiwan's investments in the Mainland, creating another economic miracle in East Asia after Japan and the so-called "four small dragons". This author has long foreseen the tendency of interaction and coined a concept of "the Chinese Common Market" as early as in 1980, and it was gradually developed into different formats such as the "Greater China", "Chinese Economic Area", and "the Coordination Systems for the Chinese Economies {CSCE}", and etc.

Nevertheless, CEPA is considered the first step taken by the governments of the Mainland, HKSAR and MSAR to institutionalize economic interactions which have been thus far mainly conducted by the businessmen and managed by various semi-official bodies. Also, this is a governmental behavior to bring about unprecedented official cooperation between "Two Systems" under "One Country".

If more official actions are to be taken in the coming years, it is inevitable that the CSCE could be turned into an political institution within which the four Chinese Economies can be integrated into a new economy, thus reinforcing China's role in the 10+1/10+3/10+4FTAs.

Undoubtedly, when the CSCE is equipped by the CEPA, it will be useful to China's peaceful unification process, too.

Key words:

The Four Chinese Economies, The Chinese Common Market, The Greater China, CEPA, 10+1/10+3/10+4FTAs

58. “與時俱進”地探索“三個代表”中的兩岸四地關係東西文明交流中的“三個代表”論及中國和平統一進程

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會議名稱:

本文初稿在澳門歸僑總會主辦，澳門特別行政區社會文化司贊助的《中華文化與和平統一研討會》〔2002年7月31日〕上提出；後輯入《中華文化與閩台緣：中華文化與和平統一研討會論文集》（澳門，2002年11月出版），pp.56-67。

內容簡介:

如果把政治定義為，一種對人民生命財產及自由發展可加以操縱利用的能力能量；那麼，對此能量加以掌控的政府，必須把政權用於服務人民大眾。即，提供公共服務，為公民“五理系統”（生理，心理，群理，物理，天理）的開發開展，提供促進性的條件。

做為中國人地區最大的執政黨，中共“十六大”提出的“三個代表”是它對中國人民生存發展做出的一個重要承擔。新上臺的中共和中國的領導人，為了促進中國的優質化的可持續發展，強調“與時俱進”；勢必對內政外交進行必要的調整。同義，中國內地和港澳特區的關係，以及兩岸關係，都必須有進一步的發展。

實際上，由於中國內地經濟的持續性高成長，由於台灣內部政治人物及政治運作發生重要的變化，以及因中國綜合國力發展所引起的國際形勢的微妙變化……，中共對台灣內外政策的發展，也具有與時俱進的影響的能力。

重要的工夫在於從中華傳統，馬克思主義和西方現代思潮及制度中，探索有利於兩岸關係及中國和平統一進程加以開發開展的理論和實踐。而統一的大義，在於它可以為兩岸四地數達十四億的中國人，提供某些條件和服務，來促進他們的生存發展進程。同樣的，包括美日和東盟在內的外國人（特別是世界華人），也可以從中國的和平統一取得有利的發展條件。

如何把兩岸關係的處理，關鍵之處在於，讓各方人士認同這麼一個觀點：統一不僅僅是一項傳統，而是各方人士都可以在其中取得一席之地，並且取得一定利益的系統工程。這是中國人及其他有心之士面對的一大挑戰；如果，能用大體和平的方式來完成其事，將是大家對二十一世紀提供的一項重大的文明成就呢！

關鍵詞:

政府論，與時俱進，“三個代表”，兩岸關係，和平統一，“江八條”，中華文化

58. In Search for a New Cross-Straits Relationship: China's New Leadership Is Under Pressure to Find a Revolutionary Formula for Reunification

Huang Chihlien

Institution for Sustainable Development, Macao University of Science and Technology

Abstract:

This paper was presented to “the Seminar on Chinese Civilization and China’s Unification”, organized by the Macau Associations for the Returned Chinese, on July 30,2002; and was later included in its Proceedings (November, 2002) , pp. 56-67.

It argues that when China’s new leadership is readjusting its development strategy in order to solve many complicated problems that have plagued the country, restructuring its policy toward Taiwan becomes an urgent task. Apparently, the cross-straits relation did not move very far under Jiang’s administration, and it is facing an ugly scenario of Chen Subian’s fanatic search for Taiwan’s independence.

On the other hand, with China’s growing economy and political might, Beijing has gradually gained her leverage in the sense that she can begin to define the cross-straits situation and set the rule for managing the relations. Nevertheless, she has to offer new concept and new framework within which all contesting parties have a new status and role performance. The crux lies in China’s ability to convince that her unification program is a feasible project and is conducive to the other’s socio-economic development.

Key words:

Cross-Straits relation, China’s unification problem, Unified China as a Chinese legacy, China’s new leadership & its strategy evolution, China’s unification as a social engineering project

59. “一國兩制”與區域公共事務的綜合管理

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會議名稱:

中山大學行政管理研究中心 2003 年 12 月 21 日舉辦的“一國兩制”下粵港澳地區的協調與發展研討會

內容簡介:

本文首先分析了區域公共事務的概念及其管理方式。指出區域公共事務是在“一國兩制”下涉及多個區域的公共事務。綜合管理是指區域內所有的政府組織和非政府區域組織為解決本區域內的公共問題，實現區域公共利益而對區域公共事務一起進行治理的社會活動。

第二部分，以《內地與澳門特別行政區法院民商事件相互委託送達司法文書和調取證據的安排》為範例，描述了其產生背景及過程，從中可以看出，政府是實現區域公共事務綜合管理的重要因素。

第三部分，重點論述區域公共事務綜合管理機制的優化建議，為了增加處理區域公共事務的效率和靈活性，應該採用間接管理公共事務的模式，由法人或公共團體來開展工作，政府撥款資助和予以監管，最終的目標是能夠建立一個完整的行政區域的協調機制。

關鍵詞:

區域，公共管理，公共事務

59. “One Country, Two Systems” and the Comprehensive-management of Inter-regional Public Affairs

Lin Ruiguang

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Abstract:

The conception and characteristics of inter-regional public affairs are analyzed first in the text. Base on the principle of “One Country, Two Systems”, the comprehensive- management of the inter-regional is a social activity that focuses on the public interest of the whole region, by the governments and nongovernmental organizations.

In the second part, the analysis of “The arrangement of exchanging documents between the court of the interior of China and the court of RAEM” is written from its background to its function. From that, we can see government is an important element for continuing the development of inter-regional relationship.

In the third part, the author suggests that the Indirect-Administration, which is one special characteristic of the structure of RAEM, will be a good improvement of the comprehensive-management of the inter-regional public affairs.

Key words:

Region, Public management, Public Affair

60. 中國東盟區域貿易新特徵及前景預測

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會議名稱:

2003年12月19日澳門科技大學可持續發展研究所“雙慶在‘2003’學術年會”宣讀論文

內容簡介:

本文通過對1990年至今14年中國大陸與東盟10國即“10+1”區域貨物貿易的總量和結構進行時間序列分析，並橫向對比美國、日本對東盟的貿易數據，概括出中國東盟區域貿易當前的五大新特徵：

一是總量倍增、依存度加強，貿易總額3年翻一番、10年增7倍、屢創新高，並在2003年首次突破700億美元，雙方的貿易依存度亦由10年前的6%增強到9%。

二是增速強穩、超常規發展，近20個月來進出口總額的增幅均在20%之上，尤其是從東盟進口的增速，近來在50%新檔位持續飆升10多個月。

三是進口快於出口、東盟受益於中國，2003年中方逆差首次超過100億美元；3年來中國超過美國和日本，成為帶動東盟國家出口增長拉力最大的力量；中國“睦鄰、安鄰和富鄰”的區域政策主張得到體現。

四是科技含量上升、產品結構優化，高新技術產品貿易的比重增至38%、東盟成為僅次於日本的中國大陸高新技術產品的第二大進口源地，機電類產品的產業內貿易大多接近90%。

五是“貿易(夥伴)明星輩出”、呈現“5-4-1”新格局：對馬來西亞、新加坡兩國的貿易，占中國東盟區域貿易的“半壁江山”；對泰國、印尼、菲律賓等3國的貿易，占區域貿易的四成；餘下的一成區域貿易量分佈在越南、緬甸、文萊、柬埔寨和老撾等5國。

展望未來，中國東盟區域貿易增長的動力主要來自：美日經濟步入“快車道”及全球電子類科技產品市場高漲、東盟國家及中國的經濟進入新一輪成長期、區域自由貿易協定(10+1FTA)的自由化貿易創造效應逐步釋放等3方面。據此，文章選用較為樂觀而且擬合效果較好的三次曲線模型對前景進行預測，結果顯示，東盟成為中國千億美元及第四大貿易夥伴的時間有望提前到2004年，比雙方政府預計的時間提前了1年。

針對中國與東盟新成員國之間貿易相對緩慢、區域貿易受外部第三地出口市場制約等問題，同時也為實現區域貿易持續穩定高速地增長，文章最後提出加強同東盟國家特別是東盟新成員的經貿磋商機制、吸引東盟國家參與西部開發、運用西南地區優勢拓展對東盟國家經貿關係以及推動非經貿領域與非傳統安全領域合作機制化等對策建議。

關鍵詞:

中國，東盟，區域，貿易

60. New Characteristics and Forecasting of China-ASEAN Regional Trade

Li Hong

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Abstract:

Using 14 years goods' trade data between mainland China and ASEAN 10 countries (10+1 regions) for time serial analysis, and contrasting with US-ASEAN and Japan-ASEAN trade structure, the paper sums up 5 new characteristics of China-ASEAN regional trade as below:

- (1) The gross volumes are rising timely.
- (2) The increasing rate is developing highly and robustly.
- (3) The import rate goes faster than export rate.
- (4) The technology goods are uprising, and
- (5), the partnership structure is showing a "5-4-1" pattern.

Moreover, by choosing cubic equation, i.e. $Y = b_0 + b_1X + b_2X^2 + b_3X^3$, for growth curve estimation, the paper forecasts the regional trade volume will reach \$100 billion in 2004, one year earlier than the government's former expectation.

In addition, the paper also proposes several countermeasures in order to settle the regional trade structural problems and to keep the trade growing sustainable.

Keywords:

China, ASEAN, Region, Trade

61. 華人與東亞中藥產業區域合作：商機與對策

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刊物名稱:

“第七屆世紀屆華商大會”(馬來西亞·2003)、《第七屆世紀屆華商大會紀念文集》第 375-384 頁。

內容簡介:

中華傳統文化產業的國際化、區域化合作，是其知識經濟時代現代化的必由之路。本文以中藥產業的國際區域合作為例，依據數量分析結果及產業內、族群內貿易理論，首先，提出了東亞區域中藥產業合作面臨三大商機，即：

(1) 從全球市場層面看，全球醫藥貿易自由化帶動中藥產業國際化合作，是拉動東亞中醫藥需求的市場機遇。醫藥跨國企業之間的橫向分工與縱向協作，推動各國醫藥產業之間形成巨大的產業內貿易。

(2) 從東亞區域層面看，東亞經濟一體化推動中藥產業區域化合作，使華人從事中醫藥區域市場開發具有先發機遇。作為占中國大陸中藥出口 2/3 的傳統大市場，東亞在中藥方面的產業內合作已有多年基礎，中藥國際化可以從最容易進入的東亞市場突破。特別是進入 21 世紀以來，東盟 10 國及中、日、韓之間開展的東亞“10+1”、“10+3”區域合作已經走上制度化，東亞多個自由貿易區 (FTA) 正在形成並走向融合，中藥產業區域合作在 FTA 中具有領先優勢。

(3) 從中國政策層面看，中藥產業發展現代化引發中藥產業機制化合作，是華商參與發展中醫藥產業的政策機遇。

其次，從中醫藥的傳承與弘揚角度，文章指出華人華商在東亞區域中藥產業發展中身兼三重角色：

(1) 消費者；

(2) 傳播者——作為海外中醫藥市場的開發者及中醫藥國際傳播的橋樑紐帶，華人華僑通過族群內貿易將被譽為中國古代“第五大發明”的瑰寶傳播到海外；

(3) 創新者——根據當地藥材資源、市場需求，使中醫藥在海外本地化。因此，海外華人是中醫藥在新世紀實現振興、創新並走向國際化的主力軍，是海外中醫藥的獨特傳人，中醫藥產業的國際化、區域化合作，需要倚重這一特有資源。

之後，文章給出海內外華商合作推動東亞中藥產業合作的長中短三手策略：

(1) 近期的市場開發合作。依託海外特別是東亞華人華僑在當地的語言優勢、各地華商網絡，通過華人族群內貿易方式深耕區域中藥市場，並進立足東亞、走向世界。

(2) 中長期的資源開發合作。包括藥材、人才等資源及融資合作。

(3) 長期的研發 (R&D) 合作。共創品牌、共有知識產權；共建中醫院，使之成為“華社、華報、華校”等海外華人三大支柱之外的第四大經濟文化支柱。

文章最後認為，在海內外華人工商界開展上述合作的同時，還應推動東亞各方政府聯合構建“東亞中藥(或草藥)共同體”、或區域“中藥自由貿易協定”(或自貿區, CMFTA)，最大限度地降低各方中醫藥產品和服務貿易關稅，加快東亞各經濟體在中醫藥、草藥等互補性產品、資源、資金及人

員的流動；創造透明、自由和便利的投資機制，便利區內各方中醫藥方面的投資合作與產業升級，推動東亞特色知識經濟的形成。

關鍵詞:

華人，中藥產業，東亞，區域合作

61. The East-Asia Regional Co-operation in the Chinese Medicine Industry: Opportunities and Strategies

Li Hong

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Abstract:

In this modern world of knowledge-based economy, international and regional co-operation is the viewpoint which Chinese traditional cultural industry must take. This paper takes the international and regional co-operation of the Chinese medicine industry as an example. Based on quantitative analysis outcomes and Intra-Industry as well as Intra-Ethnic trade theory, the paper presents three major business opportunities in terms of regional co-operation arising out of the liberalization of global medical trade, the trend of modernization and internationalization of Chinese medicine, and the East-Asia regional economic co-operation of ASEAN 10+1 and 10+3. Furthermore, the paper highlights the close cultural and economic affinity between Chinese and Chinese medicine and the triple-role of the Chinese in continuing, furthering and innovating Chinese Medicine. It also emphasizes the importance of business network of Chinese entrepreneurs to enlarge the trade of Chinese medicine within the Chinese community and the industry with a view to include a regional Chinese Medicine Free Trade Agreement (CMFTA). It proposes a 3-pronged approach to jointly develop Chinese medicines' resources, market and technology in the short, medium and long term.

Key words:

Chinese, Medicine, East-Asia, Regional Co-operation

博士/碩士學位論文精選

Selected Ph.D and Master Theses

I 博士論文

1. 基於資料流程圖的軟件規模及價格預測

胡玉均

管理專業 2003 屆博士

內容簡介:

計劃管理者所面對的嚴重問題是不能準確地預測及估計開發軟件的尺碼，到目前為止，除了功能點外，有關應用用家要求去解決開發軟件的尺碼的問題仍然很少。因此，在本論文裏，通過收集 121 個已經完成開發的軟件作深入探討及研究。首先，利用資訊流向圖表及資訊字典來計算每個開發軟件尺碼的組件，再利用多層迴歸法來分析及預測，預測後的結果所得出 MMRE 值為 9%，其後再用另一組樣本求證，所得出 $PRED(0.25) = 77%$ 。本論文所得出的結果有以下幾個優點：

- 一· 與功能點方法比較，計算軟件尺碼的組件錯誤機會減到最低。
- 二· 預測結果可應用到其他相同性質的軟件。
- 三· 在策劃開發軟件的過程當中，可減少計劃管理者的時間。
- 四· 在預測開發軟件所需的成本前，能讓計劃管理者清楚瞭解它的運作模式。

最後，開發軟件的尺碼與其他因素一起可被考慮用作預測開發軟件所需的成本，而成本又用作預測軟件的價格。

1. A Data Flow Diagram Component Based Approach to Software Size and Price Estimation

Wu Iok Kuan

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

A major problem faced by project manager is to predict and estimate size of software projects accurately. There is comparatively little work, other than function points, that tackles the problem of measuring size of software projects using user specifications. An empirical investigation of 121 software projects was conducted. Size components were extracted directly from user specifications - data flow diagrams and data dictionaries. Using multiple regression analysis, a prediction of software size with accuracy of $MMRE = 9%$ was constructed. The predicted results were confirmed by $PRED(0.25) = 77%$ in which a holdout sample was used for validation purpose. The model was also applied to a software house in which 25 software projects were validated. This approach offers several advantages. First, there tends to be fewer counting problems than with function points since this model is based upon simple counts. Second, the predicted software projects are calibrated to specific local environments rather than being based upon industry weights. Third, it reduces the counting problems, and time and effort in planning activities. Fourth, it enables project managers to have better understanding about the software projects before estimating cost of software projects. Finally, the factor - SIZE is considered with other factors for predicting the cost incurred for developing software projects. The predicted cost is further used to predict the software price.

2. 台灣地區兩稅合一對總體經濟成長效果之研究

賴永吉

工商管理專業 2003 屆博士

內容簡介:

長久以來，所得稅在台灣地區的財政結構中一直佔有相當重要的地位。不過隨著政經環境的變遷，所得稅也面臨了改革的強大壓力。1998 年台灣地區兩稅合一的實施就是一項具有指標性質的重要變革，希望藉由消弭重複課稅，降低超額負擔，以提升經濟效率。本論文的研究目的，就是希望審視目前台灣的所得稅制結構，並建立一個以邊際稅率代表財政指標的新古典經濟成長模型，檢驗所得稅在兩稅合一政策推行後的經濟成長效果。

研究的結果顯示台灣地區長久以來租稅負擔率偏低，雖然所得稅在各項指標均佔有相當重要的地位，但是對整體經濟的影響，顯然較世界主要國家為低。因此兩稅合一的實施單就經濟成長效果而言，實質效果並不大。但是，這並不表示政策本身有偏頗或錯誤。事實上，依據邊際稅率數列與經濟成長模型的實證結果來說，兩稅合一稅制改革確實對所得稅的邊際稅率與稅收具有顯著性的影響，而邊際稅率也對經濟成長有顯著的負面效果。不過，由於租稅負擔因素在台灣地區的重要性，不如其他總體變數，使得兩稅合一的絕對效果顯得偏弱了。

就本論文的研究結果觀察，未來台灣地區所得稅制應朝向稅率結構扁平化、減低租稅優惠、調整整體稅制結構等方向修正，才能在提高租稅公平與效率的要求下，逐步達成健全財政的目標。

2. A Study of Income Tax Integration Effect on Economic Growth in Taiwan Area

Lai Yongji

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Abstract:

This paper builds an econometric model to analyze the growth effect of income tax integration in Taiwan. The analysis process includes two stages. In the first stage, we divide the time series of national income and income tax into several periods in order to generate the time series of marginal tax rate. And obviously every adjustment of tax rate and tax reform would be a very important step in structure changes of tax rate. We can observe the effect of income tax integration on marginal tax rate. In the second stage, we regress to the neoclassical growth model based on the marginal tax rate series and other macroeconomic variables to compare the appropriateness and explanatory power of marginal tax rates, average tax rates and tax progressivity as measures of the impact of taxation on growth. Data are organized from 1960 to 1999. The results of regressions are similar to Padovano and Galli(2002) which is contrary to previous empirical research, but consistently with theory. Marginal effective tax rates and tax progressivity have a negative influence on economic growth and this negative correlation turns out to be robust after controlling for state and policy variables. On the other hand, average tax rates seem do not affect output dynamics. These results support the effectiveness of income tax integration on the economic growth indirectly.

II 碩士論文

1. RSA 模冪運算與優化

陳金

計算機技術及應用專業 2003 屆碩士

內容簡介:

資訊高速公路的不斷發展，把計算機和通訊技術緊密地結合在一起，因此計算機網絡亦得到廣泛的應用，同時網絡中的數據安全備受關注。

加密技術是保證資訊安全必不可少的手段，公鑰系統是目前應用廣泛的電子化事務，所必須具備的工具。公鑰系統的靈魂就是非對稱密碼技術，後者主要應用數論中的難題作為運算的基礎。不論在加密、解密的運算上，密鑰管理或者使用者的身份認證的處理上，都涉及大整數的相關算術以及模數運算。

非對稱密碼演算法中的核心技術——大整數的模數運算（包括模運算、模乘運算及模冪運算）的實現方法，是本文主要討論的重點。模冪運算技術一向是非對稱密碼的瓶頸，它的優劣直接影響整個系統的性能表現，即使是 Gigabit 的家用計算機，如果沒有一個優良的演算法，亦無法有效執行加密及解密運算。基於此，本文將針對非對稱密碼演算法（特別是 RSA 加密及解密）的快速實現，將通過比較目前應用中的各種模冪演算法，進行分析及實現，尋找一個有效的解決方法。

本文以 C++ 語言編寫一套 4096 bits 大整數運算的函數庫，本文應用有效的模冪解決方法（如預處理方法及 Montgomery 方法等），並對上述方法進行分析、討論及實作，以實現快速的 RSA 運算。以及把預處理技術引入 Montgomery 模冪演算法內，把其運算速度更為提升，平均提升 5% 至 8%。該函數庫可直接應用在不同的非對稱密碼演算法上，如 ElGamal, Elliptic Curve Cryptography (ECC) 等。

1. Optimize the Modulus Exponent Calculations in RSA Algorithm

Chan Kam

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Abstract:

The speedy development of information combines the computer and the communication technique closely together. As a result, the computer network is applied extensively. So, the security of the information in computer network is highly concerned.

The encryption technique is an important method to guarantee the safety of information. Public key cryptosystems is one of the popular tools in the encryption technique, and it's extensively applied in the e-business. The soul of the Public Key Cryptosystem is Asymmetric key cryptography in which the calculation is based on the difficult problem in Number Theory. The calculations of large integer operation and modular arithmetic are also involved in the key management and the identity authorization, in the calculation of encryption or decryption.

The main technique of Asymmetric key algorithm – The implementation of calculation modular exponentiation in the large integer (including modular, modular multiplication and modular exponentiation) is the main point of our discussion in the thesis. As we know, the calculation technique of the modular exponentiation is the bottleneck of the Asymmetric key algorithm. The quality of the calculation technique will directly affect the performance of the function of the whole system. If there isn't a good algorithm, the calculation of encryption and decryption can not be done effectively even if it's a Gigabit PC. So, to solve this problem, this thesis will focus on the rapid implementation of the Asymmetric key algorithm (especially on RSA encryption and decryption). We'll find out the solution by comparing the various widely used modular exponentiations, analysis and implementations.

Hereinafter I successfully designed a public class for large integer (4096 bits). I'll apply the most efficient solution (eg. Precomputation as well as Montgomery, etc.) to this thesis. For the above solution, let's analyze, discuss and implement in order to finish the speedy RSA Cryptography. At the same time, we can apply the Precomputation technique to the calculation of Montgomery Modular Exponentiation so as to speedup the calculation once more. The proposed algorithms reduce execution time by 5% - 8% compared with original Montgomery algorithm. This public class can be applied directly to all different kinds of calculations of Asymmetric key algorithm, eg. ElGamal · Elliptic Curve Cryptography (ECC) etc. .

2. 地理資訊系統中 SVG 地圖服務器的設計與實現

岑永棠

計算機技術及應用專業 2003 屆碩士

內容簡介:

在“網絡環境下澳門特區旅遊導引多媒體系統”的計劃中，開發了二個版本的系統。在第一個版本的系統中，主要是利用 ArcIMS 平臺來把地圖資訊發放，其所生成的地圖都是光柵格式的，這種格式會限制了地圖互動性的能力。隨著可縮放向量圖（SVG）在互聯網上的興起，這種技術可以在萬維網上以一種公開的標準格式，直接地發放二維向量圖形，而這種格式是由萬維網聯盟（W3C）所制定的。可縮放向量圖可以更小的檔案帶給地圖更高的互動性，這樣推動了第二個版本的旅遊導引系統，向互聯網用戶發放以可縮放向量圖為格式的電子地圖。

這篇論文描述了 SVG 地圖服務器的設計與實現，這服務器可以動態地生成以 SVG 為格式的地圖。還有一套 JavaBeans，是設計給其他開發者，對 SVG 地圖服務器作整合時使用的。第二版的旅遊導引系統示範了如何利用這套 JavaBeans 跟 SVG 地圖服務器作整合。

2. The Design and Implementation of An SVG Map Server for GISs

Sam Veng Tong

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Abstract:

In the Web-based Macau Touring Guide System project, two systems have been developed. The first version is built upon the ArcIMS platform that helps deliver the map information to Internet users. However, the maps generated by ArcIMS are only in raster format, which will limit the interaction possibilities of a map. With the rise of Scalable Vector Graphics (SVG) on Internet, this technology can help to directly deliver 2D vector graphics on the Web, in an open standard format that is created by World Wide Web Consortium (W3C). SVG can enhance the interaction possibility of a map with a more compact file size. This boosts the second version of Touring Guide System to deliver SVG maps to Internet users.

This thesis describes the design and implementation of an SVG Map Server that can dynamically generate electronic maps in SVG format. A suite of JavaBeans is designed for other developers to integrate their applications with this SVG Map Server. The second version of the Touring Guide System demonstrates how to integrate with the SVG Map Server by the JavaBeans.

3. 多目標規劃與遺傳演算法在解多目標規劃問題上的研究

陳衛華

計算機技術及應用專業 2003 屆碩士

內容簡介:

多目標規劃（GP：Goal Programming or Multi-object Optimization）與遺傳演算法（GAs: Genetic Algorithms）在決策系統中和經濟管理策略研究的應用上有著良好而廣闊的空間，由於對決策本質的更深入的認識和新體驗，多目標規劃也因此再興起。從學術界關於多目標分析方面的研究文獻中，隨著近期計算機 CPU 的速度飛躍式的發展，我們發現多目標分析的方法應該還有進一步發展和應用的空間。本論文主要由兩方面去研究優化方法：多目標規劃演算法的分析去建立數學模型，和用多目標規劃以及遺傳演算法來解決這類問題。以實際案例來說明這兩種演算法應用上優越性，並可看到 GAs 的靈活而在運算上迅速提升的性能。

本研究從案例和實踐中，得出的結論是能以多目標規劃去建立有實際價值的線性規劃問題之模型，並可求解出滿意的結果；遺傳演算法不但能夠處理多目標規劃問題，而且，又能克服傳統多目標規劃在解決大型問題上的運算耗時的問題；並利用 AES 密碼演算法設計了一個新型的隨機數產生器去改善 GAs 可能陷入局部最優解問題。此外，還以多目標規劃和工程學的觀點研究並提出可適用於實際交通道路網絡的數學模型。

3. Multi-object Optimization and Genetic Algorithms to Solve the Problems in Goal Programming

Chan Wai Wa

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Abstract:

Goal Programming (Multi-object Optimization) and Genetic Algorithms (GAs) have been used extensively as search and optimization tools in various areas such as the decision-making systems and the economy strategic management researching. Recently, They are popular again after being studied thoroughly and having new realization. We find these algorithms are still having developments in their wonderful applications because of the rapidly computerizing development in nowadays.

This dissertation presents two approaches with both algorithms applied in cases individually, and analyzes its capacities for modeling. Furthermore, it tries to find the improvement on their low applicability from the experiments (cases or simulated).

GAs is ideally suited to handle problems with a continuous search space. Because of the population approach of GAs, constraints can be handled in a much better way than the way in which they are handled in classical search. The GAs shows the great efficiency while it resolves the problem of the traditional goal programming.

The Road Network Design Problem Modeling that I described is to be applied in the real world. I have

tried to improve the efficiency of GAs in searching with a new AES (Rijndael Encryption) random system, and got the content result.

4. 基於 Shamir 密鑰思想的數字圖像訊息分存隱藏傳輸方法研究

黃煜森

計算機技術及應用專業 2003 屆碩士

內容簡介:

以目前數位傳輸而言，絕大部分是以網際網路為主。不論是文字資料、影像資料以及語音資料等，在無國界的網路世界中安全性甚低的情形卻不言而喻。若僅只利用加密方式，不管他人有無能力破解，都暴露了送收雙方秘密傳輸的舉動，但是若將隱藏技術應用於網際網路現有的傳輸應用中，則可大幅提昇通訊內容的安全性。

通過簡介數位圖像的基本概念及討論目前資訊隱藏技術發展狀況，說明隱藏的基本分類及簡介了空間和頻率嵌入的隱藏技術，進而瞭解圖像分存方法的理論基礎。

爲了要傳輸機密的數位圖像時更加安全及容易抽取還原，因此我們用了數位圖像存儲與傳輸中的資訊分存方法，主要結果是：對於給定的秘密圖像 A，發送者可以從任意選擇的 k 幅 ($k=1,2,3,\dots$) 同樣尺寸圖像出發，生成作爲偽裝的 N 幅圖像 ($N>k$)；接收者可以利用這 N 幅圖像中 k+1 幅恢復圖像 A。

本文新意在於利用 Lagrange 插值演算法給出的分存原理可以做到分存多張子圖像仍然是可視的；丟失部份的子圖像並不影響圖像的恢復，從而增強了圖像資訊的安全性，減弱了竊取原始圖像的可能性。並提出一類基於射影幾何學的分存演算法。最後給出了實驗圖例和視頻作品例子說明研究的方法之合理性。

4. Research of Hiding Transmission and Digital Images Sharing based on the Principle of Shamir Private Key

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Abstract:

Nowadays, data transmission including simple text, images and voice information is majority carried out on network or internet. However, in the world of this fully opened and unbounded network, the security and safety of data are absolutely not guaranteed. By using encryption of information alone for transmission, it at least somehow exposes the intention that there is some confidential data transfer being carried out between sender and receiver, no matter whether other people have the ability to crack or break. On the other hand, if we can implement the hiding transmission technique during data transmission, it will greatly enhance the security and safety during data transfer.

By introducing the fundamental of digital image concept and carrying out a deep discussion on the present development of hiding transmission algorithm, it explains the basic category of hiding algorithm and introduces the space method and embedded frequency method, and finally helps readers understanding the fundamental theory of image sharing.

In order to transmit digital image information more securely and also to extract and restore the original image later on more easily. We use the method of image sharing, whose main idea is: for the original image A, sender can choose arbitrary k quantity of same size image ($k=1, 2, 3 \dots$) to generate N quantity of images. ($N>k$); By using $(k+1)$ quantity of these N images, receiver can restore the original image.

The new concept of this thesis is using Lagrange Interpolation algorithm to achieve, though the data of original image is stored as different child images, all child images are still viewable and meaningful. Losing some of the child images will not have impact on the restore of original image. This greatly enhances the security of image transmission and reduces the chance of the original image being stolen. In this thesis, the “projective geometry algorithm” is introduced.

5. 分析與設計應用 J2ME 技術開發流動足球博彩系統

鮑志偉

計算機技術及應用專業 2003 屆碩士

內容簡介:

現今，在資訊科技和商業領域中，流動商貿是其中一個非常熱門的研究課題。基於流動通訊的普及和流動電話其高市場滲透率的前題下，人們開始發展他們的業務在流動商貿領域之中。其中，流動足球博彩是成功可行的業務之一，但是之今，還沒有一個成功的流動足球博彩系統能讓使用者廣泛接受。

本論文的主要研究目的是通過討論影響流動足球博彩系統成功的一些因素，繼而提出一個可行的系統設計模型，更重要是探討應用 J2ME 技術在流動足球博彩系統開發當中的適用性。在研究過程中，還通過運用 J2ME 技術，開發了一個完全可運作的原形系統來引證，進而比較 J2ME 技術和其他技術的在流動足球博彩系統開發中的優劣。

本論文中，原形系統的成功開發，顯示了 J2ME 技術適用於流動足球博彩系統之開發應用。在這原形系統設計考慮中，它具備儲存每場足球比賽的投注資訊在流動電話當中的能力，設計上還引用 XML parser 在客戶端，使其能與現今的 XML 技術相容。這兩點設計概念能夠成功在這原形系統中實現，是基於 J2ME 對比其他技術相對提供了一個比較良好的基礎編程環境，足以證明 J2ME 的優勢。

具備儲存投注資訊在流動電話當中的能力，使用戶能在何時何地，在無需連線的前題下，翻查現有的資訊。縱使用戶已離線，關掉流動電話，更換電池，投注資訊的完整性仍然完好無缺的保留給用戶。因為流動電話收費在 GSM(2G) 網絡中是按連線時間計算，在 GPRS(2.5G) 網絡中是按資訊封包下載數量計算，此功能設計相信能夠提供用戶一個比較實用和便宜的系統方案。

引用 XML parser 在客戶端，使系統在流動電話中具備處理 XML 資訊的能力。因為現今很多大型應用系統都支援 XML，利用 XML 和 J2ME 結合開發，使到流動電話客戶端系統能夠更容易與現有的侯服端系統作資訊互傳。另外，在本論文的原形系統設計模型中，是利用了同一個侯服端程式同時處理來自 J2ME 流動電話客戶端和萬維網瀏覽器的請求，給與相同的 XML 文件回覆。再由請求方根據自己的屬性編程處理，這大大簡化了侯服端程式的維護及減少了為對應不同形式的客戶端而產生的相重開發問題。

在本論文的流動足球博彩原形系統的成功開發，顯示了利用 J2ME 和 XML 的結合開發是其中一個有效而可行的流動足球博彩系統開發方案。

5. Analysis and Design for Developing Mobile Soccer Betting System with J2ME

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Abstract:

Nowadays, mobile commerce is one of the hottest topic in both IT and business world. Owing to the high market penetration of mobile devices, people are thinking to extend their business into mobile world. Mobile soccer betting is one possible business that may succeed in this era. However, no successful mobile soccer betting system has been implemented so far.

The purpose of this thesis is to discuss some factors that affect a successful M-soccer betting system, to introduce a possible design model that may be used to implement this system, and to evaluate whether the J2ME technology is suitable for M-soccer betting system. Also, a prototype system has been built with J2ME and to compare its strengths and weaknesses in relation to m-soccer betting with other client technologies.

With the introduction of a prototype system in this thesis, it shows that J2ME is suitable for successful m-soccer betting system. In this prototype system, the ability of storing betting information of each soccer match in cell phone, and the introduction of a XML parser in client side making it compatible with nowadays XML technology, and prove that how J2ME is better when compared with other client technologies for m-soccer betting system.

Storing betting information in cell phone enables user to review the information anytime and anywhere without establishing any connection again. Even a user goes offline, turns off the cell phone or does battery change, the integrity of the betting information is still kept available to the user. Since phone bill is being charged by connection time in GSM (2G) or by data packets receive in GPRS (2.5G), this capability makes the system more practical and useful to the user.

Introducing a XML parser in client side makes the cell phone capable to process XML data. Since many enterprise application supports XML, the use of XML makes J2ME clients easier to communicate to some existing server application. On the other hand, the system model, such as the m-soccer betting system prototype in this thesis can also be designed in such a way that the same XML responded from server program handles both requests from J2ME client and browser client. This greatly simplifies server side development and maintenance.

The m-soccer betting system prototype developed in this thesis somehow shows that using both J2ME and XML technology is one of a possible solution for developing a successful m-soccer betting system.

6. 網絡通訊密碼之產生大素數

歐陽彥順

計算機技術及應用專業 2003 屆碩士

內容簡介:

大量的數位資訊使用於我們生活週遭之中，因而這些資訊安全性與有效性便成為我們必須注意的重要課題。有鑑於此，素數，大素數，強素數及隨機數便成為一個值得研究探討的題目。故此本論文的題目為「網絡通訊密碼之產生大素數」。

本論文分開幾部份，首先討論甚麼是素數、素數的相關定理、素數的測試方法、及解釋素數在密碼學中所佔的重要性。而素數的測試方法有很多種，在本論文中提及了三種較為著名及常用的演算法，經過對比後，本論文採用了 Miller-Rabin 概率式測試素演算法。

接著第二部份本論文討論分析大素數在密碼學的重要性，在 RSA 密碼系統中隨機產生兩個大素數，然後計算兩個素數之乘積 N ，為防止 RSA 系統容易被攻破，所以兩個大素數必須很大，而且是強素數，使得一般計算機不能計算因數分解及不可以出現相同的 N 。因為要使得 RSA 系統不容易被人攻破，所以引出第三部份強素數對密碼學的重要性以及強素數的生成演算法。

最後部份說明怎樣產生隨機數及設計的隨機數產生器由日期和時間驅動的，使到每次所產生的隨機數不會重複，更使攻擊者不容易攻破。

經過研究後，產生出來的 512bit 強素數可多方面應用，其中最重要是應用在密碼學中，它的強素數可以防止攻擊者利用因數分解去破解密碼，而且所產生出來的隨機數是根據日期和時間驅動的，所以不會重複每次產生出來的隨機數。

6. Generation of Large Prime Numbers in Network Communication

Cryptogram

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Abstract :

In our daily life, we adopt a lot of large digits information, so their effectiveness and security become a very important topic. As a result, prime number, large prime number, strong prime number and random number together form a very valuable topic for discussion. Therefore, the title of this thesis is “The production of large prime number in the informative network cryptography”.

This thesis is divided into many parts.

Firstly, the definition of prime number, the related prime number theories, different tests of prime number and the importance of prime number in cryptography are being discussed. There are altogether three well-known and frequently used algorithms being mentioned in this thesis. After comparison, Miller-Rabin probability algorithm is being adopted.

Secondly, this thesis discusses the importance of large prime number in cryptography. In the RSA system, there are two large prime numbers being produced randomly, then the value N is got by multiplying these two numbers. In order to prevent the RSA system being easily cracked by others, the two random prime numbers must be extremely large strong prime numbers so that the common computers cannot calculate the factors and produce the same N value.

Thirdly, this thesis discusses the importance of the strong prime numbers which help to prevent the RSA system being easily cracked by others, as well as the calculation of the strong prime number.

Finally, this thesis discusses how a random number being generated and the design of a random number generator which is based on the date and time so that the generated random number will not be repeated each time and it will not be cracked by others easily.

After the investigation, it is found that the generated 512 bits strong prime number can be applied in many aspects, especially in cryptography. It can prevent the people decoding the key by mean of factorizing the prime number. Besides, the generated prime number is a random number which is generated according to the time and date so it can avoid being the same each time.

7. 網上安全通訊

——認證技術及數字簽名

馮健豪

計算機技術及應用專業 2003 屆碩士

內容簡介:

今時今日，隨著電子化應用的普及，我們已經很容易地從不同的地方獲取需要的資訊和資料，從各處享受不同的電子服務，甚至可以通過網絡進行商業交易。在 Internet 仍未普遍的時代，資訊間的傳送，只局限在公司內部的電腦網絡中有限制地進行，當然，這樣的系統在資訊安全方面是最低風險及最容易管理的。但是隨著商業市場的增大，為了增取更多的利益及增強自己的競爭力，許多公司都紛紛把自己的系統及網絡打開，提供多的電子服務，公司的網絡就變得難於管理。很不幸地，同樣程度的安全架構已不能滿足現在的需要。因此我們需要求助於密碼學，為傳送中的數據加密，解密。另外，還可以構造一些安全服務，它們就是：1)機密性，2)身份認證，3)數據完整性，4)不可否認性。

基於現在要求一個安全的電子商貿環境，澳門科技大學就計劃開發一個網上安全通訊系統，它將提供 1)訊息加密，解密. 2)數字簽名. 3)單向哈希函數(訊息摘要). 4) PKI (公鑰基礎設施)等服務。最後，該系統會製成一張電腦插咭，當公司為自己網絡上的每部電腦購入這張插咭並插入電腦內，電腦間的通訊就可以很快地加密，解密，還可以提供數字簽名等功能。

本文的主要內容:

解釋數據安全的重要性。

分析各類型的數字簽名和認證架構。

分析各類型的單向哈希函數結構和原理。

發表一個由自己開發的單向哈希函數(MHF, MUST HASH FUNCTION)

構造一個新的數字簽名架構，它利用 MHF 提供訊息摘要的功能，利用 RSA 作為私鑰的加密。

對美國的 DSA 和 RSA 作出直接的比較。

介紹 PKI，並對設計的 PKI 作出數據結構分析。

講解 SET (安全電子交易)的應用方法。

7. Electronic Commerce Communication

——Authentication & Digital Certification

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Abstract:

Today, with electronic capabilities, we're able to communicate easily with others, provide essential information and services, and even conduct business transactions. Before the Internet opened up our private networks to others, access to these information assets was restricted to the select few authorized within the company, and there was minimal risk and a high level of control. However, in their efforts to increase market share, profitability, and stay competitive, the company is now exposing their systems and networks to outsiders with little or no control and at a much higher risk. Unfortunately, with this increased access to electronic information, the same level of protection afforded to its physical counterpart has not yet been satisfied. Therefore, we need a help from cryptography, it can help to provide some security services. What are those services? 1) Confidentiality, 2) authentication, 3) integrity, and 4) non-repudiation.

Under the E-commerce environment, Macau University of Science and Technology wants to develop a secure system which provides the following services: 1) Data Encryption and Decryption, 2) Digital Signature, 3) Hash, 4) PKI (Public Key Infrastructure). Finally, it will be compiled and burn into an IC card. The company can purchase their IC card, then insert it into the slot board of these PC. All the data between these PC will be encrypted. Moreover, it provides the function of PKI and digital signature.

The mission of this essay:

Explain why the security of information is so important.

Study and analyze the patterns of several digital signatures.

Study and analyze several Hash Methods such as SHA-1, MD5.

Publish a new Hash method (MHF), it can generate a 128 bits digest.

Publish a new digital signature method. (MHF as hashfunction, RSA as key encryption method)

RSA VS DSA (Digital Signature Algorithm).

The Introduction of PKI.

The data structure of PKI

What is SET? How does it work?

8. 數字圖像的壓縮演算法與編碼技術

伍良錦

計算機技術及應用專業 2003 屆碩士

內容簡介:

當前是資訊時代，隨著多媒體技術應用的不斷增加以及綜合服務數字網的應用層面的廣泛，圖像壓縮技術也相應地不斷提升，來符合及跟上資訊時代的飛快。影像的數位元化是必然的趨勢，而數位化後的圖像影像所佔的存儲空間巨大得驚人，而導致在存儲、傳輸和處理上皆有所不便。有鑒於此，本文通過對各種圖像壓縮技術的探討及分析，介紹圖像壓縮的最基本原理以至現代最新使用的圖像壓縮方法，加上人類視覺的特徵，棄掉對人眼不太敏感的高頻信號，提高壓縮比，構造出符合使用者在有限存儲空間的需要。本文分別引用國際標準的靜止圖像-JPEG 和現代高壓縮比的靜止圖像-JPEG2000，分別說明 JPEG 的成功之道，為何在短短幾年間就能佔據大部分網站的圖像壓縮標準，和講述 JPEG2000 壓縮技術具有高壓縮的源由。它們的最大分別在於 JPEG 運用了離散餘弦變換 (DCT)，而 JPEG2000 捨棄了運用 DCT，採用了離散小波變換的編碼(DWT)方式，並透過 Matlab 語言技術，介紹應用小波包的分析工具。

通過各類圖像格式的對比及應用場合的介紹，說明 JPEG 圖像編碼在現今網(EZW)技術，製作一 MUST Image Compression 圖像壓縮軟件，主要將圖像的頻率成分抽取出來，而演算法得到的比特位元元流是按照它們的重要性排序的。而其數據方式是採用原圖像的存儲區，對小波係數重新排序，可以節省不少的空間。從而引述出使用小波變換的優越性，它對現今影像界的沖擊，以及怎樣影響未來影像壓縮的發展與方向。

8. The Compression Algorithm and Encoding Techniques of Digital Images

Ng Leong Kam

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Abstract:

Along with the increasing amount of applications of multi-media technologies and ISDN, image compression technologies thus have to advance itself correspondingly in order to cope with the pace of the information era. Digitization of images is an inevitable trend, however, the size of the images would be enormous after digitization, thus leading to the inconvenience in storing, transmission and processing. Through the discussions and analysis of the various image compression technologies, here we introduce the fundamental principles of image compression and the latest available image compression technologies, how it increases the compression ratio by discarding the high frequency signals less sensitive to human beings, thus fulfilling the needs of the users under limited storage capacity. By introducing JPEG, an international static image compression standard and its latest model JPEG2000 of high compression ration, we will explain the success of JPEG and why it is able to contribute the majority market of the websites in terms of image compression standard in a few years, as well describe the reasons behind the high compression capability of the JPEG2000 compression technology. The obvious difference is that JPEG utilizes Discrete Cosine Transform (DCT), whereas JPEG2000 adopts the encoding method of Discrete Wavelet Transform (DWT) instead of DCT, and here with the help of the technology of Matlab language, we demonstrate the applications of wavelet packets as an analyzing tool.

Through the comparison of the various image formats and the demonstration of their applications under various circumstances, here we will show the practicability and popularity of the image encoding techniques of JPEG under current network applications. And by utilizing the Embedded Zerotree Wavelet (EZW) technology, we develop a “MUST Image Compression” encoding software, whose function is mainly to separate the frequency components of the image, and to order the result bit-stream derived from the algorithm according to their importance. Must storage resources can be saved by the data method of reordering the wavelet coefficients in the storage area of the original image. It also reveals its soundness and impacts of the current image technologies, as well as how it affects the future development and directions of image compression technologies.

9. 公鑰密碼系統的 Systolic 實現

李志傑

計算機技術及應用專業 2003 屆碩士

內容簡介:

隨著電子通訊及網路消費逐漸成長的普遍性，資料傳輸安全是一個日漸重要的課題，而公鑰密碼系統 (Public-Key Cryptosystem) 則是一個使資料在不安全的通道上達到安全傳輸的有效方法。

作為一個密碼系統，它能得到廣泛的實際應用必須具備兩個前提條件：1. 該密碼系統是安全的。2. 該密碼系統中的加、解密演算法能夠得以高效的實現，但對於目前的公鑰密碼系統，這兩者往往難以得到兼顧。（直覺上來說，當一個加密演算法相對簡單，複雜性相對較低時，其安全性可能也會較低，而當其安全性高時，其加密演算法的複雜度也可能會相對較高）。因此，如何在保證密碼系統安全性的前提下，提高以上公鑰密碼系統效率是公鑰密碼系統走向實際應用所必須解決的一個重要問題，本文的目的正是針對這一問題，結合一類公鑰密碼系統（RSA，Diffie-Hellman 離散對數）。使用心動陣列 (Systolic Array) 這一平行計算模型方法來提高加、解密演算法中核心運算的效率，使得公鑰密碼系統能夠走向實用化。

本文考慮了公鑰密碼系統走向實用化所面臨的重要問題：快速地計算大數的運算，在廣泛考察已有的各種實現演算法後，我們在心動陣列這一平行計算模型上，提出了快速的（並行地）計算方法。另外，我們還對心動陣列這一計算模型進行了考察，討論了心動陣列的一些設計及證明方法，還討論了對心動陣列進行類比的方法，並完成了心動陣列的模擬系統，真實地瞭解心動陣列實時運行時的狀態，以便能將來能比較後改善心動陣列的性能，製造成高效的硬體密碼系統。我們最後完成了 RSA 公鑰密碼系統的硬體設計。

9. Implementation of Public-key Cryptosystems using Systolic Arrays

Lei Chi Kit

Faculty of IT, Macao University of Science and Technology

Abstract:

As electronic communication and cyber consumption are winning popularity by and by, data security turns out to be a major concern and requires everyone's attention. The Public-Key Cryptosystem is one effective way to secure data transmission.

As a cryptosystem, there are two preconditions to be met if it is to gain wide implementation. 1. The cryptosystem must be safe and tamper proof. 2. The encryption and decryption algorithm need to be implemented with great efficiency and speed. But for today's cryptosystems, it is still difficult to maintain both strong at the same time during data transmission. (Generally speaking, when the encryption algorithm is relatively simple and less complicated, the data security may also be relatively low. While when the data security gets higher, the encryption algorithm will be relatively more complicated.) Therefore, how to raise the efficiency of the cryptosystem on the premise of guaranteeing the safety of cryptosystems is the key problem to be solved before the Public-Key Cryptosystem heads for the practical application. This thesis aims at this issue directly, combining a type of Public-Key Cryptosystems (RSA, Diffie-Hellman disperse algorithm). To increase the efficiency of the core calculation within the encryption and decryption by applying parallel algorithm (Systolic Arrays) method,, so that the Public-Key Cryptosystems can head for practical application.

This paper considers the crucial problem of the actual use of Public-Key Cryptosystems: the quick calculation of large-bit number operation. After an extensive investigation on the methods of the algorithm calculations, and based on the parallel model of the algorithm calculation, we put forward the method of the calculation of fleetness. Besides, we investigate the model of systolic arrays (parallel) algorithm, and we also discuss the design and proving methods of the systolic arrays. Furthermore, we discuss the analogy of the string ratio and complete the emulation of systolic array model system, truly understanding the matrix and the operation of the systolic array, for the further improvement in the future and all these are to make cryptosystems highly effective. We finally complete the hardware design of the RSA cryptosystem system.

10. 澳門特別行政區不動產登記問題研究

譚炳銓

2002 屆民商法專業碩士生

內容簡介:

現代各國民法，都採用登記為不動產公示方法。通過登記，將房地產的法律狀況公開，從而達到權利人身份的確定及保障交易安全的目的。由於房地產對人民的生活非常重要，而且價值也很高，保障其交易安全的意義十分重大。論文的目的是對澳門特別行政區(以下簡稱澳門)之不動產登記制度，有關的法律及所產生的問題作一論述，藉以加強對澳門現行之不動產登記法制的宣傳，並提出一些立法及提高不動產登記工作效率的建議。

論文的主要內容包括說明規範澳門登記制度的現行法律，須登記的事實，登記原則，登記行為的形式，登記申請之評定以及對評定之申訴等。此外，對於在這制度下產生的一些特殊問題，進行探討，並提出解決這些問題的參考方案。

這些問題包括：

- (1) 涉及雙方代理行為的不動產交易的登記；
- (2) 憑公證確認繼承資格的繼承人對不動產權利登記的申請；
- (3) 澳門不動產登記之公信力。

通過對上述內容的論述及分析，得到的結論是澳門現行的不動產登記制度是相當完善的。這地區有專門規範不動產登記制度的法典，完整地及全面地規範了登記工作。在目前而言，澳門在現行制度下所進行的不動產登記工作，基本上滿足了本地區在這方面的需求。然而，為了進一步完善不動產的登記工作，筆者提出了一些改善不動產登記的建議。

10. A Study of Some Problems in Real Estate Registration in Macau Special Administrative Region

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Abstract:

Nowadays, the civil laws of many countries adopt registration as a way to show public the situations of real estate. Through registration, the legal situations of the property of land and buildings are publicly shown, so as to achieve the aim of certainty of ownership and safety in transactions. As the property of land and buildings is very important for the daily life of the people, and its value is relatively high, it is of great significance to ensure the safety in its transactions. The intention of the thesis is to make a comment on the system of real estate registration in Macau Special Administrative Region (hereafter referred to simply as Macau), the related legal aspects and some problems that have appeared, with the aim of helping publicize the current system of real estate registration and its legal aspects in Macau and making proposals that may contribute to the enhancement of the efficiency of the real estate registration and give suggestions for legislation work.

The essential contents of the thesis include a statement of the laws currently in force, that regulate the system of real estate registration in Macau, the facts for registration, the principles of registration, the forms of registration, the decision of the application for registration and its appeal. Besides, there is a study of some special problems that have appeared in the system of real estate registration, with suggestions for their solution.

These problems include:

- (1) the registration of real estate transactions that involve representation on both sides;
- (2) the application for the registration of rights to real estate, by heir whose entitlement to succeed is verified by notary;
- (3) the public confidence of the real estate registration in Macau.

From the commentary and analysis of the above-mentioned contents, it may be concluded that the current system of real estate registration in Macau is rather workable. The region is equipped with well-organized laws that regulate specially the system of real estate registration. At present, it can be said that the real estate registration work performed under the current system is able to satisfy the wants of the region in this aspect. However, for the purpose of further improvement of the real estate registration work, the writer makes some suggestions related to this field.

11. 借鑒外國經驗進行反洗錢立法

劉澤光

2002 屆綜合法專業碩士生

內容簡介:

洗錢罪國際與各國刑法規範的迅速變化與發展是近 20 多年來刑法領域的一個獨特法律現象，它對各國刑事立法、司法與理論的發展與趨同起到了積極的推動和影響作用。而對我國（指中國內地，下同）金融犯罪日趨嚴重的局面，為維護我國金融市場秩序的健康發展，保持我國經濟的持續高速增長，我國最高立法機關-全國人民代表大會借鑒與學習其他國家地區的立法與司法經驗，並為履行我國已經加入的有關反洗錢國際公約的國際法義務，在 1997 年《刑法》第 191 條專條確立了“洗錢罪”。這一新的刑法規範填補了我國刑法上涉及金融犯罪罪名體系的漏洞與空白，健全與完善了我國金融刑事立法，並與國際與各國反洗錢刑事立法與司法的潮流相一致，從而為我國在加入 WTO 之後使相關法律制度進一步與國際金融法律制度及金融市場規則接軌，提供了重要的法律依據。

本文試從洗錢的概念、過程和方法以及洗錢問題的國際化及發展趨勢入手，較詳盡地介紹了國際及歐美發達國家反洗錢刑法規範及罪名，通過比對我國四法域反洗錢刑法規範，指出了我國反洗錢刑法規範及其特點，從而提出了我國反洗錢刑法規範的不足與局限。在此基礎上進一步提出了對我國洗錢刑事立法的見解，最後憑個人 20 多年在澳門銀行界工作的經驗以及在我國外資銀行的工作實踐，結合澳門金融管理局制定的《信用機構打擊清洗黑錢指引》，將中國人民銀行最新公佈的《金融機構反洗錢規定》、《人民幣大額和可疑支付交易報告管理辦法》以及《金融機構對外匯資金大額和可疑交易報告管理辦法》三個規章進行了介紹及指出其意義，同時，對三個規章從起草、編排到用語都提出了個人的看法。

11. Using the Experience of Foreign Countries for Reference to Anti-money Laundering Lawmaking

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Abstract:

The rapid changes and development in the standard norm of penal code for money laundering internationally and in different countries in the past two decades have been a unique legal phenomenon in the realm of criminal laws. It brings an aggressive push and influential effect to the criminal law legislation in different countries, as well as the development and trend of judicature and theory. As for our country (i.e. mainland China), with the situation of the increasingly severe financial crimes, we have to protect the healthy development of the sequence of our financial market and to maintain the nation's ever-speedy economic growth. Our National People's Congress, the highest legislative body, referred to and learnt from the judiciary and legislative experience of foreign countries and at the same time to implement the obligation of international law upon joining the relative international convention of anti-money laundering, the Article 191 of Criminal Code defining the crime of money laundering was legislated in 1997. This new standard norm fills the gap and the blank in our country's criminal law in relation to the accusation system of financial crimes. It supplements and improves our nation's financial crime legislation and enables our nation to keep in pace with the trend of anti-money laundering judicature and legislation, both internationally and among different countries. As a result, it provides a vital legal foundation, which further links our nation to the relative legal system of international finance law and financial market regulations after China's entry into the WTO.

In this article, through detailing the concept, procedures and methods of money laundering as well as the internationalization of money laundering and trend of development, the author introduces in detail the anti-money laundering system and charges internationally and in the developed European and American countries. Comparing the criminal norms of anti-money laundering in our nation's four legal systems, he identifies our nation's criminal norms of anti-money laundering system and the characteristics to suggest the insufficiency and limits in the said area. Based upon all these, the author raises his perspectives upon our nation's criminal legislation against money laundering. Lastly, combining the author's personal experience of some twenty-year working in Macau banking industry and work practice in foreign-funded bank in China with the Anti-money Laundering Guideline for Authorized Credit Institutions promulgated by the Monetary Authority of Macau, the author introduces and defines the values of the Anti-Money Laundering Regulations for Financial Institutions, the Measures for Administration of the Reporting of Large and Suspicious Transactions Conducted in Renminbi and the Measures for Administration of the Reporting by Financial Institutions of Large and Suspicious Transactions Conducted With Foreign Exchange Funds, which were recently issued by the People's Bank of China. Meanwhile, the author proposes his personal points of view towards the drafting, editing, and phraseology of these three regulations.

III MBA 論文

1. 澳門博彩股份有限公司市場競爭策略研究

傅展鵬

工商管理專業 2003 屆碩士

內容簡介:

在 2002 年備受內外矚目的澳門三個娛樂幸運博彩經營牌照，經過公平、公正與公開原則競投後名花有主，就此，打破澳門博彩業長期專營獲取高利潤的時代，博彩業進入「三家天下」的互動競爭新紀元。本論文乃針對澳門博彩業在開放競爭之環境下，研擬現有營運商(澳門博彩股份有限公司)當如何調整其市場競爭策略。當中分別以 PEST/SWOT 分析為主軸，並以實地調查觀察為輔助，就澳門博彩業開放後宏觀環境之機會與威脅，及澳門博彩股份有限公司之優、劣勢作出分析，並提出可行之市場競爭策略，依研究結果，提出如下建議：

市場導向營銷策略：訂定配合五大客源市場(中國、香港、台灣、日本及東南亞)的市場營銷組合，增強促銷和配銷之機制，突顯澳門“第一品牌”博彩娛樂公司的形象以爭取市場佔有率。

不斷創新變革策略：積極投資發展多元化的博彩旅遊產品，改善管理及顧客服務質素，拓展銷售通路，以強化競爭優勢。

戰略聯盟與合作競爭策略：參與海外投資國際合作及採用互相合作經營的態度，避免惡性競爭的出現。

加強管制策略：提倡對病態賭博，合法賭博借貸以及賭廳、賭團和博彩仲介人進行有效輔導、教育、監控及立法管制，減少博彩業帶來的負面社會影響。

所獲得之結論可以促進澳門博彩股份有限公司的穩定和長期可持續性發展，具有永續經營的參考價值。

1. SJM Competitive Marketing Strategy Analysis

Fu Chin Pang

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Abstract:

Three Macao casino licenses have been attracting inside and outside attention since 2002, under the principle of fairness, openness, and justice, the bidding process has completed and the outcome was finalized. Since then, the long period of high profit monopoly era in Macao gambling industry has been broken and the gambling industry has entered into a “Strong Three” interactive competition new era. This thesis focuses on how the existing SJM should adjust its competitive strategies when the Macao gambling industry is under an environment of open competitions. By using PEST/SWOT as mainframe, actual observation survey as an assistance tool, this thesis analyzes opportunities and threats, advantages and disadvantages of SJM after the open competition in the Macao environment, and provides some feasible competitive marketing strategies. The following are suggestions according to the results of the analysis.

Market-oriented marketing strategy: Constituting a marketing mixture in line with the five big customer markets (China, Hong Kong, Taiwan, Japan and Southeast Asia), enhancing sales promotion and sales distribution mechanism, and casting Macao as the “First Brand” in the gambling industry so as to gain more market shares.

Continuous innovation strategy: actively investing in the development of multi gambling tourism products, improving the quality of management and customer service, and expanding the sales channel in order to strengthen competitive advantages.

Strategic alliance and cooperative competition strategy: participating in overseas investment and international cooperation, as well as adopting a cooperative operation attitude to avoid severe competition.

Management reinforcement strategy: advocating effective aid, education, monitor and legislative control over the gambling addicts, legal gambling loan, gambling facility and gambling intermediates to avoid negative effect of the gambling industry bringing to our society.

The above suggestions can promote the stable and long-term sustainable development of SJM, and have a reference value for the perpetual operation.

2. 澳門電訊公司市場競爭策略實証研究

許志樑

工商管理專業 2003 屆碩士

內容簡介:

電信服務自由化的趨勢，對既有營運商產生了結構性的衝擊，過往所依恃之獨佔優勢以獲取高利潤的時代亦隨之結束。本論文乃針對在澳門流動電信服務開放競爭之環境下，研擬既有營運商(澳門電訊有限公司)當如何調整其市場競爭策略。當中分別以 PEST/SWOT 分析及市場調查為研究主軸，就澳門流動電信開放後宏觀環境之機會與威脅及澳門電訊有限公司之優劣勢作出分析，並提出可行之市場競爭策略，所獲得之結論提供澳門電訊永續經營之參考。

依研究結果，提出如下建議：

(1)顧客導向行銷策略: 訂定具競爭力的通話費用，加強客戶關係，妥善處理投訴個案，增強促銷和配銷之機制，提高品牌形象以爭取市場佔有率。

(2)不斷創新變革策略: 積極建設網絡以符合網絡未來的需求及標誌唯一全方位電信服務營運商的企業形象，提供整合性服務以強化競爭優勢。

(3)競合關係重構策略: 積極參與海外投資，國際合作及進行多角化經營。

2. On the Marketing Competitive Strategy of CTM

Hoi Chi Leong

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

The tendency of liberalization of telecommunication has imposed a structural impact on the business of the incumbent operator, and has ended the era of high profitability owing to monopolistic advantages. Based on the environment of liberalization of mobile telecommunication service in Macau, this paper presents the marketing competitive strategy of the incumbent operator, "Companhia de Telecomunicacoes de Macau (CTM)". For the purpose of developing marketing competitive strategy, PEST/SWOT analysis and marketing research are mainly applied to study the opportunities and threats of the macro environment, and to study the strengths and weaknesses of CTM. For this study, the following recommendations are proposed to the incumbent operator:

(1) Customer-driven marketing strategy: provide a competitive price, improve customer relationship management and skills of complaint handling, enhance the distribution and promotion mechanisms, and upgrade the image of brand, in order to increase the market share.

(2) Consistent transformation and innovation strategy: construct more networks in order to meet the future network demands and emphasize the company's image of the sole integrated telecommunication company in Macau, so that to retain its competitiveness.

(3) Cooperative-competition strategy: participate in foreign investment, international cooperation and diversification.

3. 澳門 R 酒店的文化旅遊發展策略

黃源輝

工商管理專業 2003 屆碩士

內容簡介:

澳門酒店主要分為賭場酒店、渡假酒店、商務及市內酒店，R 酒店（以下簡稱酒店）因非上述主流酒店，將面對新賭場的主題酒店，若要從激烈的競爭市場中求存，便得找符合自身發展的路向。從旅遊市場趨勢上分析，來澳旅客並非單一賭客，渡假旅遊的旅客佔極大比率，而酒店因位處旅遊景點附近及位於計劃發展中西文化古道旅遊區內，正適合酒店循文化旅遊作為發展目標。

本文以酒店目前面對的競爭環境，分析企業自身的優勢及劣勢，從而確立文化旅遊的發展策略方向，作為碩士論文研究。重點論述酒店如何以“文化旅遊”為方向，制定經營策略模式，將酒店重新包裝及定位，從而制定了中長期發展策略的遠景。明確酒店上下員工所背負的使命，並作出規劃，在市場營銷策略方面，制定明確的銷售策略，完善市場分銷系統，抓住目標客源，作出策略分析。在市場機會方面來說，揚長避短，充分發揮優勢，找出符合自己的發展方向，循澳門“首家文化旅遊酒店”去創新及發展。

酒店定位為首家文化旅遊品牌酒店，在發展策略上以優惠條件來吸納各地著名文化藝術家，爭取每年藝術節及音樂節藝術表演住宿團體，抓住目標客源，設置文化旅遊資訊系統，使有文化旅客之家特色品牌。最後，全文結合作者見解，文獻方面的知識、理論及三位本地業界人士的專訪、探討分析後，得出結論，酒店要在激烈競爭環境中生存，在產品及服務水準的提升上必須具鮮明的特色，創建有獨特品牌，可持續發展的“文化旅遊酒店”的發展策略，達到企業營利的最終目標。

3. Strategies of Cultural Tourism Development of Hotel “R” in Macao

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Abstract:

Macao hotels are mainly casino hotel, resort hotel, business hotel and downtown hotel; further with the liberalization of the gaming industry, theme hotel will share part of the market as well. Excluded from the mainstream hotels, R Hotel is facing an even severer situation than before. It is necessary for R Hotel to find the right direction for future development if it is to survive in the market with such an intensive competition. From the trend of tourism market, the coming tourists are not just gambling customers, but rather a tremendous number of leisure travelers. Furthermore, R Hotel is situated close to many of Macao scenic spots and historic sites, and also within the area schemed for future development of Multi-Cultural heritage, which is just suitable for R Hotel to develop itself as a Cultural Travel Hotel.

This research paper studies how the R Hotel decides the strategic direction for Cultural Travel development, based on the thorough analysis of the strengths and weaknesses of the enterprise itself under the current competitive circumstances. Further emphasis will be put on how the hotel, under the direction of “Cultural Travel”, makes the operational strategic model, repacks as well as better positions itself in the market, so as to make the long- and medium-term development plans. The hotel should make clear the tasks of the employees at all levels and make specific plans: in terms of marketing strategies, to clarify sales strategies, to perfect the market distribution system, to attract targeted customers and to make strategy analysis; in terms of market opportunity, to make full use of its advantages and avoid its weaknesses, to innovate and develop at the direction of “Pioneer of Cultural Travel Hotel in Macao”.

In order to target the hotel as the first brand Cultural Travel Hotel, as far as the developing strategy is concerned, it is better to call on all kinds of Arts and Musical Groups to put on performances on annual arts and music festivals, therefore attract them to stay with the hotel by giving a special offer; strive to hold the source of targeted customers and set up the cultural travel information system so as to brand the hotel as a unique “Home for Cultural Tourists”. Finally, conclusion is made with respect to the theories of related books, interviews with the top 3 industrial spokespersons and my own opinion: if the hotel is to survive from the fierce competition, it has to gain special characteristics in the improvement of its products and services, and maintain a sustainable development strategy with a unique brand name “Cultural Travel Hotel”. Only in this way can the enterprise achieve its ultimate goal of making profits.

4. 珠海灣仔漁人碼頭競爭戰略研究

吳桂平

工商管理專業 2003 屆碩士

內容簡介:

珠海餐飲業在過去 20 多年有了快速的發展，未來也有廣闊的發展前景。本文在這一背景下，採用波特提出的競爭戰略分析的一般技巧並且結合經濟學的實證分析和經驗分析，來研究灣仔漁人碼頭的競爭戰略。

本文通過對珠海餐飲業的市場環境分析發現：自然條件與基礎設施對珠海餐飲業的發展具有基礎性支持作用；經濟和旅遊發展是促進餐飲業發展的主要力量；通過對餐飲業市場結構的研究發現，餐飲業的進入威脅大、買方勢力強、供方勢力和替代威脅較小（但是它們不是影響競爭的主要因素）、競爭對手繁多，所以，餐飲業內部競爭非常激烈。

在分析珠海餐飲業的市場環境的基礎上，本文分析了灣仔漁人碼頭所擁有的優勢和劣勢，將遇到的機遇和面臨的威脅，分析的結果表明：灣仔漁人碼頭擁有的優勢在區位、成本和資源方面；劣勢則在知名度、交通條件和管理水準等方面；機遇是珠海工業化和城市化建設以及政府的產業政策支持；所面臨的威脅是各種競爭的加劇、消費者需求檔次的提高、不確定性和特區優惠政策優勢的喪失。

結合對灣仔漁人碼頭的 SWOT 分析以及顧客特徵分析，本文認為應該將灣仔漁人碼頭定位為商務和政府單位、本地居民、市區居民以及外地遊客（特別是商務和政府單位、本地居民）提供具有特色的餐飲和接待服務的中高檔餐館。根據價值鏈分析結果，灣仔漁人碼頭應該選擇成本領先與差異化相結合的競爭戰略，同時實行連鎖經營的方式加強成本優勢和差異化優勢，以達到獲得和保持競爭優勢。

本文最後根據灣仔漁人碼頭所選擇的競爭戰略，提出其實施管理的方法：在企業內部管理方面，強調要完善管理制度、加強人力資源管理、實現 e 化管理和強化企業文化建設；在市場行銷管理方面，強調要建立自己的品牌，實施客戶關係管理和目標管理；最後，強調創新對於企業的意義，並且提出為鼓勵創新建立和完善激勵制度。

4. Study on Strategy of Zhuhai Wanzai Fisherman's Wharf

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Abstract:

The catering industry of Zhuhai has been rapidly developed in the past 20 years, and it will continue to have a prosperous future. Based on this reality, this paper studies the competitive strategies of Fisherman's Wharf of Wanzai, adopting the general approach of competitive strategy analysis introduced by Porter, combined with the positive approach and empirical approach of economics.

By analyzing the market environment of Zhuhai's catering industry, this paper reveals that the excellent natural conditions and the public infrastructure have played a fundamentally supporting role in the development of catering industry in Zhuhai; the developments of economy and tourism are the primary factors for promoting the catering industry. By studying the market structure of the catering industry, this paper also discovers that there are extremely fierce competitions within the catering industry because there are great risks for entering the catering industry; consumers have strong bargaining power; the power of the suppliers and the threat from substitutes are relatively weak (these are not the major factors affecting competition); and there are a great number of competitors.

On the basis of the market environment of Zhuhai's catering industry, this paper analyzes the strengths and weaknesses, opportunities and threats of Fisherman's Wharf of Wanzai, with the results showing below: the strengths lie in its location, lower operating costs and abundant resources; the weaknesses are attributed to the reputation, traffic inconvenience and poor internal management; opportunities are the process of industrialization and urbanization of Zhuhai and the Government's supporting industrial policies; the threats lie in the various intensifying competitions, the increase and uncertainty of the level of the consumers' demand and the loss of some preferential policies for the special economic region.

Combining the SWOT analysis of the Fisherman's Wharf of Wanzai with the consumers' behavior and characteristics, this paper suggests positioning the Fisherman's Wharf of Wanzai as a middle- or high-class restaurant which provides special catering products and services to businessmen and government officials, local residents and tourists alike. According to the results of the value chain analysis, the Fisherman's Wharf of Wanzai should choose a combination of both strategies of cost-effectiveness and differentiation, and at the same time run chain restaurants to win and maintain its competitive advantages.

Finally, this paper puts forward the managerial methods in accordance with the competitive strategies chosen by the Fisherman's Wharf of Wanzai, in order to improve its operating efficiency effectiveness. Internally, emphases should be put on the perfection of managerial regulation, enhancement of human resources management, realization of (hi-tech) e-management and reinforcement of the corporate culture construction. Externally, efforts should be put to build a brand name of its own, to adopt and implement customer relationship management (CRM) and target management. Also, the crucial role of innovation in an enterprise should be emphasized and therefore an incentive mechanism to encourage innovation should be established and improved by and by.

5. 澳門銀行業人力資源管理 ——留人與流人的分析與對策

柳智毅

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內容簡介:

由於企業有才幹的員工，市場議價能力比較高，往往容易另謀高就。但另一方面，企業內特別是較大型的企業內，難免有些表現欠佳，純為“混飯吃”的平庸之輩，甚至有小部分為害群之馬，他們的市場議價能力甚低，在沒有其他選擇的情況下為有繼續留在企業內濫竽充數。結果造成該走的不走，該留的不留，并變成了許多企業在人力資源管理上所面臨的難題。

因此，本文選擇如何留住優秀的人才，同時如何更好地處理企業的冗員，作為碩士論文研究。本文在結合文獻方面的理論知識、與 3 家澳門銀行業人力資源專家訪談內容和問卷調查結果的基礎上，對澳門銀行業的人才和冗員作了具體的分析和探討。本文的重點內容分為兩方面，一方面是肯定了人才對企業的重要性，並對人才的流失原因進行了具體的分析，繼而作出留住人才的策略；另一方面，對企業冗員的出現及其禍害作了深入的分析，然後參考了香港特區政府、商業機構以及本澳 3 家銀行對冗員的處理方式作為基礎，最後提出處理冗員的策略。

本文最後得到的結論是：要留住優秀的人才，企業必須瞭解自身的管理問題，解決對人才留任不利的因素，給優秀人才發揮的舞臺及成長的空間，瞭解及滿足人才的需求；另一方面，可透過剛、柔兩種手段處理冗員問題，其中柔性手段包括自願退休/離職計劃、培訓及轉崗和職業轉介計劃；而剛性手段包括強制退休、強化處分程式和末位元淘汰。

5. Human Resources Management of Macau Banking Industry —The Study of Talent Retention and Lay-off Strategies

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Abstract:

As the talented employees have stronger bargaining power in the labor market, hence, it is easy for them to find a better job opportunity. On the other hand, especially in some large companies, there are inevitably some unqualified employees without any contributions to the company, some of whom are even harmful to the company's future. They have very weak or even no bargaining power in the market, without any other choice, they have to stay in the company with no contribution. As a result, those who the company wants to get rid of would not leave; those the company wants to retain would not stay. This matter has become one of the main concerns of human resources management in many companies.

Therefore, I choose how to attract and retain brilliant staff and in the meanwhile better deal with the over-employed staff as the topic of my MBA thesis. Based on a combination of theories of books and articles, and the interview results of human resources management experts in three local banks, as well as questionnaires, this thesis makes detailed analysis and study of the talented staff and over-employed staff in Macao's banking industry. The major content of this thesis includes two aspects: one is to ensure the important role talented employees play in the company, and then make a detailed analysis over the reason for losing talents. Finally a strategy of retaining talents has been suggested. Another aspect is to analyze and study deeply about the existing reason of the over-employed staff and the harm they bring to the company. With references to the practices of Hong Kong government, commercial organizations, as well as the three local banks, this thesis finally puts forward strategies to deal with the over-employed staff.

The eventual conclusion this thesis reaches is as follows: in order to retain the talents, the company should get a thorough understanding of its own management problems, get rid of unfavorable factors that distract the talents, provide the talents with career development, understand and satisfy the needs of the talents. On the other hand, the problem of over-employed staff can be solved through the "rigid" or "soft" strategy. The "soft" strategy includes: the voluntary retirement/ resignation scheme, training and position transfer, and transfer of occupation scheme. Whereas the "rigid" strategy includes: compelled retirement scheme, enhancement of the procedure of punishment, and elimination of the worst according to the performance assessment.

6. 南化集團研究院技術創新策略的研究

儲政

工商管理專業 2003 屆碩士

內容簡介:

技術創新作為當今社會生產力解放和發展的重要基礎與標誌，越來越決定著一個國家和民族的發展進程。從中國加入世貿組織的影響來看，經濟全球化，市場國際化已成為現實。開展技術創新，加快科技進步，實現高新技術產業化，縮小與國外的差距，已成為中國國有科研院所改革和發展的必然選擇。

本文以國內外技術創新發展態勢為背景，以南化集團研究院技術創新活動為研究物件，在結合實際的基礎上，對南化集團研究院的技術創新策略作了具體剖析和探討。文中首先著眼於國內外技術創新活動，從宏觀的角度，對技術創新的概念、特徵和模式比較及其特點在理論上進行探討和闡述；其次，以南化集團研究院開展技術創新活動為個案，對該院技術創新的現狀、存在問題以及成因進行了剖析，闡明瞭開展技術創新的必要性；再次，在確立該院發展定位和技術創新目標的基礎上，提出了構建技術創新體系、建立技術創新機制、聚集技術創新人才、形成技術創新資金支撐體系、營造技術創新環境和建立技術創新的績效評價體系等策略；最後，提出了南化集團研究院在實施其技術創新策略的過程中應注意並加以解決的若干問題，同時，提出了如何正確處理技術創新與制度創新、技術進步、產學研相結合及自主創新與引進技術等關係。得出有關南化集團研究院技術創新策略的一般性結論。

6. A Research on the Technology Innovation Strategies of Nanjing Chemical Industry Group

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Abstract:

Being an important basis and symbol of liberation and development of today's productivity, technological innovation plays a decisive role in the development of a country or a nationality. Seen from the influence of China's entry into WTO, economic globalization and market internationalization have come true. Therefore the inevitable choice for China's state-owned scientific research institutes to reform and develop is to conduct the technological innovation, quicken the scientific and technological progress, and realize the industrialization of high tech to narrow the gap between foreign countries and China.

Taking the development situation of technological innovation home and abroad as the background and the technological innovation activities of Research Institute of Nanjing Chemical Industrial Group (RINCIG) as an object of study, this article analyzes and discusses RINCIG's strategies of technological innovation in combination with practice. Firstly, the concept, characteristics and mode of technological innovation are discussed and expounded in theory from macro angle according to the technological innovation activities home and abroad. Secondly, the situation, existing problems and causes in technological innovation of RINCIG, which is taken as a specific case, are analyzed, and the necessity of technological innovation is clarified. Thirdly, the strategies, such as constructing technological innovation system, establishing technological innovation mechanism, collecting technological innovation personal, forming fund support system of technological innovation, creating technological innovation environment and setting up effect valuating system of technological innovation, are proposed. Finally, some problems RINCIG has to note and solve in practicing technological innovation strategies are put forward. The ways of correctly dealing with relations between technological innovation and system innovation, technological progress and integration of production, study and research, and self-innovation and introducing technology are proposed. A general conclusion for the technological innovation of RINCIG is drawn.

7. 浙江省基本養老保險基金管理運作對策研究

陳榮華

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內容簡介:

基本養老保險是社會保險的主體，是整個社會經濟系統的重要組成部分。養老保險基金是社會勞動力再生產所必需的，也是國民收入再分配的形式之一。為實現養老保險制度的持續健康和正常運轉，必須對基本養老保險基金的收支狀況、未來趨勢進行定量分析。

本文從浙江省十多年的基本養老保險制度改革實踐入手，分析了現行的基金籌資模式存在的弊端和原因，特別是對目前基金收支方面存在的問題作了剖析，廣泛吸收了國內外養老保險基金管理運作的最新研究成果，從經濟發展、人口因素和職工的相關資料入手，初步建立了養老保險基金預警機制模型。並根據預測結果，提出了轉換養老保險現有的籌資模式、建立可靠穩定的養老保險基金籌措機制和規範養老保險基金的管理監督機制的思路和措施。針對目前養老保險基金保值增值流於形式，借鑒國外的經驗和做法，提出了在安全性、流動性和收益性原則的前提下，對基金的保值增值的風險和投資進行了組合。其目的在於為基本養老保險基金尋找一條風險最小、投資回報最大的出路。

本文的創新之處在於從基本養老保險支付能力入手，通過養老保險精算，對未來幾年浙江省的養老保險基金狀況進行了預測，並提出了具體的對策和措施，力求使政府決策依據更充分，措施更明確。

7. Research on Management and Operation Countermeasures of Fundamental Endowment Insurance Fund in Zhejiang Province

Chen Ronghua

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Abstract:

Being the main part of social insurance, Basic Retirement Insurance is an important component of the whole social economic system. Retirement Insurance Fund is not only essential for the reproducing of social labor force, but also the form of redistribution of the national income. So we should have a quantitative analysis of the revenue and expenditure as well as the future tendency of the social insurance fund.

This paper starts with more than 10 years' practices of Zhejiang's Basic Retirement Insurance reform, and analyses the malpractices and causes of present fund raising mode. It specially discusses about the problems lying in the revenue and expenditure of the fund at present. With an extensive study of the most recent research achievements home and abroad on the management and operation of the Retirement Insurance Fund, it sets up a tentative pre-caution system, based on the data of economic development, population and the employees. According to the prediction, it puts forward the thoughts and measures about how to change the present fund raising mode into a safe and steady model and to standardize the management and supervision of the insurance fund. As the present preservation and appreciation of the fund is a mere formality, it raises the idea of combining the risks and investment of the fund, under the policy of security, mobility and profitability. Its purpose is to find a most beneficial and least risky way for the Basic Retirement Insurance Fund.

The new idea about this paper is that it starts from the payment ability of the Basic Retirement Insurance and then through the actuarial of the insurance, it predicts the fund situation in Zhejiang province in the future years. It also puts forward the detailed measures, in that way it provides the government with abundant basis for making policies and taking measures.

8. 彩票資金管理制度研究

範世權

工商管理專業 2003 屆碩士

內容簡介:

隨著中國彩票公益金規模的迅速擴大，彩票作為籌集社會公益事業發展資金的有效管道已被社會廣泛認可。但現行彩票管理制度和體制在許多方面尚不適應管理的需要，甚至出現了個別的制度空白。許多部門曾競相爭取發行部門彩票，一些人大代表、政協委員也紛紛提出其他社會公益事業管理部門也應享有與體育、民政部門同等使用彩票公益金的建議和提案。彩票公益金究竟應如何管理、如何分配使用已成為當前理論和實踐中的熱門話題。

本文以現代彩票作為研究對象，結合中國遼寧省彩票及彩票資金管理實際，對彩票資金的性質作了深入分析和探討，並在此基礎上提出了創新中國彩票及彩票資金管理制度的具體構想。文中首先從歷史的角度揭示了現代彩票產生所必備的國家壟斷發行、機會遊戲形式、以籌集用於發展社會公益事業資金為目的等三個要素，從而明確了彩票資金是財政性資金，是彩票遊戲參與者的一種特殊捐贈資金，是用於社會公益事業發展的專項資金，為創新制度框架提供了理論依據；其次通過對中國彩票及彩票資金管理制度歷史沿革的分析和歸納，在制度設計層面上求證了彩票資金財政管理的先進性；第三通過對遼寧彩票及彩票資金管理現狀及問題的分析，在實踐層面上得出了財政管理彩票資金優於部門管理的結論；最後運用彩票及彩票資金管理的基本理論分析評價了國外三種彩票資金管理模式，並結合現行制度缺陷和實踐中存在的問題，提出了創新中國彩票資金管理制度的具體構想。

8. Study on Management System of Lottery Fund

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Abstract:

As the amount of fund raised from lotteries increases, lottery as an effective method to finance the social projects has been widely recognized by the society. But there are still many defects in lottery management system and financial regulation, and sometimes a policy vacuum exists. Many departments with social responsibilities are claiming the right to run lotteries, and some deputies from the National People's Congress and some committees from Chinese People's Political Consultative Conference have suggested that additional departments should have the same right as the Sports Administration and Civil Administration have in the running of lottery. How to manage and distribute the funds raised by lotteries is a hot topic in current theory and practice.

Based on this analysis of the modern day lottery, and combined with the management experience of Liaoning Lottery, this paper makes a concrete analysis on the qualities of the lottery funds and result in a concrete conclusion on how to reform China's lottery management system.

Firstly, from historical point of view, this paper identifies that lottery management is characterized by three main factors: monopolized issue by State, lotteries issued in games and lotteries issued aiming at financing the public affairs. So the capital of lottery should be managed by the government budgetary system and used by public welfare establishments. Lottery funds are donated by the lottery players for special causes.

Secondly, based on the analysis of the historical development of the lottery and its funds management, the paper argues that using a special government account to manage the lottery funds is the most effective management system.

Thirdly, based on the current situation of Liaoning Lottery and its management of funds, it concludes that special government account management is preferable to the model that allows the sponsoring departments manage the funds themselves.

Lastly, it evaluates foreign models of the management of lottery funds referring to the theory of management, combined with the institutional limitations and practical problems. This paper brings out the concrete view to the reform on the management of lottery funds.

9. 移動通信運營商服務創新模式和實證研究

金逸華

工商管理專業 2003 屆碩士

內容簡介:

本文通過對國內外移動通信業現狀的總結和概括，對我國移動通信業的發展狀況和現有國內移動通信運營商之間的比較和分析，提出我國移動通信業當前所面臨的最迫切、最需要解決的問題在於如何提高服務質量、更好滿足用戶服務需求的問題。通過對移動通信營運商服務創新模式的瞭解，以及實證研究，發現“對外界的關注和合作”、“戰略和組織”、“內部創新環境”三個因素對移動通信運營商的服務創新有著積極的推動作用。

本文第二章闡述了服務和服務創新的有關理論，為移動通信運營商的服務創新模式建立提供了理論基礎。第三章提出了移動通信運營商服務創新的模式，對模式中的各動力因素進行闡明，做出動力因素推動服務創新的假設，提出服務績效測評體系。第四章以聯通寧波分公司為案例企業對象，對服務創新的模式進行調查與分析。

本文希望通過對移動通信業服務創新理念的提出和擺脫移動通信技術束縛的概念，形成我國移動通信業的服務創新模式，為移動通信的運營商提供切實可行、卓有成效的服務創新方式和方法，並為移動通信運營商開展服務創新的效果和業績測評提供可操作性的工具和方法，以幫助我國移動通信的運營商能夠在移動通信的行業內做的更好，更好地為用戶服務。

9. Empirical Research on Service Innovation Pattern of Mobile Companies

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Abstract:

Nowadays the competition of the mobile communication industry is more and more rigid, yet the sale increases still promptly. Firstly this paper summarizes the situation of the international mobile communication industry. Then it analyses the mobile communication industry in china. After the comparison of the providers for mobile communication in china, it suggests that the most urgent and key problem for them is how to improve the quality of service and how to satisfy the customers. After finding out the service innovation model of the mobile communication providers and studying real cases, it is found that three factors “concern and cooperation with the outside world”, “strategy and organization” and “internal innovation environment” have positive effects on stimulating service innovation among providers.

In the second chapter, the paper expounds several theories of service and service innovation, which provide the theoretical basis for the establishment of service innovation of mobile communication providers. The third chapter puts forward the service innovation pattern of the mobile communication providers. This chapter also explains the driving factors in the pattern and makes some hypothesis. The fourth chapter investigates and analyzes the service innovation pattern through empirical study on the NingBo branch of China Unicom.

After bringing forward the concept of the service innovation, this paper wishes to help the mobile communication providers shake off the restriction of the technology and form the pattern of service innovation. Then it will offer the feasible and effective method for the mobile communication providers to implement the service innovation. And it also will provide the tool and method to measure the effectiveness and performance. It is undoubtedly helpful for the companies in the mobile communication industry to supply the service better and better.

10. 中國 A 股市場電力行業投資價值分析

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內容簡介:

電力工業是國民經濟的重要基礎工業，是國家經濟發展戰略中的重點和先行產業。從各時期電力生產與經濟增長的比較來看，往往在經濟持續增長的年份，電力生產的增長超過了 GDP 的增長，而在國民經濟結構的調整時期，電力生產的增長速度低於 GDP 的增長，總的來說，電力行業的波動幅度要大於 GDP 的波動幅度。

中國已經加入了 WTO，證券市場的國際化進程將加快，這必然要求清除過去高度投機的市場泡沫，實現投資理念與國際慣例接軌。特別是隨著 QFII（合格境外投資者制度）的實施，國外機構投資者將進入中國證券市場，中國股市的投資理念將會受到較大的影響，價值型投資將有可能成爲主流。而深受國際發達市場先進投資理念影響的基金經理在國內股票市場操作實踐的引導將加速這一進程。具有較強國際競爭力、高增長業績記錄和低市盈率(20-30 倍)的藍籌股，可能是我們的理性選擇方向之一，今後一兩年內參照國際標準選擇相對較低市盈率的藍籌股票，可能是一個大趨勢。而我國電力行業的上市公司就具有藍籌股的基本特徵。

鑒於上述趨勢，本文對電力行業進行比較全面的投資價值分析，并針對相關上市公司“粵電力 A”進行了專門的投資價值分析，這些對證券市場的投資者特別是機構投資者的投資策略和方向有一定的參考價值。

全文共分五章。

第一章：緒論。介紹了選題的背景和意義，對相關文獻進行了概括地介紹。最後指出本文所使用的研究方法和思路。

第二章：我國電力行業的基本概況。我國電力行業的基本情況是電力工業爲國民經濟的重要先行產業；技術裝備水準不斷提高；電源結構和資源分佈不平衡，電能局部地區供應不足；平衡增長的趨勢將延續。

第三章：電力行業的發展導向。本章對電力行業的發展方向進行了一些探討。在此基礎上對電力體制改革方案進行了介紹，分析了電力體制改革對電力行業的影響。最後，對電力改革的風險提出了一些對策建議。

第四章：電力上市公司的投資機會和風險。本章對電力上市公司的投資機會和風險進行了分析。首先對電力上市公司進行分類分別探討了它們所面臨的發展機遇。在此基礎上，分別討論了電力上市公司的投資機會。最後，本章對電力上市公司所面臨的風險進行了分析。

第五章：重點上市公司—粵電力（000539）投資價值分析。本章主要介紹了粵電力公司背景資料，公司主要歷史業績，公司在電力板塊中的優勢與風險，進而從以財務分析爲基礎對公司基本方面做了系統的分析。

10. Investment Value Analysis on Electricity Industry of China A-share

Market

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Abstract:

Electric power industry is an important fundamental industry of the nation, the key and prior industry to our country's economy developing strategy. Comparing the production of electricity with the economy development before, we can find that when the economy develops constantly, the increase of electricity production would surpass that of GDP. Whereas when the economy adjusts structure, the former would lag behind the latter. Generally speaking, the fluctuation rate of electric power industry is larger than that of GDP.

As China's entry to WTO, the internationalization security market will accelerate. That must require the clearance of market foams created by high speculation in the past to make investing concept consistent with international conventions. Especially with the enforcement of QFII, foreign institutional investors will swarm into domestic security market, the investing concept of China's stock market will be greatly affected; investing on value will be the mainstream of investing idea. Fund managers, who have been greatly affected by the advanced investing concept of foreign developed market, will accelerate the course by their operation in domestic stock market. Blue chips, which have fairly strong international competence, high increasing performance record and low price/earning ratio (20~30), would be one of our rational choices. Choosing Blue chips with relative low P/E ratio according to international standard will probably be a general trend. And the electric power companies listed in domestic stock market have the basic characters of blue chips.

The paper analyzes the investing value of domestic electric power industry in detail, and chooses a company listed in the stock market named "GD electric power A" as a case. It will proved to be some valuable investing tacit and directions to investors, especially institutional investors.

The whole paper is divided into five chapters.

Chapter 1: Introduction. It introduces the background and value of the chosen topic in detail as well as relative literature. In the end it points out the research method and train of thoughts.

Chapter 2: The general situation of domestic electric power industry. Electric power industry is an important and prior industry of the national economy. The technology and equipment are improving continuously. The structure of electrical sources and the distribution of resources are not so balanced among different territories that power supply in some territory can't meet demand. The trend of balanced increase will go on.

Chapter 3: The developing direction of electric power industry. This chapter discusses on the developing direction of electric power industry, introduces the system reform scheme in detail based on the previous discussion and looks into the impact the system reform will bring to the electric power industry. In the end, it gives some suggestions on the risks of the reform.

Chapter 4: The investing opportunities and risks of electric power companies listed in the stock market. This chapter looks into the investing opportunities and risks of electric power companies listed in the stock market. At first it classifies the electric power companies and discusses the opportunities they face. Then it discusses the investing opportunity of each company. In the end, it looks into the risks of the companies.

Chapter 5: The investing analysis of GD electric power (000539), which is an important company listed in the stock market. This chapter introduces the general situation of GD electric power, its chief performance, its superiority in the electric power block and the risks. Then it extends to the systematic analysis of the company's basic aspect based on financial analysis.

11. 東銀期貨經紀公司風險管理研究

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工商管理專業 2003 屆碩士

內容簡介:

期貨經紀公司作為交易所和客戶的橋梁和紐帶，其整個經營管理的過程就是一個風險防範和控制的過程，風險管理處於公司經營管理的核心地位。本文根據東銀期貨經紀公司的實際情況，詳細分析了當前公司在風險管理工作中存在的問題，運用現代企業風險控制有關理論，設計改進了公司風險管理體系，以利於進一步提高公司核心競爭力。

全文共分四章來展開具體的分析和研究：

第一章是本文的總論部分，本章首先闡述了風險的概念和特徵，並由此說明瞭期貨經紀公司風險管理的內涵。其次，從風險的本質、風險的來源及成因等方面出發，將期貨經紀公司的風險分為市場風險、流動性風險、法律風險、信用風險、操作風險和結算風險六種，這也是本文在許多方面展開分析的基礎。再次，根據期貨經紀公司風險的來源，從公司日常管理和客戶交易管理兩方面詳細分析了期貨經紀公司的風險成因。最後，從微觀的角度，以期貨經紀公司的運作機制為研究對象，詳盡說明瞭期貨經紀公司的風險管理內容。

第二章對東銀期貨經紀公司作了簡單的介紹，然後介紹了公司自 1993 年 6 月開業以來的業務發展狀況，並全面分析了公司當前經營管理中存在的缺陷，在此基礎上，進一步說明建立一套完善的風險管理體系的必要性。

第三章對東銀期貨經紀公司的風險管理現狀進行分析，主要從公司的經紀業務和日常管理兩方面現狀出發，分析闡述了公司面臨的各種風險，然後介紹了公司在客戶開戶與撤戶管理、客戶的出入金管理、客戶的交易管理和交割月限倉管理四個方面風險控制的具體內容，與此同時，介紹了公司風險管理的有關制度。在此基礎上，分析指出公司風險管理的問題與不足。

第四章是本文的出彩之處。本章首先針對東銀期貨經紀公司風險管理的不足，從戰略、組織和制度三個要素入手，提出完善公司風險管理的對策，建立一套目標明確、職責分明、管理科學的風險管理體系。然後，根據現代企業管理控制的觀點，從風險的前饋控制、動態控制和後饋控制三個環節重構公司風險管理的內容，使風險控制達到事前防範、事中控制、事後總結完善的效果。最後，以公司的期貨經紀業務為研究重點，在客戶交易管理、結算管理、交割月限倉管理、文檔單據管理和風險事故處理五個方面制定了嚴密的風險管理流程，使公司員工能更好地對風險進行事前控制。

11. A Study of the Risk Management in Dongyin Futures Brokerage

Company

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Abstract:

A futures brokerage company acts as a bridge linking the futures exchange and the clients. Its whole operation and management is risk prevention and control. Risk management is the core of the company's operation and management. In light of the actual conditions of Dongyin Futures Brokerage Company, the thesis gives a full analysis of the problems currently existing in the risk management of the company. The thesis employs the relevant theories of risk control of modern enterprises to improve the risk management systems of the company and further strengthens the core competitiveness of the company.

The thesis is divided into four chapters:

The first chapter is an introduction. Firstly, it introduces the concept of risk and its characteristics, and then discusses the significance of the risk management in a futures brokerage company. Secondly, in terms of the nature and origin of risks, the chapter classifies the risks of a futures brokerage company into six categories, i.e. market risk, liquid risk, legal risk, credit risk, operational risk, and settlement risk. Thirdly, in accordance with the origin of risks of a futures brokerage company, the chapter gives a detailed analysis of the causes of the risk formation in terms of the company's daily management and management of clients' transactions. Finally, from a microcosmic perspective, the chapter takes the operational mechanism of the futures brokerage company as the subject for study, and expounds on the contents of its risk management.

The second chapter introduces briefly Dongyin Futures Brokerage Company, especially the business developments of the company since it started business in June 1993, and then gives a full analysis of the defects existing in the company's current operation and management. Based on that, the chapter further discusses the necessity of establishing a set of perfect risk management systems.

The third chapter discusses the present situation of the risk management of Dongyin Futures Brokerage Company, analyzes various risks the company faces in terms of the brokerage business and daily management, and then introduces the detailed contents of risk control in terms of the management of the clients' opening and canceling of accounts, ins-and-outs of the funds, transactions, and the limit for the delivery month. At the same time, the chapter discusses the company's relevant systems concerning risk management. Based on the above analysis, the chapter finally points out the existing problems and defects in the company's risk management.

The fourth chapter takes into account the defects of the risk management in Dongyin Futures Brokerage Company and puts forward the measures to perfect the company's risk management and establish a set of risk management systems with definite objectives, clear-cut responsibilities and scientific management in terms of strategy, organization and system. Then, according to the concept of modern enterprise management and control, the chapter suggests restructuring the contents of the company's risk management by means of linking front-feed control, dynamic control and back-feed control of risks, thus to achieve the results of risk management of "prevention before the event, control during the event, and improvement after the event". Finally, taking the company's futures brokerage business as the focus of study, the chapter suggests the formulation of tight procedures of risk management in terms of the management of the clients' transactions, settling accounts, limits for delivery month, documents, and risks and accidents, thus enabling the employees of the company to better control the risks before the event.

12. 廣州市商業儲運公司職工收入分配制度研究

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內容簡介:

中國的國有企業職工收入分配政策經歷了從計劃經濟的平均主義到市場經濟的“效率優先、兼顧公平”體制的轉變。在這個過程中，國有企業不斷地探索按勞分配與按生產要素分配相結合的具體分配方式。在理論上，突破了按勞分配一統天下的局面，逐步承認了生產要素在生產過程和分配過程中的重要性，最終確立了按勞分配與按生產要素相結合的分配方式，承認了如技術、資本、管理和人力資本等生產要素參與分配的合理性。在制度上，打破了大鍋飯的體制，實現了從工資總額與效益掛鉤到崗位技能工資制到崗位工資制等工資分配制度的轉變。但與現代企業制度所要求的收入分配制度相比，現行的制度還有著許多的缺陷與不足，急需完善和改進。這一過程包括對舊有分配體制遺留問題的清理和適應新情況變化的制度創新兩個部分。新型的企業職工收入分配制度要充分體現與現代企業制度的基本特徵、經營機制、內在要求和發展方向等相適應的特點。

本文首先對收入分配理論進行了闡述，從中指出，按生產要素分配並不違背勞動價值論，可以通過按勞分配與按生產要素分配相結合的收入分配制度改革，體現資本、技術、管理和人力資本等生產要素在生產過程中的貢獻。然後，以收入分配理論為依據，對廣州商業儲運公司職工收入分配制度進行了個案研究，分析了其產生的背景、發展過程、現行制度的優勢及缺陷，提出了進一步優化的建議。廣州市商業儲運公司的崗位工資制度，是中國國有企業現代職工收入分配制度改革中比較有代表性的一種方式，研究這一分配制度，對中國國有企業分配制度的改革與完善具有借鑒價值。

文章提出，在中國國有企業進行戰略性改組過程中，針對職工收入分配制度要公平體現經營者、管理人員、技術人員和職工對企業發展的價值和貢獻的要求，應該設計並完善現有的崗位工資制度，探索和試行經營者年薪制，談判工資制，管理人員、技術等人員按生產要素分配，股權期權激勵制以及職工持股等收入分配形式，使中國國有企業職工收入分配制度逐步朝著“國家調控.市場調節.企業自主分配”的現代分配制度目標模式前進。

12. Study on Worker's Income Distribution System of Guangzhou Commercial Storage & Transportation Company

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Abstract:

China has undergone a transformation in the workers' income distribution policy of State-owned enterprises, from egalitarianism in planned economy to "giving priority to efficiency due consideration to fairness" in market economy. During this process, State-owned enterprises have been continuously exploring a specific distribution mode, combining the distribution according to labor with the distribution according to production elements, resulting in at least two achievements. In theory, they break through the predominance of distribution according to labor and gradually admit the importance of production elements in the process of production and distribution, and finally establish a distribution mode bringing together the distribution according to labor and distribution according to production elements, with the recognition of the rationality for the participation of production elements to the distribution, such as technology, capital, management, HR capital, etc. In system, they break up the One-Pot system, realizing the transformation from wages bounded to benefits to various wage distribution systems including skill-related post wage system, post wage system, and so on. However, compared with the income distribution system required by the modern enterprises system, the current system still has lots of limitations and needs perfection and improvement which process will include straightening out the problems left behind by the old distribution systems as well as innovating the system in line with the changed situation. The up-to-date workers' income distribution system of enterprises shall fully embody its matching features with the basic characteristics, operating mechanism, interior requirement and developing direction of modern enterprises system.

This paper firstly explains the income distribution theory, pointing out that the distribution according to production elements does not disobey the Labor Value Theory and that a reform in income distribution system by combining distribution according to work with distribution according to production elements can reflect the contribution made by production elements like capital, technology, management and HR capital to the process of production. Then based on the income distribution theory, this paper looks into the workers' income distribution system of Guangzhou Commercial Storage & Transportation Company, analyzing its establishment background, development progress, the advantages and disadvantages of the current system and then putting forward suggestions for further optimization. The post wage system of the company is the representative mode in the reform of the workers' income distribution system of modern Chinese enterprises and a study on it will be of reference value to the reform and perfection of the distribution system of all Chinese State-owned enterprises.

Further, this paper points out that during the strategic reorganization of State-owned enterprises, in order to meet the requirement of the workers' income distribution system which demands the income of operators, technical professionals and common employees to fully and fairly reflect their value and contribution to the enterprises, it is necessary to redesign and perfect the current post wage system, probing and trying operator's annual-salary system, negotiating wage system, relating management personnel and technical professionals' salary to production elements, share-holding and future-holding incentive system, workers' stock-holding system, etc.. In this way, we can gradually push the workers' income distribution system of the State-owned enterprises toward a modern distribution mode characterized by "State Adjustment, Market Regulation, and Enterprise Self-determination".

13. 中國石油天然氣行業監管研究

李潤生

工商管理專業 2003 屆碩士

內容簡介:

本文主要研究中國石油天然氣政府管理體制,從成熟市場經濟國家“政府管制”的理論與實踐出發,結合中國石油天然氣行業的實際,提出了改革政府管理體制,健全行業監管制度的思路和構想。

在市場經濟條件下,資源配置的主導力量是市場,企業自主決定生產經營活動,政府按照市場規律來管理經濟。政府不幹預企業的生產經營決策,但絕不是對企業的行爲放任不管,只是在市場經濟條件下,政府管理經濟活動的方式與計劃經濟條件下的管理方式不同。在社會經濟生活中,存在大量的“市場失靈”問題,需要政府運用行政的力量進行調節,對市場主體行爲的合法合規性進行客觀、獨立、程式化的監管。

監管是政府行政管理體系的重要組成部分。它是在以市場機制爲基礎的經濟體制下,以矯正和改善市場機制內在問題爲目的,政府幹預經濟主體活動的行爲,它包括了全部與“市場失靈”有關的法律和以法律爲基礎制定的政策。在中國,監管一般可以分成兩類情況。一類是一般性監管,另一類是特殊行業的監管,其監管的領域往往集中在某些“市場失靈”的領域。石油天然氣工業就屬於這種行業。

石油監管機構主要是通過對資源的監管體現國家對油氣資源的所有權;通過對相關資料的監管,體現資訊服務、資訊共用和統計監督;通過對服務價格和條件的監管,保護消費者的權益不受損害;通過對產業鏈所有環節的技術監管,保障公眾在安全、衛生、環境等方面的利益。

本文分析了中國石油工業管理體制的沿革和存在的問題,在借鑒國外石油監管體制的基礎上,結合中國實際提出了將政策制定與監管分開,石油工業政府管理部門的設置應將能源作爲一個整體考慮,按法定機構模式組建石油監管機構的建議,並對石油天然氣行業監管機構的設置方式,體制過渡等提出了具體設想。

13. China Petroleum and Gas Industry Supervision

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Abstract:

This dissertation mainly studies the governmental supervision system of China's Oil and Gas industry. Beginning with the theory and practice of the Governmental Supervision derived from countries with mature market economy, the author relates to China's Oil and Gas industries' real situation and put forward such ideas as to reform the governmental management system and to establish as well as to optimize the industry supervision system.

Under the market economy, the dominant factor for resource distribution is the market. Each enterprise decides its production and operation activities by itself with the government managing the economy in accordance with the market rules. The government doesn't intervene into the enterprises' production and operation policies, but it is not equivalent with the concept that the government may ignore the enterprises' behaviors. The only difference lies in the ways for the government to manage the economic activities under these two systems, namely market and planning. In the daily economic life of the society, there are lots of issues called Market Invalidation and it requires the government to use its administration measures to adjust and supervise the legality and reasonableness of the market bodies' behaviors in an objective, independent and formulized way.

Supervision is an important part of the governmental administration and management system. It is a kind of behavior for the government to intervene in the economic bodies' activities under the economic system based on the market economy so as to rectify and improve the internal problems of the market mechanism, and it includes all the regulations and policies based on the regulations related to Market Invalidation. In China, supervision can be normally divided into two situations. One is the ordinary supervision and the other is the supervision towards some special industries with its focus mainly on some fields with Market Invalidation. The Oil and Gas industry is such a case.

The main functions of petroleum supervision system are as the followings. By supervising the resources, it represents the nation's ownership of the oil and gas resources. By supervising the related information, it represents information service, information share and statistic supervision. By supervising the service price and condition, it protects the consumers' rights from being violated. By supervising techniques used in all parts of the industry chain, it guarantees the public interests in all walks of life like security, sanity and environment.

In this dissertation, the author analyzes the evolution of China's Oil and Gas industry management system as well as the current problems of the system. Based on the experience of the petroleum supervision system in other countries and the situations in China, the author suggests that the regulation enacting and supervision should be divided; when setting the governmental administration to supervise the petroleum industry, people should consider energy as a whole and the petroleum supervision system should be established according to the legal pattern and procedures. The author also brings forward specific ideas of the ways to establish Oil and Gas Industry supervision system and transform the current system to the newly established one.

14. 瀋陽市屬高校教師工作滿意度的研究

范立國

工商管理專業 2003 屆碩士

內容簡介:

本研究從工作滿意度入手，旨在探討瀋陽市屬地方高校教師的工作滿意現狀及其相關影響因素，以深入瞭解教師對本身工作的評價及對工作的滿意程度，進而為高校體制改革提供可參考的資料。主要的研究目的為：(1) 瞭解瀋陽市屬高校教師工作滿意度的現狀。(2) 分析影響瀋陽市屬高校教師工作滿意度的相關因素。(3) 根據研究結果，提出有助於改進瀋陽市屬高校教師工作滿意度的建議，以供學校、教師參考。

國外有關工作滿意度的研究集中在結構和影響因素方面，但巨大的文化差異必然造成結果上差異。中國對工作滿意度的探討相對零散，專門系統地研究工作滿意度的文獻很少，並基本限於工商企業的範圍，針對高校研究的更少。

本研究以文獻分析法、問卷調查法及因素分析法為主要的研究方法：(1) 在文獻分析中，廣泛搜集了國內外與本研究主題相關各類型文獻，進行分析與歸納整理，用以探究高校教師的工作滿意度的內涵、影響因素、相關理論與實證研究等，並作為問卷編制的參考依據。(2) 問卷調查部分，以自編“大學教師工作滿意調查問卷”為研究工具，針對瀋陽 3 所市屬高校的教師進行抽樣調查。問卷所得資料採用 SPSS10.0 版進行統計分析與處理。

通過調查和分析，本研究可得出幾點主要結論：(1) 對於高校教師而言，影響其對工作滿意度評價的主要因素為：物質條件與工作環境；自我實現與發展；人際關係與認可；領導與管理和工作創造性。(2) 對於高校教師來說，影響工作滿意度的各因素重要性排序依次為：薪水、福利待遇、工作成就感、工作趣味性、工作創造性、領導因素、管理制度、工作挑戰性、辦公條件、業務發展機會、人際關係、工作的變化性和職務提升。(3) 高校教師對工作滿意度的總體評價在中等水準，在工作層面表現為在物質條件與工作環境上存在顯著的不滿意。(4) 不同專業、性別、教齡組教師在工作滿意度評價結果上有差異；不同年齡組、不同學歷組教師的工作滿意度評價結果上無差異。

根據研究結果，提出下列幾項建議：(1) 將工作滿意度調查納入學校管理機制，拓展滿意度調查的應用範圍。(2) 切實提高教師的物質待遇，加大分配制度改革力度。(3) 為教師的自我實現創造更多的學習、成長和進修機會。(4) 加大宣傳力度，提高教師心理認知能力。

14. Research on Job Satisfaction of Teachers in Shenyang Civic University

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Abstract:

In order to probe the work evaluation and job satisfaction of university of teachers through analysis on the present job satisfaction situation and its related factors, the thesis starts with job satisfaction, and provides valuable data for system reforming of high schools. The main research aims are (1) To acknowledge the present situation of teacher's job satisfaction of Shenyang civic universities. (2) To analyze the related factors in teacher's job satisfaction of Shenyang civic universities. (3) To offer suggestions for the improvement of teacher's job satisfaction of Shenyang civic universities based on the research result.

Obstacles come out when oversea research results of job satisfaction applied to China's situation because of culture difference. The majority of overseas study of job satisfaction is made in terms of structure and affecting factors. Study of job satisfaction in China is scattered. A few literatures special on job satisfaction are mainly restricted in the field of business enterprises instead of high schools.

The study uses literature analysis and questionnaire research as its main study methods. (1) In literature analysis, the author collects various types of literatures in a wide range of overseas and domestic related subjects, analyzes them to study the content, affecting factors, related theories and practical research, etc. of the teacher's job satisfaction of high schools, and takes them as reference to design questionnaires. (2) In the part of questionnaire research, the author uses "Job Satisfaction Research Questionnaire for Teachers in High School" made by himself as the study tool, and takes teachers from three common civic universities in Shenyang as testing samples. Data collected from the questionnaires are analyzed and processed by SPSS10.0.

The research can draw the following main conclusions from study and analysis: (1) for teachers in high school, the main factors that affect their evaluation on job satisfaction are: material conditions and working environment; self-realization and development; human relationship and recognition; leading and managing and working creativity. (2) For teachers in high school, the importance order of the factors affecting job satisfaction is: salary, welfare, sense of accomplishment, working interest, working creativity, leading factor, managing system working challenge, office conditions, and business developing opportunity, human relationship, task variability and the promotion. (3) Their evaluation on job satisfaction is at the middle level, the obvious dissatisfactions represented in their work are material conditions and working environment. (4) The job satisfaction evaluations are different according to various major, sex and teaching year groups, as far as various ages and educated degrees are concerned.

The thesis puts forward the following suggestions according to the research result. (1) Bring the study of job satisfaction into managing systems of high schools, widen the applying range of the research of job satisfaction. (2) Do improve teacher's material conditions, and strengthen the distribution system reform. (3) Create and provide more study, developing and education opportunities for teacher's self-realization. (4) Strengthen the propaganda, and improve the teacher's psychological acknowledging ability.

15. 資產減值準備計提問題的研究

符金妹

工商管理專業 2003 屆碩士

內容簡介:

本文主要就資產減值準備計提問題進行了研究。本論文針對我國目前資產減值準備計提中存在的不足與問題，深入分析了影響我國資產減值準備計提的若干因素，並對如何完善資產減值準備計提制度提出了一定的對策和建議。

論文第一部分簡要介紹了資產減值準備的涵義、內容及範圍，同時，還著重論述了企業計提資產減值準備的若干現實意義。即資產減值準備使資產的確認和計量更為客觀；更體現出會計核算中的穩健原則；更體現了中國會計準則和國際接軌的動向；更有利於有關部門對上市公司的監管等。

論文第二部分對我國資產減值準備計提的現狀進行了分析。分別從資產減值準備計提的現行做法、新舊資產減值準備計提制度比較、資產減值準備計提制度的國際比較等方面作了闡述，重點指出了企業在執行計提資產減值準備規定中存在的不足與問題。如應收賬款計提壞賬準備中出現的計提比例的確定存在一定的隨意性和當年發生的應收賬款如何處理問題；存貨計提跌價準備中存貨的可變現淨值難以確定的問題；以及固定資產減值準備計提中出現的特殊固定資產的減值準備計提和計提準備後固定資產的折舊和無形資產的攤銷標準不確定等問題。另外，論文還結合實例，有針對性地對企業會計制度實行以來追溯調整法運用中出現的問題和上市公司利用資產減值準備操縱利潤等現象進行了論述。

論文第三部分分析了影響我國資產減值準備計提制度規範實施的若干因素。分別從制度的不完善、會計制度與稅法的不協調、會計人員整體素質偏低、監督力度弱化等四個方面研究了產生這些問題的原因。

論文第四部分論述了如何完善我國八項資產減值準備制度的對策和建議。(一) 建立健全相關法律法規，強化相關主體的法律責任；(二) 健全制度，明晰標準，加強制度的可操作性。如對不同賬齡類別和風險程度的應收賬款應有明確的壞賬準備計提比例，而對於存貨減值準備，可以根據行業特點和商品性質，明確恰當的計提比例。另外，還特別強調了成本與市價孰低法在投資業務中運用時應注意的問題；(三) 企業會計制度與稅法的協調統一。無論是我國的會計改革，還是稅務改革，都應吸收對方的成果，彌補已之不足，注意互相協調、通盤考慮，力求提高改革效果，避免互相掣肘，以推進《企業會計制度》的實施和簡化稅收征管工作；(四) 改革會計人員管理體制，推行會計委派制，加強職業道德建設；(五) 健全仲介機構的企業報表的監督機制；(六) 完善內部會計控制制度。

15. The Research of Counting and Handing Out Preparation of Decreasing Asset

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Abstract:

The treatise mainly studies counting and handing out preparation of decreasing asset. The treatise analyzes deeply about factors that influence our country's preparation of decreasing asset according to the shortages and problems of current preparation of decreasing asset. And the treatise offers some antidotes and advice.

In the first section, the treatise briefly explains the meaning, context and range of preparation of decreasing asset. At the same time, the text emphatically discusses about several realistic meanings of preparation of decreasing asset. The meanings are making the identification and estimation more objectively; embodying moderate principle of counting; showing the trend of Chinese accounting criterion is more and more in line with international criterion; more favorable for some government departments' supervision over the listed companies.

In the second section, the treatise analyzes the reality of our country's preparation of decreasing asset. From the discussion of the present methods of counting and handing out preparation of decreasing asset, the comparison between new and old systems and the comparison of international systems, etc., the treatise mainly points out the shortages and problems, which the company will encounter when it executes the rules of counting and handing out preparation of decreasing asset. For example, the counting and handing out ratio of the Allowance for Bad Debts in Accounts Receivable is a bit arbitrary and the problem of how to deal with the current Accounts Receivable; the net value of inventory realization in inventory's Allowance for Price Decrease is hard to define; as well as in the counting and handing out of preparation of decreasing fixed asset, the uncertainty of the counting and handing out preparation of the special ones and also the correspondent fixed assets depreciation, and the uncertainty of amortization of intangible assets. Besides, combined with real examples, this treatise discusses directly about problems arising from the application of Tracing Back Adjustment Method since the implementation of the Enterprise Accounting System, as well as the phenomenon that the companies use counting and handing out preparation of decreasing asset to manipulate profits.

In the third section, the treatise analyzes several factors influencing our country's counting and handing out preparation of decreasing asset. The treatise studies the reasons in the following aspects: the incompleteness of the system, the disharmony between the counting criterion and taxation law, the low quality of the accounting personnel, and the weakness of the supervision, etc.

In the fourth section, the treatise explicates how to perfect our country's principles of counting and handing out decreasing asset. Here are the antidotes and advice it offers.

1. To build sound laws and strengthen the responsibility of relative main bodies;
2. To build sound systems and clear standards and strengthen operations;
3. To harmonize counting system with taxation law;
4. To reform the system of counting personnel, and execute the policies of accountant appointment and strengthen professional moral construction;
5. To build a sound supervision mechanism of company's forms for reporting in intermediary organizations;
6. To perfect the system of internal accounting control.

16. 廣州開發區政府決策支持研究與應用

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公共行政管理專業 2004 屆碩士

內容簡介:

隨著中國社會主義現代化建設的深入發展，政府決策環境變得越來越複雜，決策的有效性也面臨挑戰，影響國計民生。這要求政府決策方式必須必進：由個人決定發展為群體決策，從團體式決策過渡到委員會式決策，使在複雜的決策環境裏，政府決策更具科學性與民主性。群決策理論為這種改進提供了理論基礎。

另一方面，近十年的政府資訊化的發展，也為政府決策提供了有效支援，於是引起了對以資訊技術為必要手段的政府決策支持的研究。決策支援是指用資訊技術輔助決策的制定與執行，比決策支援系統有更廣泛的含義，既是資訊技術發展的產物，也為資訊技術應用於政務工作提出的新的需求。

廣州開發區（包括廣州經濟技術開發區、廣州高新技術產業開發區、廣州保稅區和廣州出口加工區）是經國務院批准設立的首批國家級經濟功能區，是廣州市改革開放的視窗；經過十年的資訊化建設，其政府資訊化已經初具規模。與其他經濟開發區一樣，廣州開發區在中國行政區域中處於比較特殊的地位，其組織比較簡單，職能相對單一、經濟高速增長，政府資訊化有一定的發展，這些因素為區內政府決策方式的轉變和決策支援的建立提供了很好的條件。現在，廣州開發區面臨的機遇和挑戰也越來越大，對政府決策的要求也越來越高。本文以廣州開發區政府為研究實體，針對開發區的決策現狀，用群決策理論對其進行分析，並以構建廣州開發區決策支援體系為目標，就如何改進廣州開發區政府決策進行了探討。

決策模式改革是政府決策的科學化和民主化建設的必然，本文就廣州開發區的決策體系進行研究，與現實結合，具有一定的可操作性。同時，對其他地區的決策和決策支援建設有一定的參考意義。

16. Study on Government Decision-making Support in Guangzhou Development District and Its Application

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Abstract:

With our country's socialist modernization drive going deeper and deeper, the government decision environment has become more and more complex. Decision-making efficiency, which has a great impact on the national economy and people's livelihood, is now confronted with great challenges. This calls for a new mode of government decision----a change from individual decision to group decision, from team decision to committee decision. Only by doing so can government decision be made more scientific and more democratic in the complex decision-making surroundings. The group decision theory has laid the theoretical foundation for this new mode of government decision.

On the other hand, in the past decade China has been constructing its e-government network, which provides a great support for the building of a new mode of government decision-making. This has resulted in the research of decision-making support by means of information technology. Decision-making support in this context refers to the decision-making and decision execution with the aid of information technology. Therefore, it has more extensive implications than DSS (Decision Support System). Decision-making support is the outcome of the development of information technology; it is also a new demand set by the e-government construction with the application of information technology.

Guangzhou Development District (GDD), which consists of Guangzhou Economic and Technological Development Zone, Guangzhou Hi-Tech Industrial Development Zone, Guangzhou Export Processing Zone, Guangzhou Free Trade Zone, is one of the first state-level economic development zones approved by the State Council, It serves as a window of Guangzhou's reform and opening-up. During the past decade, GDD has made remarkable progress in the construction of its e-government by means of information technology. Like other economic development zones, GDD occupies a special position among China's administrative regions. Its organizational structure is comparatively simple; its functions are specifically defined, and it is noted not only for its speedy economic growth but also for its progress in e-government construction. These factors have offered GDD with good conditions for a transitional change of decision-making mechanism and decision-making support. At present, GDD which has grown big and fast, is confronted with many new challenges as well as opportunities. A high-level decision-making mechanism is in great demand. Based on GDD's current decision-making mechanism, this paper investigates some of the problems in GDD's government decision from the perspective of the group decision theory and offers some proposals to improve its government decision practice with a view to building a better and more effective decision-making support system.

The reform of decision-making modes results from the need to make government decision-making more scientific and more democratic. From this point of view, this paper makes an in-depth study of GDD's decision-making system. It integrates theory with practice and what is proposed in the paper is applicable as well as feasible. It is hoped that this research will be of some reference value to the decision-making reform and the construction of decision-making support in other regions.

17. 上海江南工程塑膠有限公司發展戰略研究

陳勤春

工商管理專業 2003 屆碩士

內容簡介:

上海江南工程塑膠有限公司是一家專業配套生產各類中小型精密塑膠零件的中外合資企業。近年來公司完成了基本的資本積累，跨入了穩定發展階段，在不斷滿足顧客需要的前提下，實現了從一個階段的利潤不斷增長，到進一步階段的產值不斷增長和目前的資產不斷增長。儘管公司發展順利，目前產銷兩旺，但企業在生存和發展方面面臨越來越多的挑戰。客戶要求越來越高；作為一個配套加工企業，競爭者眾多並且競爭激烈；企業的生產經營被動地受客戶市場決定和波動；產品價格有降低的趨向；中國加入 WTO 將為公司的未來發展打開新的上升空間，但機遇與威脅並存，國內外眾多大小配套廠接踵而至，國外優秀加工配套廠商隨跨國公司同步進入中國市場，工程塑膠產品的市場競爭從國內展開為國際競爭，等等。在這些背景下，公司如何根據自身的經營特點，解決加工型企業發展中目前存在的種種困難和約束，在經營上進一步拓展；如何抓住機遇，獲取新的競爭力以繼續保持企業的成長，已是擺在眼前的緊迫課題。

本文在所掌握的相關文獻資料的基礎上，結合企業調研，運用現代戰略管理思想和理論，結合上海江南工程塑膠有限公司的企業特性，論述了制訂其公司發展戰略的必要性；通過對國內外塑膠行業發展趨勢和市場特點的分析，以及江南塑膠公司現狀與問題的分析，探索了適合江南塑膠公司持續發展的戰略思路；通過對公司外部環境和企業內部能力的分析，瞭解環境中存在的機遇和面臨的威脅，以及公司自身的優勢和劣勢，採用 SWOT 分析方法得出了適合江南塑膠公司合理的戰略方案模式和發展方向；再經過江南塑膠公司與中國塑膠上市公司的比較分析，得出有關具體的戰略實施途徑及相關的發展建議和對策。

本文目的就是要通過對影響制約江南塑膠公司發展的各種戰略因素的分析，來指導江南塑膠公司確定其與外部環境、內部條件相適應的發展戰略，並以此為中心開展其他各項管理活動，通過實施戰略管理，使江南塑膠公司能在激烈的市場競爭中處於優勢，最終能在市場上求得生存與發展。本文期望在中國塑膠產品市場國際化、行業發展呈現新趨勢和現代多變的市場經濟背景下，通過對江南塑膠公司發展戰略的研究，對江南塑膠公司的戰略發展和戰略定位，繼續保持和增強市場競爭力並實現可持續發展能起到一定的指導和決策參考作用。本研究也可為國內同類配套加工型企業的發展方向和途徑的戰略決策提供參考。

17. Research on the Development Strategy of Shanghai Jiangnan Engineering Plastic Corporation

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Abstract:

As a joint-venture company with its major business in special precise medium-and-mini-sized plastics accessories and their processing, Shanghai Jiangnan Engineering Plastic Co., Ltd (SJEPC) is now entering a new stable stage of development after its years of operation and accumulation in capital. With its profits increasing constantly in the strong market demands, SJEPC seems to enter the peak season. However, it could not avoid facing even greater challenges with the higher expectation from customers, more and more entries of competitors, serious and fluctuate situation from buyer-determined market, continuous slips on the price of product and, even the complicated effect of China's entry into the WTO, after which lots of leading companies join in the domestic market. In such a complex situation, how will SJEPC make full use of such an opportunity to find and maintain its comparative advantages, and how will SJEPC overcome all kinds of obstacles to make further progress? A development strategy for SJEPC is quite important and these are also the key concerns the thesis is going to discuss.

At the beginning of this thesis, the author tries to prove it is important and urgent to analyze the present situation and work out the development strategy accordingly after masses of material collection and analysis. Then he furthers the study in a technical way to find out the nature of and the present problems existing in SJEPC as a plastic processing company, the outer environment of the field and the trend of the sector, which is deduced as opportunities and challenges. Finally, by using synthetical analytic method of SWOT, the author point out the development strategy of SJEPC, which includes the general strategy guideline, the specific direction and even the relative suggestion and countermeasures.

In this article, the author is engaged in the general strategy of SJEPC so as to provide a useful suggestion for the decision-making and company policies. While the author endeavors to give the direction to SJEPC to grasp the market opportunities, some of the analytic methods can also act as a good reference on formulating strategic decision for the concerned enterprises.

18. 浦東新區售後物業維修基金運用研究

仇峻煒

工商管理專業 2004 屆碩士

內容簡介:

行業滿意度測評是對這個行業運行過程和運行結果的外在體現，是一個行業整體素質和總體形象的重要標誌。2002 年，本市 10 個窗口行業滿意度測評結果：物業管理行業最低，意見集中在售後物業報修不修理、維修不及時率、質量合格率低以及物業維修亂收費。物業維修是物業管理最基本的服務內容，是密不可分的。維修服務低水準與業主的要求的反差程度越來越大，背離到一定程度就可能出現行業信用危機。

住房制度改革造成房屋產權多元化，房屋的日常維修費用由原政府單一管道劃撥變為多管道籌集。隨著售後房比例的不斷攀升，長期困擾著的有關物業維修資金來源不足問題始終未能得以解決，如何保證售後物業維修資金來源，使售後物業維修走出困境，是每個售後物業管理企業所面臨的共同課題。

售後物業維修基金是為售後物業提供實施持續長效有序管理和維修的重要經濟保障，其使用是售後物業管理企業內部的一項管理工作。

本文以浦東新區的這項工作為研究物件，第一章介紹本市售後物業維修基金的概念界定、產生的背景過程、目的作用以及使用規定；第二章闡述浦東新區物業企業現狀，售後物業維修基金運用現狀、存在的問題及其原因，並按照上海市物業管理相關規定進行分析，得出了不能使用維修基金造成企業墊付維修費，最終導致業主對維修工作不滿意；第三章通過案例分別從物業企業，業主角進一步分析了目前售後物業維修基金不運用所造成的損失，以及管理體制、政策中存在的制約因素，闡述了目前售後物業小區管理扭虧為盈的關鍵是使用售後物業維修基金，著重介紹了高橋物業發展公司為扭轉物業維修虧損，採取的思路、措施、方法以及局限因素。最後從企業自身管理和加強基金配套政策提出建議，指出售後物業維修基金專業委託操作是當前緩解企業墊付維修費用，保證物業維修資金來源管道暢通的最有效途徑。

建立和發展物業管理技術支援型專業服務機構，培育專業服務市場是物業管理市場發展的必然選擇。

18. The Utilization Research of After Sales Maintenance Fund in PuDong New Area

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Abstract:

The satisfaction rate evaluation is the outlook of the operation process and performance. It is the seal and outside image of an industry. In 2002, according to the result of satisfaction rate evaluation, among 10 model industries of Shanghai, management of realty industry is the lowest one. Complains are focused on the following: bad maintenance service, delay of maintenance, low quality and bad charging criterion. Maintenance is the basic service of realty management and it's closely related. The low level of maintenance service cannot meet the customers' needs. When the rate of complains achieve a certain level, the crisis of credit will come out.

The reconstruction of resident system leads to the multiple resident rights. Daily maintenance fees were given by government before, but now they are collected through other channels. As the rate of sales increases, the problem lacking fund and how to ensure a steady source of maintenance fund are not solved. To improve the efficiency of fund collecting and solve the problem of maintenance service is a common topic of after sales service of realty management industry.

After sales maintenance fund is an important economic guarantee to offer and operate a long-term management, this is the job of management of realty management industry. Take PuDong New district as an example, in chapter one, It introduces the concept of maintenance fund, procedure of production, target function and rule of management of realty. In Chapter two, It states the current situation of management of realty industry of PuDong New district, the situation of fund using, existing problem and the reasons. According to the related rules of the management of realty of Shanghai, the result of the analysis is that low efficiency in the using of fund, leads to the masters dissatisfying with the maintenance. In chapter three, through analyzing the case, from the master's point of view, low efficiency of fund using leads to the damage, and the problems of management system and policies. Thus, making use of funds properly is a key point to get the profit. In order to cover the cost and get profit, GaoQiao developing company accepts new creation, measurement, method and their limitation factors. Finally, the paper presents the suggestion of organization management and fund using policy. It point out that the operation of fund using of after sales maintenance is an efficient method to solve the problem of service charging and ensure the quality of service and management.

To built and develop the professional service organization of management and technology supporting, Cultivating the professional service market is a necessary selection.

19. 雲南銅業集團核心競爭力的識別和培育研究

陳雲祥

工商管理專業 2003 屆碩士

內容簡介:

企業核心競爭力是 20 世紀 90 年代以來管理的新概念，是近幾年來管理界、企業界都在研究的問題。核心競爭能力所提出的中心思想和基本原則是至今為止企業戰略管理創新的、最有價值的成果之一。本文以核心競爭力理論為指導，以中國深化國有企業改革為背景，以雲南銅業集團為具體研究物件，指出雲南銅業集團是一個有發展前景，有一定競爭優勢的大型企業，其核心競爭力的培育目前還處於不夠自覺的階段，大力培育核心競爭力仍然是雲南銅業集團適應市場競爭，做大做強的戰略選擇。

本文應用企業核心競爭力的理論和實證分析方法，對雲南銅業集團的主要能力進行了識別和診斷，認為雲南銅業集團已初步構造了核心能力——學習創新能力，但這個核心能力處於初級階段，還不是成熟階段，同時孕育著亞核心能力，即技術創新能力、人才開發能力和管理創新能力。這四方面的能力構成了支撐雲南銅業集團不斷發展的主要能力體系。

本文在分析和診斷了雲南銅業集團的能力之後，闡明瞭該集團培育核心競爭力要解決的幾個問題：

- 1、要構建雲南銅業集團核心競爭力，必須提高企業領導核心競爭力意識。
- 2、創新戰略管理，催生核心競爭力。
- 3、加強重組，再造核心競爭力。
- 4、實施戰略聯盟，增強核心競爭力。

19. The Research Concerning the Cultivation and Recognition to the Core Competitiveness of Yunnan Copper Industry (Group) Ltd.

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Abstract:

The business core competence is a new concept of the 1990's and is a research project the business circles and management circles concern about in recent years. The basic principle of core competence is a result that is considered as the most valuable and innovative business theory. The content of this passage is based on core competence theory, with reform of Chinese state-owned enterprises as the background, this paper takes Yunnan Copper Industry (Group) Corporation Ltd. as an example, pointing out that Yunnan Copper Industry (Group) Corporation Ltd. is a prosperous enterprise with competitive edge. As the core competence of the Yunnan Copper is not fully recognized and studied, to strengthen the core competence should be taken as a strategic choice when the company is adapting itself to the market and in the process of growing stronger.

This passage has made analysis on the main capabilities of Yunnan Copper Industry (Group) Corporation Ltd., that is, Yunnan Copper Industry has formed the primary core competence. However this core capability is not fully developed and it is not mature enough. Meanwhile, Yunnan Copper has developed sub-core capabilities. They are, technology innovation ability, human resource development ability and management innovation ability. These abilities have formed the main framework of capability system that supports Yunnan Copper Industry to keep on developing.

Having analyzed the capability of Yunnan Copper, this passage also analyzed several questions concerning how to strengthen the core competence of Yunnan Copper:

1. For the purpose of cultivating core competence of Yunnan Copper and strengthening the management, the resources should be allocated into key fields; emphasis should be put on accumulation of intangible assets; focus should be put on main fields; innovation should be speeded up.
2. Innovating of the management theory and formation of core- competence.
3. Using recombination strategy to reform the industry structure.
4. Forming of strategic alliance and strengthening of core competence.

20. 資產評估業的現狀分析及其對策研究

——對浙江資產評估業現狀調查為個案的分析

陳智敏

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內容簡介:

隨著中國改革開放的不斷深化，中國的經濟體制發生了很大的變化，變化之中湧現了許多新生事物，資產評估事業的興起就是其中之一，這是一個具有獨立地位的社會公正性仲介服務行業，以行業自律為前提，同會計師業、律師業一樣，共同構成市場經濟體制的重要基礎。

資產評估業是市場經濟活動中不可或缺的社會公證仲介組織，資產評估產生在成熟的市場經濟國家，它不僅已有百年以上的發展歷史和豐富的經驗積累，而且具有相當的規模和影響。中國資產評估產生於 20 世紀 80 年代末 90 年代初，並伴隨著中國市場經濟的發展而迅速壯大。短短的十三年即走過了其他國家用了 100 多年才完成的路程，成績顯著，但是還存在著許多不足。如何正確認識中國資產評估業的現狀和存在的問題，並在此基礎上提出改進措施，使中國資產評估業能健康有序地發展，已成為理論界和業內人士關注的一個重大課題。本文以浙江資產評估業現狀調查為個案，從管理層次、理論層次、操作層次、機構層次分析了目前資產評估行業存在的主要問題；並在省內評估業中進行了專門的問卷調查，並以調查結果為依據，針對新經濟環境下資產評估行業面臨的機遇與挑戰，提出了專業化、集約化的發展思路和對策；指出資產評估業只有在法制健全、政企分離、統一準入的環境中才能健康有序地發展

20. Study on the Present Situation and Coping Strategies of Asset Appraisal

——The Practical Research of the Asset Appraisal Industry in Zhejiang Province

Chen Zhimin

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Abstract:

As China's reform and opening-up has been going on, China's economic system has changed radically and many new things have emerged, one of which is the asset appraisal. Assets appraisal is a brief of service industry characterized by self-discipline, independent status, neutrality and fairness. It is one of the component of the market economic system, just like accounting and law practicing.

Assets appraisal is an indispensable service industry in economic activities in fully-developed market economy. It has developed for over 100 years, not only gaining rich experience, but also reaching considerable scale and has influence on the world as a whole. China's assets appraisal emerged at the end of 1980s and in the early 1990s and developed rapidly with the development of China's market economy. It has made rapid progress and achievements which may take other countries more than 100 years to attain. However, it has a lot of shortcomings. It is important for the academic community and its people to be engaged in assets appraisal. The purpose is to be fully aware of its problems in the current situation of China's assets appraisal through analysis and work out measures to improve the services of assets appraisal in China, so that we could guide development in the direction of healthy. This paper analyzes the main problems in its management, operation and organization in the services of assets appraisal industry on the basis of the survey conducted in the assets appraisal in Zhejiang Province. It not only comes up measures to solve the problems, mapping out the strategies for the development of the asset appraisal industry facing the challenges and opportunities in the new economy, but also suggests relevant coping strategies. It concludes that the assets appraisal industry can develop in a healthy way only in such an environment that our legal system is fully developed and improved and the administration is separated from the enterprises and uniform standards are adopted in the assets appraisal industry.

21. 瀋陽 724 廠質量管理研究 ——GJB9001A-2001 標準品質管制體系的構建

李曉東

工商管理專業 2003 屆碩士

內容簡介:

質量管理是企業管理活動的一個永恆課題。隨著質量管理理論的發展和企業外部約束力量的逐步增強，質量管理活動也越來越呈現出十分明顯的外部適應性。按社會公認的質量管理體系約束企業質量管理行爲，不僅可以提升企業質量管理活動的水準及規範性，也爲企業參與國際、國內市場競爭提供了有效的"身份證明"。因而，追求完美質量的努力方向，也正向建立一個適合本組織特點的質量管理體系(QMS)轉變。

本文以"瀋陽 724 廠質量管理"爲研究對象，運用有關的質量管理理論、原則和方法，對瀋陽 724 廠（以下簡稱 724 廠）質量管理現狀、存在問題和推行 GJB9001A-2001 標準質量管理體系的迫切性進行了實證分析，對構建符合該標準要求的質量管理體系給予建議；同時，結合 724 廠的實際，對存在的問題和推行新體系過程中可能出現的阻力進行有針對性的對策分析，以充實和完善體系，達到提高 724 廠質量管理水準的目的。

21. Research on Quality Management Section in Shenyang No.724 Factory ——The Establishment of GJB9001A-2001 Standard Quality Management System

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Abstract:

Quality management is a perpetual task in business management process. As the theories of quality management develop and the outer restrictions of the enterprise are gradually strengthened, the activity of quality management also becomes more and more adaptive to the outside. To restrain business quality management behavior with a generally accepted Quality Management System(QMS) can not only improve business quality management level ,but also provide an effective "identification card" for enterprises in both national and international competition. Thus, the aim of pursuing perfect quality is shifting to setting up a QMS fitting one's own organization.

This thesis takes quality management section in Shenyang No.724 Factory as the object of study. Quality management theories, principles and methods are used to analyze the current quality management situation and existing problems in Shenyang No.724 Factory (No.724 Factory for short). This thesis also explains the urgency to practise GJB9001A-2001 standard QMS, gives proposals for setting up QMS fitting for this criterion. Furthermore, it puts forward countermeasures aimed at existing problems and possible resistances in the process of practising new system in order to enrich the system, and achieve the goal of improving quality management level in No.724 Factory.

This thesis is composed of preface, text, and conclusion. The text is divided into four chapters (see more details in structure illustration).

22. 雲南郵政資訊化的現狀與對策

邵瑛

工商管理專業 2003 屆碩士

內容簡介:

隨著中國社會經濟結構深刻變革和資訊技術的飛速發展，雲南郵政面臨著巨大挑戰和發展機遇。實現郵政資訊化已成為雲南郵政調整傳統業務結構、增強創新能力和核心競爭力、提高經濟效益，從而實現雲南郵政現代化的主要動力。

本文結合雲南郵政發展戰略和資訊化的現狀，採取規範分析與實證分析相結合的方法，運用多種學科的理論和分析工具，首先從理論上闡述了企業資訊化的內涵、發展階段；資訊系統的類型、層次、熱點領域及其實施方法；其次對雲南郵政資訊化的歷史和現狀進行深入分析和總結，運用相關理論和方法研究雲南資訊化內涵、取得的成效、存在的主要問題和資訊化實踐的風險，堅定走資訊化道路的"科技興郵"戰略；再次，從增強核心競爭力和經濟效益的角度，詳細分析雲南郵政在生產、經營、管理和服務方面的資訊化宏觀需求，指出目前雲南郵政資訊化尚處在控制期，提出適合雲南郵政的資訊化原則、總體框架、層次和關鍵任務；最後，根據資訊化建設的成功因素，結合雲南郵政的實踐經驗，提出了政策傾斜、優勢集成、典型示範、加強應用技術開發、加強企業內部管理、加強管理諮詢服務的具體對策。

本文對統一思想、集中優勢、合力推進雲南郵政的資訊化建設實踐，對探索符合雲南郵政實際情況的資訊化建設之路，從而對促使雲南郵政實現跨越式的發展，具有較強的科學指導意義和現實參考價值。

22. The Present Status and Strategy of Yunnan Post Informatization

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Abstract:

As China is undergoing the profound reforms in its social economic structures along with the rapid development of information technology, Yunnan Post faces great challenges and opportunities. Informatization has become the main motive force for Yunnan Post to adjust the traditional business structure, to enhance the enterprise innovation power and core competitive ability, to gain good economic returns, and ultimately to realize the modernization of Yunnan Post.

Combining with the present status of Yunnan Post development strategy and informatization, the paper adopts an approach of standard analysis integrated with practical cases. First it theoretically defines the informatization of enterprises and compounds its development stages of informatization, the types, layers, key areas and implementation methods of IT system; Secondly, it analyzes and summarizes the informatization history of Yunnan Post and its present status in depth. By applying the relevant theories and methodologies, the paper studies the essence of Yunnan Post informatization, the achievements accomplished, the main problems existed and the risks in practice, which further affirm the strategy of Thriving Post by Science and Technology through informatization approaches; Thirdly, from the view of enhancing core competitive ability and economic returns, the paper analyzes in detail the macro demands of informatization of Yunnan Post in the area of manufacture, business, management and service, points out that the present informatization process of Yunnan Post is still in the controlling period. It puts forward the informatization principles, general frames, layers and key tasks proper to Yunnan Post; Finally, based on the successful factors of informatization construction and the practical experience of Yunnan Post, the paper gives out concrete strategies of policy inclination, advantage integration, typical case demonstration, ways of enhancing application technology development, enterprise interior management and consulting service management

This paper helps to seek unity in thinking and give full play to advantages so as to concentrate on propelling the informatization of Yunnan Post. It explores an informatization road suitable to the practical situation of Yunnan Post, and is valuable in its scientific guidance as well as a practical reference to promote a leapfrog development of Yunnan Post.

23. 金華電業局效能監察關鍵點預控法研究

劉慶舉

工商管理專業 2003 屆碩士

內容簡介:

當前，我國電力企業正處在至上而下的公司制改革過程中，地方經濟的快速增長，使電力資源短缺的矛盾又一次擺在人們的面前，電力企業正處在一個關鍵的發展時期。

國有企業要發展，必須切實加強企業內部管理。在企業內部的監督管理工作中，效能監察工作的目標是與企業管理目標相一致的。開展企業效能監察工作，就是從狠抓管理的薄弱環節入手，圍繞企業生產和經營管理中存在的效益、質量、安全等方面的重大問題，主動發現、揭露和解決問題；圍繞搞好成本管理、資金管理、質量管理，充分運用會計監督、經濟核算、質量監督、審計監督等手段，對企業管理的關鍵環節、關鍵點進行監督檢查，促進企業生產和經營管理的完善和優化，使企業管理達到效率、效益、廉潔、質量的有機統一。

本文針對本企業經營管理中存在的不足與問題，提出了效能監察關鍵點預控理論，對關鍵點的預控方法作了較全面的研究。論文首先，對本企業的實際狀況作了簡介，對效能監察中關注的幾個問題作了分析；其次，列舉了本企業監察部門在效能監察工作中的創新實例，運用"定點控制法"、"菜單控制法"、"流程控制法"等新的方式方法去解決實際問題，加強了本企業經營管理工作的監督，特別是加強了管理過程中關鍵環節、關鍵點的控制；再次，依據實踐及所學知識，提出了金華電業局效能監察關鍵點預控法理論；最後，從效率、效益和應用前景三個方面，對效能監察關鍵點預控法作了預期效應的分析和預測，並作出相應的研究結論。

23. Research on the Key Point and Pre-control Method of JHEP's Performance Supervision

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Abstract:

Currently, the state power enterprise is in the process of corporation readjustment and the local economy is developing rapidly, which make the power shortage appear again in the presence of people. Therefore, the power enterprise is in a crucial period for developing.

If the state-owned enterprises want to develop, they must strengthen the interior management. In the supervision management of the enterprise, the target of performance supervision is consistent with that of enterprise management. To carry out enterprise performance supervision, the enterprises should actively discover, disclose and solve the major problems existing in the benefits, quality and security of the production and business management, starting from the weak section. The enterprises should also supervise and check the key section and point in the enterprise management by making full use of accounting supervision, economic reckon, quality supervision and audit supervision around the cost, capital and quality management in order to consummate and optimizes the enterprise's production and management and make the efficiency, benefits, honesty and quality of the enterprises uniform.

The thesis, aiming at the deficiency and problems existing in the enterprise management, puts forward pre-control theory on the key point of performance supervision and make thorough research on the key point pre-control method. Firstly, it makes a brief introduction to the enterprise and analyses some problems that calls attention to in performance supervision; secondly, it lists some innovation examples in performance supervision of the enterprise, adopts "definite control method", "manual control method" and "processing control method" to solve the actual problems, strengthen the supervision for enterprise management, especially the control on the critical sections and key points; thirdly, according to the actual practice and the knowledge, it puts forward the key point pre-control theory on JHEP's performance supervision; and finally, it makes analysis and prediction on the prospective effects on the key point of performance supervision from the respects of efficiency, benefits and appliance and makes corresponding research conclusion.

24. 中國海南旅遊業可持續發展研究

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內容簡介:

隨著中國旅遊業的迅速發展和旅遊產業地位的不斷提高，旅遊業的可持續發展已引起世人廣泛的關注。總結傳統發展模式所帶來的嚴重教訓，積極尋求旅遊業發展新模式，在尋求數量、速度發展的同時，更加重視發展的質量和可持續性的研究，將是指導中國旅遊業走上可持續發展的正確軌道的理論保證。

本文以中國海南省旅遊業發展作為研究物件，以旅遊管理為主要切入點，採用理論和實際相結合的研究方法，在總結分析海南旅遊業可持續發展的現狀及其存在的主要矛盾與問題的基礎上，提出了推進海南旅遊業可持續發展的對策和建議。全文在結構上共分為五章。

回顧海南旅遊業的發展歷史，分析海南旅遊業的發展現狀，是本文的第一章的主旨。全章由海南旅遊環境的概況、海南旅遊發展戰略目標、海南旅遊業發展現狀三部分組成，明確指出海南具有豐富而又獨特的旅遊資源，發展旅遊業極具優勢；海南旅遊業起步較晚，發展超常，速度較快，整體規模不大，產品結構不夠合理，產業素質和質量不高，全行業經濟效益低下，良好的生態環境受到破壞，旅遊可持續發展後勁不足。

海南旅遊業可持續發展中存在的主要矛盾和問題及原因剖析，作為本文的第二章，是本篇論文的中心內容。首先，從旅遊業可持續發展的相關理論入手，詮釋了"旅遊"概念的內涵與外延；界定了經濟增長與經濟發展的關係，介紹了可持續發展理論以及其理論思想延伸的產物--可持續旅遊發展的理論的產生和其實現的主要途徑即生態旅遊的相關理論和實踐。其次，以上述理論作為分析問題的基礎，具體總結分析了海南旅遊業可持續發展進程中存在的主要矛盾和問題，這些矛盾與問題有的表現在觀念上、設施建設上、功能分區佈局上、資源開發以及其所有權與使用權的管理上，有的表現在旅遊產品上、產業運行環境上、產業經濟發展狀況上。最後文中明確指出影響海南旅遊業發展的非持續因素，既有自然因素，又有社會因素、經濟因素，即泡沫經濟的後果，產業開放力度不夠，旅遊市場資訊不對稱，旅遊業外部不經濟性的體現。

第三章是對亞太經合組織國家發展可持續旅遊業的一般舉措以及美國和新加坡、泰國、菲律賓三國在旅遊管理上的先進經驗介紹，並由此闡發對海南旅遊業可持續發展的戰略思考。文中指出只有以法治旅；強調旅遊資源開發的綜合管理決策；以市場機製作為解決經濟問題的有效手段；依靠科技進步；加強與國外旅遊同行開展多管道多層次的國際協作，實現海南旅遊業的可持續發展才會成為可能。

第四章是推進海南旅遊業可持續發展的對策和建議。作為問題研究的落腳點，筆者著重從認識和管理的角度，結合海南發展實際，指出海南旅遊業走可持續的發展道路，首先要解放思想，全方位開放旅遊產業，同時要強化可持續發展理念在實際工作中的真正貫徹與落實；其次強調從科學管理入手，通過加大改革力度，推動海南旅遊管理機制的創新。科學地合理地開發旅遊資源，努力減少旅遊產業外部不經濟現象。以生態旅遊的市場需求為導向，積極調整旅遊產品結構，努力開發特色旅遊產品；最後提出強化教育手段，加強全民環保意識；增加旅遊投資，設立海南旅遊開發建設基金。

第五章是實證研究。以海南省三亞市旅遊發展個案作為實證，揭示海南旅遊業可持續發展的必要性、可行性。

24. A Research on the Sustainable Development of Hainan Tourism

Industry

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Abstract:

With the rapid development of tourism industry and the increasing promotion of its status in China, the sustainable development of tourism industry is becoming a nationwide concern. Under such circumstances, lessons that were brought by the old tourism development mode should be drawn from and a new one should be sought in a positive way. On the one hand, the quantity and speed are needed in the process of developing tourism industry; on the other hand, studies on quality and sustainability in this field should be much emphasized, which ensures that the tourism industry in China will develop in a sustainable and correct way.

This paper chooses the development of tourism industry in Hainan as an object of study and the management of tourism industry as the center of the research. By adopting the research method of combining theories with practice, the author puts forward some solutions to promoting the sustainable development of tourism industry in Hainan, on the basis of the summarization and analysis of its present situation and main problems. The paper consists of five chapters.

The first chapter mainly deals with the analysis of the present situation of Hainan tourism industry by looking back at its development in the past few years. It has three parts, including the general situation of Hainan tourism environment, the strategic target and the present situation of its tourism development. It points out that Hainan Island is rich in unique tourist resources and it has many advantages of developing tourism industry. At the same time it also points out that some aspects should be emphasized. For example, Hainan tourism industry is still at its preliminary stage but is suffering a supernormal development; it has been developing rapidly but the scale as a whole is still small; the structure of its products is not reasonable enough; the poor quality of tourism management has led to low economic efficiency; the good ecological environment has been destroyed; the whole province is lacking in the power of sustainable development of tourism industry.

Chapter 2, which is the focus of the thesis, mainly covers the analysis of the conflicts and problems as well as their causes. First of all, the chapter explains what "tourism" is in terms of its connotation and extension in light of relevant theories on the sustainable development of tourism, defines the connection between economic growth and economic development, and introduces the sustainable development theory as well as its extension and wide use in eco-tourism. Secondly, this chapter, which is based on the sustainable development theory, summarizes and analyses practically the chief conflicts and issues in the course of sustainable development of tourism industry in Hainan. Some of these problems arise from the people's perception, the facilities construction, the functional distribution of tourist areas, tourist resources exploration and its management of ownership and right of use; others stem from tourist products, the tourist operational environment and the tourist economic development. The last but not the least, this chapter clearly points out the factors that have influenced the sustainable development of tourism in Hainan. Some

are natural factors; some are social and economic factors, such as the consequence of the bubble economy in Hainan from 1988 to 1995, the embodiment that the tourism industry is not open enough, the information of tourism market is not symmetrical and the outside environment is not economic.

Chapter 3 centers on the strategic thought on the sustainable development of Hainan tourism by introducing and drawing common measures in this field from the countries of Asian and Pacific regions, especially the advanced experience from USA, Singapore, Thailand and the Philippines, etc. The author thinks that the possibility of realizing the sustainable development of Hainan tourism lies in the following: (1) controlling and managing tourism by law; (2) emphasizing integrated management and development of tourist resources, (3) using market mechanism as a means of dealing with economic problems, (4) relying on science and technology, (5) seeking and strengthening cooperation with foreign tourism organizations on different levels.

In Chapter 4 the author comes up with some strategies and solutions on how to carry on the sustainable development of Hainan tourism. As a research center of the thesis, the author tries to expound this part from the aspects of perception and management combined with the realistic situation and development in Hainan. She believes that the sustainable development of Hainan tourism should be based on the following solutions. First, the mind should be emancipated so that the tourism industry can be opened at all levels to the outside world and the theory of the sustainable development strengthened and carried out in practice. Second, scientific administration and management should be stressed and new mechanism and enterprising spirit in tourism management encouraged and stimulated through further reform. Next, tourist resources should be explored in a scientific and reasonable way in order to strive to avoid diseconomy of tourism industry. Great efforts should be made to develop unique tourist products and to positively adjust the structure of tourist products so as to meet the demand of the eco-tourism market. Finally, much importance to the environmental education should be attached and the whole nation's sense of environmental protection strengthened. Besides, investment to tourism industry should be increased by establishing Hainan Tourism Development and Construction Fund.

The last chapter, by making use of the method of positive research and singling out Sanya city for individual case of tourism, interprets the feasibility and necessity of the sustainable development of tourism industry in Hainan province.

25. 中國銀行雲南省分行市場營銷戰略研究

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工商管理專業 2003 屆碩士

內容簡介:

市場營銷是市場經濟條件下企業經營管理的一項重要職能，隨著中國經濟、金融體制改革的不斷深化，市場營銷觀念已引入到商業銀行經營管理之中。這一觀念在商業銀行日益激烈的競爭中不斷傳播和滲透，衝擊和改變了傳統的思維方式和經營理念，給現代商業銀行的改革和發展帶來了生機和活力。面對銀行業日趨激烈的競爭，金融業的經營理念、經營目標和經營行為發生了明顯改變，等客上門、坐堂放貸的時代已經過去，開發市場、主動營銷已是不可逆轉的大趨勢。這些變化迫使商業銀行的經營管理在面對競爭程度日益加劇的金融市場環境時，迫切需要樹立市場營銷觀念，以現代營銷方式指導其經營活動，這是商業銀行制定營銷策略的現實基礎。因此，全面引入市場營銷理念，審時度勢地開拓市場營銷是各商業銀行生存與發展的必然選擇。

本文以國有商業銀行為研究對象，在結合實際的基礎上，對中國銀行雲南省分行的市場營銷戰略作了具體分析和探討。文中首先從商業銀行市場營銷理論的發展歷史及運作模式開篇，闡述了市場營銷是現代商業銀行經營管理的核心，指出市場營銷是中國銀行業改革發展的需要，是適應激烈競爭的需要，是商業銀行重塑形象的需要，是商業銀行金融創新的需要，並從客戶需求的多樣性、科技進步及金融合作等方面分析了市場營銷是現代商業銀行發展的必然選擇。

其次，在回顧總結國內銀行市場營銷發展歷程和現狀的基礎上，對中國銀行業市場營銷發展現狀及趨勢進行了分析，在此基礎上，從營銷觀念、營銷品種、營銷手段、營銷管理、營銷機制等方面對目前中國銀行雲南省分行市場營銷現狀及存在的問題進行了具體闡述。

最後，對中國銀行雲南省分行在新的金融和市場環境下，面對機遇與挑戰，如何運用市場營銷方法、引進先進營銷理論進行市場細分、目標市場選擇、市場定位展開了論述，並對如何科學合理地制定和實施中國銀行雲南省分行的市場營銷戰略進行了研究。研究表明，為了適應發展需要，根據當前銀行競爭趨勢，結合中國銀行雲南省分行市場營銷實際和戰略目標，必須強化市場營銷理念，引入先進營銷理論，以更積極、更主動的姿態迎接金融市場的風雲變幻，以贏得競爭的勝利。最終通過對組織結構的再造，營銷資源的整合，營銷機制的建立，真正構建中國銀行雲南省分行科學、高效的市場營銷戰略體系，促進各項業務快速、健康、全面地發展。

本文主要採用文獻法、訪談法等收集有關資料。通過查閱各類銀行業有關市場營銷的書籍，並採集中國銀行雲南省分行市場營銷狀況與業務發展情況等有關數據，根據論文內容、論點、論證等需求對資料進行深入研究和分析，使論文理論更充分、更具科學性和可操作性。分析研究中主要使用案例法、歸納法和比較法。

25. Research in Marketing Strategy of Bank of China Yunnan Branch

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Abstract:

Marketing is an important function of an enterprise in its operation and management in market economy, it has been introduced into the operation and management of a commercial bank with the deepening of China's economic and financial reforms. The concept of marketing has been fast spreading and infiltrating in the fierce competition, and has changed the traditional way of thinking and ideas about operation and management of a commercial bank. Meanwhile it has brought about vitality and vigor to a modern commercial bank. In the face of the fierce competition among commercial banks, developing market and active marketing has gone into the trend as there has been a change of management ideas, operational goal and operations of a commercial bank, and it has said good-bye to the old-fashioned practice of waiting for customers at office. All these changes have made it necessary for a commercial bank to foster new ideas on marketing to guide its operation and management, which is the practical basis for a bank to set up marketing strategy. Therefore, it is a must for a commercial bank to survive and develop to introduce the new marketing ideas and put them into practical use.

This author tries to analyze in this thesis the marketing strategy of Bank of China, Yunnan Branch, using state-owned commercial banks as a study object. Beginning with the development history of a commercial bank and its operational model, this thesis tries to prove that marketing is the core of the operation and management of a modern commercial bank. The author points out that a commercial bank has to conduct marketing activities to go along with the financial development and reforms in China, and to survive the fierce banking competition. Marketing will make it possible for a commercial bank to reshape itself and make financial innovations. The author points out that marketing is a must for a commercial bank to survive and develop after analyzing the diversity of customers' needs, the scientific development and banking cooperation.

After reviewing the development process and status quo of marketing in domestic banks, the author analyzes the development trend of marketing in China's banking industry. On this basis, the author tries to elaborate the status quo and existing problems of marketing in Bank of China, Yunnan Branch as far as marketing concepts, marketing types, marketing means, marketing management and marketing mechanism are concerned.

After discussing how Bank of China, Yunnan Branch will introduce advanced marketing theories to divide the market, to choose target market and do market positioning under new financial and market circumstances in the face of opportunities and challenges, the author studies how Bank of China, Yunnan Branch will work out a scientific marketing strategy and implement it. The research shows that Bank of China, Yunnan Branch has to intensify the marketing consciousness and introduce advanced marketing theories and to be more active to meet the fierce banking competition in order to go along with the development trend, and to survive the fierce competition. Only after the organizational structure of Bank of China, Yunnan Branch is reshaped, its marketing resources are reallocated, and marketing mechanism is established, can Bank of China, Yunnan Branch work out a scientific and efficient marketing strategy and hence have a fast, healthy and overall development.

Documents and interviews are used to collect related materials in this thesis. The author has consulted a lot of books on banking marketing and has collected data of the marketing situation and business development situation in Bank of China, Yunnan Branch. The author has done a detailed research and analysis on the related materials, based on the demand for contents and arguments in a thesis, thus has made the theories put forward in this thesis scientific and easier to put into practical use. Case study method, inductive method and contrast method are used in the analysis and research by the author in this thesis.

26. 桓仁藥業有限公司發展戰略研究

呂錫偉

工商管理專業 2003 屆碩士

內容簡介:

遼寧桓仁藥業有限公司位於遼寧桓仁滿族自治縣縣城，公司前身桓仁中藥廠于 1977 年成立，1999 年經過股份制改造後，成為國有控股有限責任公司。公司擁有進出口自營權，主要生產經營中成藥、保健品、原料藥等，是東北地區規模較大，品種較多，競爭實力較強的重點科技型制藥企業。主導產品“蒼松牌”乳癖消片、強腎片已頒發 WTO 企業品牌推薦證書。通乳顆粒、益心寧神片、雷龍片等行銷國內外，享有較高的市場聲譽。

我國是 WTO 的成員國。今後 5-10 年，是經濟和社會發展的重要時期，也是中藥行業發展的關鍵時期。《國民經濟和社會發展第十個五年計劃綱要》已將現代中藥列為重點發展的高新技術產業；國家經貿委發佈的《中藥行業“十五”規劃》對中藥企業的發展提出了更高的要求；國家計委與國家中醫藥管理局也結合“十五”計劃提出了現代中藥高技術產業化專項實施方案。

如何抓住機遇，發展壯大是公司所面臨的重要任務。公司制定了鞏固企業發展成果，爭取把桓仁藥業建設成遼寧省一流的中藥企業，實現經濟效益、管理水準、企業文化第一的發展目標。結合這個目標，本文研究了桓仁藥業有限公司的發展戰略。

文章的分析方法和思路如下：

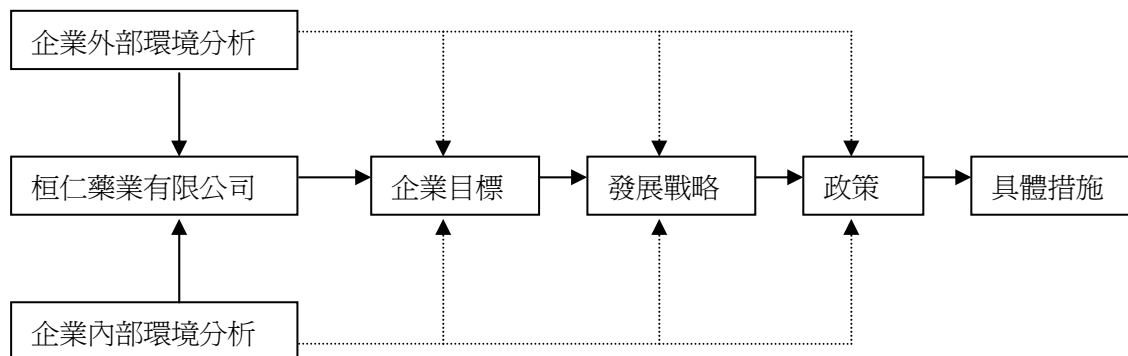
企業戰略的基本控制模式由兩大因素決定：外部不可控因素和內部可控因素。

外部不可控因素主要包括：政府、合作夥伴、顧客、公眾壓力集團、競爭者等，社會文化、政治、法律、經濟、技術和自然等因素都制約著企業的生存和發展。外部不可控因素對企業來說是機會與威脅並存。如何在外部因素中發現和利用機會，並且規避風險，對於企業來說是生死攸關的大事。在迅速調整的動態市場中，企業是否有迅速適應市場變化的能力，是否有創新變革的能力，決定著企業是否有持續發展的潛力。

企業的內部可控因素主要包括：技術、資金、人力資源和擁有的資訊，此外，企業文化和企業精神也是企業戰略制定中不可或缺的重要部分。內部可控因素充分顯示出企業的優勢與劣勢。企業需要揚長避短，發揮自身的競爭優勢，確定企業的戰略發展方向和目標，使目標、資源和戰略三者達到最佳匹配。

企業通過對外部機會、風險以及內部優勢、劣勢的綜合分析（借助 SWOT 矩陣）制定企業長期發展戰略。將企業發展目標與所制定的戰略相比較，確定企業最有效的戰略。圍繞已確立的目標，合理進行各項資源的配置和調度，並有效地實施戰略。

文章分為五部分。在第一部分，我們介紹了桓仁藥業有限公司的背景情況，回顧了公司的發展、目前的經營狀況及公司的發展目標。在第二部分用 PEST 方法分析了公司所處的外部環境，包括政治與法律環境、經濟環境、社會和物質環境、技術環境。第三部分針對公司的內部情況，從公司的制度建設、企業資源、公司管理工作及市場份額與市場地位方面進行分析。在文章的第四部分，運用 SWOT 方法對前面的內容進行綜合分析，歸納出了公司發展的總體戰略，即以增強企業核心競爭力為中心的發展戰略。這個戰略需要三個方面支撐，即創新，規模化，研發和核心產品。文章的第五部分，分析了在此戰略構想下公司的具體發展措施。



26. A Research on the Development Strategies of Herbapex Pharmaceuticals

Ly Xiwei

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Abstract:

Liaoning Huanren Pharmaceuticals Co., Ltd. is located at Liaoning Huanren Manchu autonomous County. It is reconverted and constructed on the basis of Liaoning Huanren Chinese Traditional Medicine Factory which was founded in 1977. After the company was converted into a stock company in 1999, it turned into a state owned limited company.

It mainly produces traditional Chinese pharmaceuticals, health products, TCM materials, etc. It is an important scientific-style pharmacy enterprise that is of larger scale and more competitive, with more varieties in northeastern area. Its major products "Green Pine" brand of Relieving Nodules of Breast Tablet and Reinforcing Kidney Tablet have been decorated Enterprise Brand Recommendation Certificate of WTO. Breast Clearing Medical Granules, Relieving Mental Stress Tablet, Leilong Tablet have been sold in domestic and international market with great reputations.

Now China is the member of WTO. The coming five to ten years are important stages for economic and social development and also key stages for Chinese traditional medicine industry development. "The Tenth Five-year Plan For National Economic and Social Development" has already enlisted the modern Chinese traditional medicine in the hi-tec industry as the emphasis of development. The Tenth Five-year Project issued by The State Economic & Trade Commission presented a higher demand for the development of pharmaceutical companies. State Development Planning Commission and State Administration of Traditional Chinese medicine has presented a programme of hi-tec industrialization of modern Chinese Traditional Medicine.

How to grasp the opportunities to develop is the important task faced by the company. The company has formulated its developing goal that is to strengthen its developing outcomes and try to build Huanren pharmaceuticals Co., Ltd. into the first level traditional Chinese medicine companies in Liaoning province and thus to achieve the first level in economic benefit, management level and enterprise culture. In accordance with this goal, this thesis has studied the developing strategy of Huanren Pharmaceuticals Co., Ltd.

The analytic method and thoughts of the thesis are as follows:

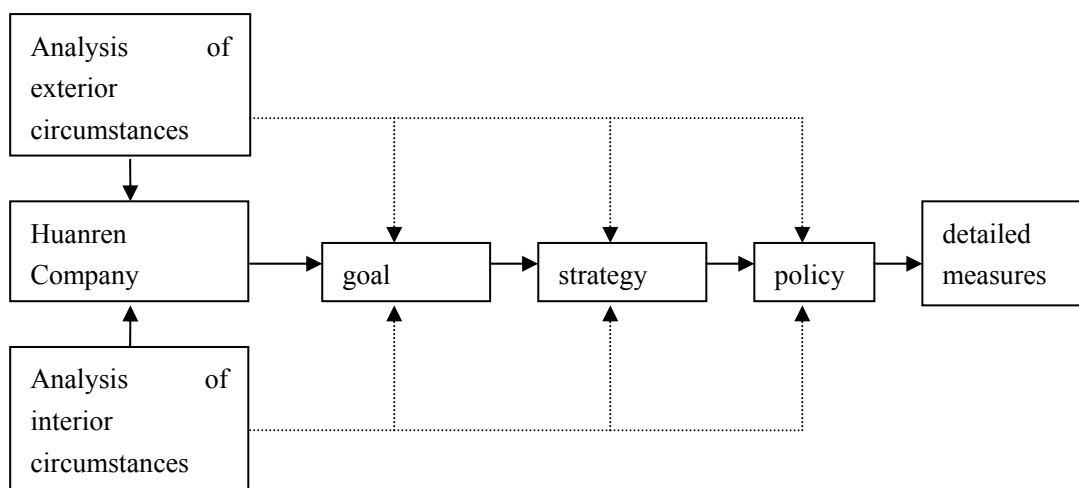
The basic controlling mode of an enterprise's strategy are decided by two great factors: the exterior uncontrollable factors and the internal controllable factors.

The exterior uncontrollable factors primarily include: government, cooperative companions, customers, public oppressive groups, competitors, etc. . Factors, such as social culture, politics, law, economy, technology and nature all restrain enterprises' existence and development. The exterior uncontrollable factors mean both opportunities and threats to enterprises. How to discover and make use of opportunities from them and avoid risks is a life-and-death event to enterprises. In the fast adjusting dynamic markets whether an enterprise has the ability to adapt to the changes of the markets rapidly and to bring forth new ideas and to reform decides whether the enterprise has the potential for sustained development.

The internal controllable factors include: technology, funds, human resource and owned information. In addition, enterprise's culture and spirits are also necessary parts in planning a enterprise's strategy. Internal controllable factors fully show the advantages and disadvantages of the enterprise. Thus it can develop the enterprise's strength and evade the weakness, develop its own competitive advantages, formulate the enterprise's strategic development direction and make the direction, resources and strategy match best.

Through the comprehensive analysis of the exterior opportunities, risks and internal advantages and disadvantages (by SWOT matrix), the enterprise can formulate long-term development strategy. Then by comparing the development target with the formulated strategy, the enterprise can decide on the most effective strategy. Centering on the determined target, the enterprise will reasonably dispatch various resources and carry out the strategy effectively.

The thesis can be divided into five parts. In the first part, we introduce the background of HuanRen medicine limited company and review the development course, the operating situation at present and its development goal. In the second part, it analyzes the exterior circumstances including political, economic, social, technological circumstances using PEST method. The third part analyzes the company's system construction, resources of the enterprises, management of the company, market share and market position in accordance with the company's internal situation. The fourth part makes a comprehensive analysis of the preceding content using SWOT method to induce the overall strategy which is to enhance the company's core competition ability. This strategy should be supported by three aspects: creativity, large scale, research and development of core products. The fifth part presents the detailed developing measures under this strategic structure.



27. 海寧城市經營中的資本運作與管理研究

馬繼國

工商管理專業 2003 屆碩士

內容簡介:

本文以中國城市發展、城市經營現狀為背景，以浙江省海寧市為研究物件，探討當前城市經營及其資本運作的作用和存在問題，並在借鑒一些發達國家和地區先進經驗的基礎上，結合中國和海寧市實際情況，探討提高城市經營中資本運作效率的途徑和方法。具體分為以下五個部分：

第一，在對相關理論進行綜述的基礎上，對"城市經營"、"資本運作"等基本概念的內涵和範圍進行界定。

第二，海寧城市經營及其資本運作現狀研究。在總結海寧市城市經營及其資本運作的經驗和直接效果基礎上，運用定量研究方法探討了城市基礎設施經營與城市總體經濟及城市化之間的關係；詳細分析了海寧市城市經營中存在的主要問題，指出資金來源管道單一和各小城鎮在城市經營、建設中各自為政是導致效率下降的主要原因。

第三，發達國家和地區城市經營中資本運作的實踐經驗研究。分別從城市自然資本、再生資本和延伸資本運作總結了發達國家和地區的經驗及啟示。通過分析得到了建立城市土地銀行儲備體系，是實現城市土地資源的可持續利用的重要手段；對一定區域內的資源實行統一配置，如統一供暖、聯合供水等是提高經營效率的重要措施；在汲取國外城市建設和經營先進經驗時，必須有效地結合本國的實際情況等結論。

第四，城市經營中資源系統配置問題研究。根據海寧市城市經營中各城鎮、集鎮各自為戰帶來的低效率狀況，提出了城鄉一體化建化建設規劃和"工作在中心城市，居住在小城鎮"的基本思路，並努力實現城市基礎設施向農村延伸以提高其規模效益的主張。這部分中，我們還利用 Logistic 等計量模型，分析了影響生產要素、人口集中，從而影響城鄉一體化計劃實施的因素，並提出了相應的對策。

第五，城市經營中資本運作方式再創新研究。對城市建設經營主體多元化、基礎設施投資方式創新、城市無形資產運作等方面提出了自己的看法。土地資本作為城市資本最重要的組成部分之一，其運作方式創新已經受到了各方重視，但到目前為止其資金的來源和良性迴圈、滾動發展問題，始終得不到很好的解決，文章最後對土地資本基金化運作問題進行了較深的探索。

27. Capital Running and Management of Haining

Ma Jiguo

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Abstract:

Taking the present condition of city development and governance in China as its background and Haining in Zhejiang as its research subject, the article discusses about the roles City governance and its capital operation play and the existing problems. Based on referring to the advanced experience in some developed countries and areas and combining with the present condition in China and Haining, the article makes researches on the ways and methods to improve the capital operating efficiency in the City governance. It can be divided into the following five parts:

First, on the basis of summarizing related theories, the article defines the connotations and scopes of the basic concepts including "City governance" and "capital operation", etc. (Preface)

Second, the article does researches into the present condition of City governance and capital operation in Haining. On the basis of concluding Haining's experience in City governance and capital operation and its direct effects, the article applies the research method of quantitative analysis to discussing about the relationship among the operation of city's basic facilities, gross economy and urbanization. It analyzes the major problems in Haining's City governance in detail and points out that the main causes for low efficiency are single capital source and small towns' non-cooperation in the operation and construction of the city. (Chapter One)

Third, the article studies the practical experience in capital operation in the process of City governance of developed countries and areas. It summarizes developed countries and areas' experience and inspiration from the perspectives of city's natural capital, regenerated capital and extended capital operation respectively. Through analysis, the article draws the following conclusions. Constructing bank deposit system for city land is an important way to realize the sustainable application of city's land resource. Realizing the united configuration on the resources in such areas as heat and water supply is an important measure to improve operation efficiency. Effectively combine the local present conditions with the advanced overseas experience in city construction and operation. (Chapter Two)

Fourth, the article researches on the systematic configuration on City governance resources in Haining. According to the low efficiency caused by the non-cooperation among towns in the process of Haining's City governance, the article puts forward the basic ideas of integrated urban and rural construction, "work in the central city, and live in small towns". It also raises that urban basic facilities should be extended to the rural area to improve the large-scale profit. In this part, we also apply Logistic-calculating mode to analyzing the factors affecting production elements, population centralization and enforcement of integrated urban and rural plan and find out the corresponding solutions. (Chapter Three)

Fifth, the article does researches on capital operation mechanism and mode innovation in the process of City governance in Haining. We have our own opinions on the innovation of city construction operation mechanism and basic facilities investment, and the operation of city's intangible assets. As the most important component of city asset, land asset's operation innovation has been attached importance to by many concerned parties. However, such problems as its capital source, positive cycle and sustainable development are still not properly settled. The article finally does a profound research on the problem of land asset fund operation. (Chapter Four)

28. 勝天公司經營戰略研究

聶勁

工商管理專業 2003 屆碩士

內容簡介:

隨著經濟全球化和市場一體化，國際國內的市場競爭越來越激烈，戰略管理理論越來越受到人們的重視和實施。勝天公司作為一家新成立的高科技生產企業，從一開始就注重發展戰略研究，研究競爭戰略，按照核心競爭力的要求去開展工作，對有效地增強競爭力，加快發展，做強做大具有十分重要的意義。

本文運用企業戰略管理的有關理論和方法，採用實證、定量、定性相結合的分析方法，綜合分析勝天公司的外部環境、內部條件以及優勢、劣勢、機會和威脅，分析勝天公司的價值鏈，從而找出勝天公司關鍵的成功因素，制定競爭戰略，提出實施辦法。

本文共分六個部分，前言主要介紹企業現狀及選題的背景、目的；第一章為理論綜述；第二章分析勝天公司的內部條件，找出內部優勢和弱點；第三章分析勝天公司面臨的外部環境，找出外部的機會和威脅；第四章是戰略選擇，通過 SWOT 分析，提出應採取成本/差異綜合戰略及“三個發展階段”目標；第五章是戰略實施，提出培育核心競爭力的一些基本措施。

28. The Study of Shengtian Company Competition Strategy

Nie Jin

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Abstract:

People have been paying more and more attention to strategy management theory with the development of the economic globalization and market integration, as well as the more and more intense competition in both the domestic and foreign markets. Shengtian Company, as a hi-tech production company, has laid stress on the study of the competition strategy and the core competitive power from the early stage in its history. It has been of great significance to strengthen the competitive power, speed up the development of the company.

The substantial evidence, quantitative analysis, qualitative analysis are used in this paper to analyze comprehensively the company's interior environment, internal term, advantages, disadvantages, opportunities and threats and the company's chain of value, in order to find out the company's successful factors, so as to establish the competition strategy and measures to implement.

The paper has six sections. The preface introduces the company's present situation as well as the background and purpose of the study. The first section is the theoretical summary. The second section analyses the internal term, advantages and disadvantages of the company. The third section is the analysis of the exterior environment and the opportunity and threat the company is facing.

The fourth section is the strategy choice, putting forward "Cost and divergence synthetic strategy" and "Three development stages" by applying the SWOT model. The fifth section is the strategy implementation and the basic measures to cultivate the core competitive power.

29. 註冊會計師職業謹慎原則之研究

邵銘法

工商管理專業 2003 屆碩士

內容簡介:

隨著經濟體制改革的進程，社會主義市場經濟的不斷規範發展，我國的審計事業也從起步走向成熟，在社會經濟中起著重要作用，同時，也逐漸形成了自己的體系，日趨規範。而其中國際審計準則第三號，指導審計的基本原則中的職業謹慎原則卻是一個被較少涉足的領域。而在實際使用中，該準則在整個審計過程中佔據著舉足輕重的地位。大量的案例證明，對在審計實踐中有指導作用的職業謹慎原則進行研究，是具有深遠的理論意義和現實意義的。

本文從研究職業謹慎原則的理論出發，結合國內外典型的案件，多方位、多層次的分析和探討了職業謹慎原則的重要性，論證了在實踐過程中如何合理的運用該原則。文中第一章介紹了註冊會計師的起源與發展；第二章闡述了職業謹慎原則的概念、特性和內容；第三章分析了職業謹慎原則的理論基礎；第四章提出了職業謹慎原則的衡量標準；第五章論證了職業謹慎原則在審計實踐中的運用。

29. Research on the Principle of Cautiousness of CPA

Shao Mingfa

Faculty of Management and Administration, Macao University of Science and Technology

Abstract:

With the economic restructuring and the formalized development of the socialist market economy, the audit enterprise in our country gets mature and plays an important role in social economy. At the same time, the national audit system has come into being and been formalized gradually. On the other hand, the third rule in international audit, the principle of professional cautiousness, is often ignored. But in practice, this rule always holds the balance of the process of audit. Many cases show that it is significant and practical to study this principle, which directs the practice of audit.

Based on the theory of the principle of professional cautiousness and typical cases at home and abroad, this paper analyses the importance of this principle and the method to apply it in practice through several angles and hierarchies. The first section introduces the origin and development of CPA. The second section introduces some concepts, features and content of the principle. The third section analyses the foundation of the theory of this principle. The fourth section presents the weighing standard of this principle. The fifth section enumerates several examples of the application of this principle in audit practice.

30. 遼陽民營企業創業發展策略研究

石貴禹

工商管理專業 2003 屆碩士

內容簡介:

本文的研究對象是遼陽民營企業創業發展策略問題。

民營企業作為一種普遍的企業組織形態，在我國乃至世界範圍內發揮了創造財富、增加就業、穩定社會等多方面不可替代的重要作用，民營企業的發展是推動經濟持續穩定增長和社會進步的強大力量。

民營企業發展策略選擇是研究民營企業發展問題的重點。一般而言，民營企業在創業發展期具備這樣的主要特點：創業者是一切的核心，從一定意義上看創業者就是企業，企業就是創業者。這使得民營企業創新動力較強，但同時企業定位波動很大，由於企業創業發展期的這些行為特點和客觀壓力，使民營企業往往難以正確把握長遠規劃，在企業創業和發展策略上產生一系列的問題，甚至會導致企業破產或早期夭折。

民營企業發展策略方面存在的主要問題集中表現在：缺乏企業定位研究；企業組織結構鬆散，管理家族化；財務管理非科學性和不規範；人力資源配置不合理性。

本文認為，遼陽民營企業健康成長的關鍵在於如何科學地研究制定並實施正確的企業發展策略，並在企業發展定位策略、組織機構設置策略、財務管理策略、技術創新策略、人力資源管理策略和企業文化策略等方面提出了一些建議。筆者認為，企業發展定位策略是民營企業的核心策略，它決定企業誕生和發展的方向；企業組織機構設置管理策略、財務管理策略、人力資源管理策略、企業技術創新策略、企業文化策略對民營企業的發展也十分重要，是民營企業成長發展的保障。

民營企業在創業發展期的諸多發展策略不可偏廢，每一個發展策略制定與實施的正確與否，都直接決定企業的後續發展和生死存亡。在企業發展定位上，要確定好企業發展宗旨、企業的價值核心和企業產品的市場定位，要克服盲動性，選擇具有長遠發展前途的項目；在財務管理上，應開源節流、量力而行，克服浮躁情緒，確保企業是最大的資金迴旋餘地；在企業組織上，應按照現代企業制度要求，設置責權利相統一的企業組織機構，克服家族管理的弊端；在企業人力資源管理上，應堅持以人為本，任人唯賢，最大限度地調動和發揮企業員工的積極性，避免家族式管理的負作用。在建立企業文化上，要根據企業內部實際與外部環境，積極承擔社會責任，實行綠色營銷，準確確定企業文化內容，並在生產經營實踐中加以貫徹和積極的整改，使之成為企業的靈魂。

30. Research on Strategy for Private Enterprise's Foundation and Development of Liao Yang City

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Abstract:

The main research object of the article is about developing strategic issue on private enterprises in the Liaoyang City at their early stage.

As a kind of universal organizational formation, private enterprises are playing very important roles which cannot be replaced in creating treasure, increasing employment and stabilizing society, not only in our country, but also in the whole world. The development of private enterprises is the powerful strength in promoting continuous and steady economic increase and social progress.

Developing strategic options for private enterprises is the focus of researching how to develop private enterprises. Generally speaking, private enterprises at their early stage have such a major characteristic: initiators are all core. From certain point of view, initiators are the enterprises and enterprises are the initiators. It makes the private enterprises have strong motivation in innovations. However, enterprises' positions fluctuate greatly at the same time. Because of such behavior characteristic and objective pressure, enterprises cannot hold long-term program, and a series of problems occur when choosing the strategies for the development enterprises. Some enterprises even go bankrupt in early stage.

The main problems of developing strategies for private enterprises in early stages are: Lacking in the research on how to start a new private enterprise; no suitable organizational structure; with family-controlled management; no scientific and regular financial management; no appropriate human resource arrangement.

This article considers that the crux of private enterprises in the Liaoyang City is how to scientifically research and carry out the correct strategies for development. The article also put forward many proposals on enterprises' positioning strategies, organizational structure, setting up, financial management, human resource management, technical innovation, corporate culture, etc. The writer thinks that enterprises' positioning strategy is core and decides the direction of enterprise setting up and development; Strategies for organizational setting up, financial management and human resource management are also important for private enterprise development and guarantee the enterprises growing up and development.

The various strategies for development in their initial stage for private enterprise cannot be neglected. Every strategy establishment and enforcement will directly decide enterprises' life. On deciding the position of enterprises, we should first decide its developing aims, core values and market position of products. We should not act blindly, and should select a project with long-term developing prospect; On financial management, we should broaden sources of income to reduce expenditure, act according to the enterprises' capability, guard against rashness, ensure that enterprises are biggest capital room for maneuvers; On enterprise organization, we should set up the organization of enterprises on seeking unity of responsibility, authority and benefit, overcome malpractice of management by clan, according to modern enterprise system requirement; On the enterprise management of human resource, we should insist on taking personals as foundation, appoint people on their merits, make sure that the enthusiasm of enterprise employees is aroused and developed highly and avoid the negative role of management by clan. On building corporate culture, we should base on the reality of enterprises' internal and external environment. Be responsible to the society, carry out green sales, decide the content of corporate culture correctly, and carry out and amend it vigorously in the process of building up the enterprises, make it the spirit of enterprises.

31. 農村稅費改革問題研究

宋繼東

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內容簡介:

目前進行的農村稅費改革，是政府為切實減輕農民負擔，規範農村稅費制度，從根本上治理農村各種亂收費，保護和調動農民積極性而做出的一項重大決策。國務院總理朱鎔基在安徽考察工作時指出：農村稅費改革要從全局和戰略的高度充分認識搞好這項改革的重大意義；同時要看到，農村稅費改革是一項十分艱巨和複雜的任務，必須積極而穩妥地推進。

早在 90 年代初期，在一些地區，農村稅費改革就已經提上議事日程。近年來，中央反復強調要加快農村稅費改革，農村稅費改革工作取得了積極的成效。但是，迄今為止，這種改革離預期的要求還有相當的差距，仍然可以說是任重道遠。隨著中國正式成為世界貿易組織的一員，農村的稅費改革更顯出了其迫切性。

對農村現實問題的研究，不僅關係到農業發展、穩定和農民生活水準的提高，而且關係到國民經濟發展的全局。

筆者由於工作的關係，對農村基層的稅費狀況有一定的認識。本文結合遼寧桓仁滿族自治縣農村的情況對農村的稅費改革進行探討。文章分為五個部分。在第一章首先回顧了歷史上三次重要的改革舉措，即唐代的"兩稅法"，明代的"一條鞭法"和清代的"攤丁入畝"，歷史上的這些改革在今天看來仍然不失其借鑒意義；之後分析了目前農村的稅費現狀及加入世界貿易組織對農業、農村及農民的生產、生活帶來的影響；重點研究了桓仁縣的實際情況；在確定改革目標的前提下闡述了改革的原則。在第二章就全國 59 個縣市農村稅費改革試點中最具顯著成效的三種不同模式進行分析，這三種模式是：湖南武岡的"費改稅"模式，河北正定的"公糧制"模式，安徽太和及河北魏縣的"稅費合一"模式。第三章在比較了上述三種模式的成效及問題後，進行了理論上的分析，探討了農村稅費制度混亂的深層次原因；在理論和實踐結合的基礎上設計出了農村稅費改革的總體制度框架，並對桓仁縣的稅費改革實際狀況進行了研究。第四章探討了幾個需要著重解決的難點，這些難點是改革中一些矛盾的集中體現。它們的解決對於改革的成敗起著決定性的作用。農村稅費改革已經不可能孤立地進行，在第五章中，論述了與農村稅費改革聯繫緊密的綜合配套改革措施。

31. A Research on the Rural Tax System Reform in China

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Abstract:

At present the reform of tax and fee in the countryside is an important decision made by the government to lighten the burden of the farmer, conform the system of tax and fee in the countryside, regulate all kinds of unreasonable fee, and to protect and bring every positive factor of the farmer into play. As Premier Zhu put while inspecting in Anhui province, the significance of the reform must be fully understood with the bird's eye view and strategic point. At the same time, the task is so difficult and complex that it should be carried out steadily and vigorously.

Early in the 1990s, in some areas the reform has come to receive attention. In recent years, the central government has repeatedly called for the quickness of the step of the reform. A lot of achievements have been made. But there is still a long way to go and a lot of things to do. With China's entry into WTO, the reform is becoming more and more urgent.

The studies on problems of the countryside are essential not only to the development and stability of the agriculture and the improvement of living standards in the countryside, but also to the overall situation of the economic development of our country.

The author has certain acquaintance with the condition of the tax and fee of the basic units of the rural area. The thesis explores the reform of tax and fee in the countryside on the basis of the performance of Huanren Manzu Autonomous County. It can be divided into five parts. In the first part we review three important reform events in history that also bear their positive meanings in the present. They are the LAW OF TWO TAXES in Tang dynasty, LAW OF ONE SCOURG in Ming dynasty, and LAW OF DISPART INDIVIDUAL TO FARM in Qing dynasty. Later we analyze the current situation of the tax and fee in the countryside and the effects of China's entry to WTO on agriculture, the production and life of the farmer. We have a deep study focusing on the real condition of Huanren County. Taking the aim of the reform as the premise we make clear the principles. In the second part, we have a research on the three different reform models, which have the most marked performances in the 59 counties of the entire country. The three models are THE TRANSFORMATION FROM FEE TO TAX model in Wugang, Hunan, PROVISIONS GRAIN model in Zhengding, Hebei, and TAX AND FEE COMBINATION model in Taihe, Anhui and in Wei, Hebei. In the third part, after comparing the effects and the problems of these three models, we have a theoretical analysis to probe the deep reasons of tax and fee confusion. Combining theory and practice, we generally design the framework of the system of the tax and fee in the countryside. A research has been made upon the conditions of Huanren County. In the fourth part, several difficult issues that need to be solved have been emphatically investigated. These issues, which appeared in the middle of the reform, are the most serious and are the keys to the success of the reform. The reform cannot get through in isolation, so in the fifth part, we discuss the auxiliary measures that are closely related to the reform.

32. 公司固定崗位的可變薪酬和動態績效考評體系研究

壽鋒

工商管理專業 2003 屆碩士

內容簡介:

市場競爭關鍵是人才的競爭，企業的發展，關鍵在人，做好人力資源管理工作，是重中之重，而企業的薪酬制度和績效考評則是人力資源管理必不可少的重要組成部分，在企業經營管理中是基礎和核心。本文採用案例分析的研究方法，根據浙江善高化學有限公司的實際情況，分析了企業在人力資源管理工作中存在的問題，運用薪酬激勵理論，設計了一套以固定崗位的可變薪酬和動態績效考評體系相結合的公司薪酬分配制度。

本文首先介紹了浙江善高化學有限公司原薪酬分配制度，說明瞭建立一套新的薪酬分配制度的必要性。本文第二章著重介紹了薪酬管理、績效考評的概念和目前先進的薪酬激勵理論。在此基礎上，第三章從新的薪酬和績效考評觀念的建立著手，分析薪酬管理和績效考評管理的要素，詳細說明瞭浙江善高化學有限公司的固定崗位的可變薪酬和動態績效考評體系設計的目的、內容、程式，直至新系統模型的建立。本文第四章對新系統進行了客觀的評價並對於實施中應注意的問題進行了提示分析。最後對於薪酬和績效考評在實際工作中常遇到的障礙進行了規避分析，重述固定崗位的可變薪酬和動態績效考評體系建立的意義，提出應改進的方向。

32. Study on the New Salary System Named "Fixed Position with Various Salary" and "Dynamic Performance Evaluation"

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Abstract:

Market competition is mainly the competition of human resources. One of the key factors of management is human resource management. And the salary system and the performance evaluation play very important roles in the human resource management. This MBA thesis adopts the "case study" research method and is a real case about the reform and innovation happened in the writer's company, Zhejiang Gala Chemical Company, a joint venture in Ningbo. The thesis describes a new salary system named "Fixed position with various salary" and a new "dynamic performance evaluation" according to the research and practice of the company.

The outline of this thesis is as follows: The first chapter introduces the previous salary system and explains the necessity of the reform about salary system. The second chapter focuses on the current concept of salary system and performance evaluation and the updated research and experience of salary theory. Based on the above description, the third chapter vividly shows the whole process and the detailed behavior of the setup of the new salary system named "Fixed position with various salary" and a new "dynamic performance evaluation" in the writer's company. The last chapter verifies the results and feedbacks of the new reform and gives some useful suggestions for further reform.

33. 農業政策性金融信貸風險防範

王海

工商管理專業 2003 屆碩士

內容簡介:

目前，我國正處於經濟體制轉軌和經濟結構調整時期，舊矛盾和潛在風險不斷暴露，新的風險隱患不斷生成，金融風險在相當長的一段時間內將保持在高位水準。金融風險的防範和化解已成爲我國金融監管當局和金融機構關注的焦點。農業政策性金融是我國金融體系的有機組成，其貸款質量的好壞不僅是本行經營成敗與興衰的關鍵，也是影響中央財政支出和人民銀行基礎貨幣投放的重要因素，事關國民經濟的大局，一旦發生風險有可能危及我國的一方“金融安全”。

本文以徐州市農業發展銀行作爲研究對象，在結合工作實際的基礎上，堅持辯證唯物主義和歷史唯物主義相結合的原則，運用總體分析和個體分析、實證分析與規範分析、總量分析與結構分析、定性分析與定量分析等方法，對農業政策性金融信貸風險進行了具體的分析和探討。文中首先介紹了農業政策性金融及其信貸風險的產生，闡述了農業政策性金融由來、發展和國內外的研究現狀，重點介紹了農業政策性金融風險的產生、表現形式和現狀；其次，對農業政策性金融風險進行了具體分類，劃分爲先天性風險、政策性風險、經營性風險、管理性風險、市場性風險，從宏觀和微觀方面對農業政策性金融風險進行深刻剖析，找出了風險存在的本質原因；再次，分析了衡量信貸風險的“四級”分類法和“五級”分類法對農業政策性金融的不適應性，提出了適應糧棉油貸款性質的“八級”分類法，詳細說明瞭如何合理準確衡量農業政策性金融風險，以便全面真實反映信貸風險；最後，根據農業政策性金融現階段的任務和信貸管理特點，從構建信貸風險預警、信貸風險防範和信貸風險化解三大機制入手，運用科學、系統的方法對貸款業務經營和管理過程中，對貸款風險發生的可能性進行識別、預測、反饋、化解和補償，提出了防範和化解農業政策性金融風險的應對措施和策略。

33. Study of Agricultural Policy Finance Credit Risk Avoiding

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Abstract:

Nowadays, in the period of the reforming of economic system and the adjustment of economic construction, the financial risk in our country will be at a high level in a relatively long period as the former paradox exposing with potential risk and the new risk arising continuously. The financial institutions and authorities in our country are paying more attention to the prevention and settlement of the financial risk. The agriculture policy finance is an important part of financial system and is vital to the national economy. It is not only the key of successful operation of a bank, but also an important factor of which affect the central financial expenditure and the base currency issued by the People's Bank of China. The quality of loans from Agricultural Bank would endanger finance safety of our country if risks appear.

In the thesis, the author who has done a lot of research work for the Agriculture Development Bank of China Xuzhoubranch, analyzed and studied the loan risks of agriculture policy finance concretely, insisting on the doctrine of dialectical materialism and historical materialism and using macroscopic analysis, individual analysis, demonstration analysis, norms analysis, scale analysis, structure analysis, qualitative, analysis, quantitative analysis and other related methods.

Firstly, the author expatiated the accrual, cause and development of agriculture policy finance and results of its study in the world. Meanwhile, he presented the occurrence, forms and studies of related risks in detail.

Secondly, the author proceeded to classify the risks into Congenital Risks, Policy Risks, Operating Risks, Management Risk and Market Risks, analyzing the original reasons that cause the risks with studies on agriculture policy financial risk in macro view and micro view.

Thirdly, he described the maladjustment between formal measure system (" four cl.s" grade and " five cl.s" grade) of credit risks and agriculture policy finance, and stated that the 'eight-class 'is adapt to the risk of loans for commissary, cotton and oil and explained how to judge all the related risks in agricultural policy finance reasonably and accurately.

Finally, according to the feature and mission of policy agriculture finance, basing on setting up the three mechanisms - risk pre-warning, risk prevention and risk diversification, he put forward the scientific solutions to recognize, anticipate, monitor, diversify and compensate the risks in the process of operational management.

34. 中國銀行營業網點的佈局與調整的研究

王曉燕

工商管理專業 2003 屆碩士

內容簡介:

營業網點是商業銀行的前沿陣地，其合理佈局直接影響著

商業銀行的經營效益，進行營業網點佈局調整是商業銀行深化改革的重要組成部分。作為上市準備工作的一個重要環節，中國銀行在這方面正著手進行改革。本文通過三個章節，分別就中國銀行營業網點佈局現狀與存在問題、商業銀行營業網點佈局的理論方法、中國銀行營業網點的佈局調整等方面做了論述。

本文在第一章節中，運用現代工商管理學和財務管理學的基本理論，剖析了中國國有商業銀行之一——中國銀行營業網點的目前佈局、機構設置的現狀，提出了中國銀行營業網點佈局中存在的問題和原因，並從三個方面，暨提高銀行競爭力的需要、加強改善服務管道的需要、股份制改造和上市的需要，分析了營業網點佈局調整的必要性和迫切性。

在第二章節中，首先論述了商業銀行網點佈局的概概念、作用和一般流程，其次運用兩種方法：暨量一本一利分析法和資本性投資決策方法，介紹了商業銀行網點佈局的理論依據，並運用案例分析來說明這兩種方法的可操作性。對於商業銀行來講，網點佈局決策一是運用量一本一利分析，對商業銀行各網點的盈虧平衡點、預期利潤等指標進行測算，為合理規劃網點佈局、客觀評價網點效益、科學決策網點撤並，提供相關、可靠的會計資訊。二是運用資本性投資決策方法（包括淨現值法、回收期法和會計收益率法），對事先擬定的一個或若干個投資方案進行評價和最優化選擇。

在前兩章的基礎上，本文在第三章對目前中國銀行的網點佈局調整提出了自己的見解，筆者認為，要合理發揮網點佈局的作用，應當從四個方面考慮佈局調整：一是戰略調整，有退有進，適度收縮；二是區域調整，向中心城市布點；三是結構調整，以集約化模式配置機構資源；四是功能調整，完善網點的服務功能。

最後，得出的結論：中國銀行在對管理模式進行改革的同時，應積極調整網點的佈局，改變按行政區設置網點分佈。一是可以根據盈虧平衡點方式，測算出各家網點的保本的存款數額，對達不到存款數額又沒有發展前途的支行一律撤並，避免在狹小區域內各家支行為爭奪有限的資源的內耗現象產生。二是利用撤並後的網點指標，在後發展起來且資源潛力很大的地區新設支行，實現機構資源的重組。三是對新設網點成本較大的城郊地區，可採用兼併的方式，將所在地的信用社兼併為支行，以擴大業務開拓領域。

34. Research on Distribution and Adjustment of Banking Network in Bank of China

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Abstract:

Business network is of great importance to commercial banking. An appropriate distribution of this network affects operating benefits to commercial banks. Thus, it is important to adjust this network distribution in order to make further improvements for commercial banks. On a stage before going to the markets, Bank of China is now proceeding in reforming in this aspect. In perspective of current situation of network distribution in Bank of China and its problems in current situation, this paper analyzes the status quo and brings solution.

The paper has three chapters. The first chapter analyzes the current situation of network distribution and organization facilities in Bank of China, one of the state-owned commercial banks in this nation. The author tries to bring out the problems in the current distribution. And then she examines the essentiality to adjust the current network distribution from three demands: demand to improve bank competitiveness, demand to improve bank services, and demand for bank to go on markets.

The second chapter discusses a concept of network distribution in commercial banks, its function and general flow. The author introduces a theoretic basis of network distribution in commercial banking by using cost-benefit approach and capitalized investment approach. She then uses case study to prove the maneuverability of these two approaches. For commercial banking, cost-benefit analysis calculates the equilibrium points and expected profit index etc. It provides relevant and reliable information for proper network distribution, objective evaluation of network performance and scientific decision on network withdraw. The capitalized investment approach (including net present value and so forth) evaluates one or two proposals previously made and then selects the optimal.

Based on the previous two chapters, the third chapter discusses how to make adjustment based on the current network distribution in Bank of China. She suggests maximize network functions from four aspects, the first is strategic adjustment, to be flexible; the second is regional adjustment, to distribute network in main cities; the third is structural adjustment, to utilize resources; and the last is functional adjustment, to improve network services.

In the end, the paper suggests: When Bank of China is taking reforms in management mode, it also needs to adjust its network distribution, changing distributing network according to administration area in status quo. It can calculate the break-even point of savings of each branch in the network. Those branches that fail to meet the saving quota and maintain little hope in developing need to be withdrawn, in order to avoid competing for limited resources within small areas. By using the network index sign after withdrawing those branches, it is possible to set up new branches in developing areas with great potential resources, which effectively relocate the organization's resources. For new areas with high cost invested in, it is possible to combine the local credit community into bank branch, so as to expand the bank services.

35. 上海市閘北區中部地區商業佈局研究

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內容簡介:

閘北區是上海市的九大中心城區之一，近年來其商貿發展很快，但由於歷史原因，其南中北三塊發展很不平衡：南北部繁華，中部地區則有不少商業空白點。

筆者長期供職於閘北區商業網點管理部門，對閘北區中部地區商業相對落後於南北兩片深感焦急，但又覺得該地區具有潛力頗大，極具開發價值，確有開發的必要。本研究採用了訪談、問卷、實地勘察等方法進行了較充分的社會調查，並參考了不少文獻，獲取大量基礎資料。在進行歸納、比較和分析的基礎上，著眼於閘北區發展全局，結合未來幾年全區經濟、社會和商業的發展背景，以及中部地區經濟發展，人口導入，居民居住趨勢以及交通狀況等方面，對閘北區中部地區的商業佈局進行了研究。

全文共分五章，在第一、二章從總體上分析了閘北區中部地區商業佈局的現狀及存在問題，闡述了商圈理論，及其在閘北區中部地區商業佈局中的指導作用，並有重點的闡述了開發中部地區，進行合理商業佈局的重要意義和迫切性；第三章分析了閘北區商業總體規劃對中部商業發展的影響，對閘北區中部地區的商業佈局進行了 SWOT 分析（優劣勢和機會威脅分析），提出了對威脅的規避和對劣勢的扭轉的思路。第四章中對中部的商業實際佈局進行了研究，提出在中部地區建立大型商業文化中心的設想和較詳盡的設計。筆者在第五章中對閘北區中部地區的發展前景進行了展望。結論是：閘北區中部地區需要，也完全有條件進行重點開發，進行合理的商業佈局，帶動周邊設施的綜合開發，帶動閘北區第三產業的蓬勃發展，促進閘北區經濟的跨躍式發展。

筆者意在通過此文對閘北區政府有關部門在進行中部地區商業發展的決策和管理起到一些參考和指導作用。

35. Commercial Layout Analysis of Central Area in Shanghai Zha Bei District

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Abstract:

Zha Bei District, one of the nine central urban districts in Shanghai, has developed rapidly in commerce and trade in recent years. However, due to some historical reasons, it is off balance in the development of southern, central and northern part of Zha Bei District.

The writer who has worked for a long time in Zha Bei District Business Management Division, is worried about central part's lagging behind southern and northern part. Meanwhile, the writer feels it is necessary to exploit the central part because of its high potentials and values. This research has obtained lots of basic materials by means of carrying out an overall social investigation through interviewing, questionnaires, documentaries, math model analysis, etc. On the basis of concluding, comparing and analyzing, a commercial layout research of central part is done by focusing on the overall development layout of Zha Bei District together with economic, social and commercial development background in further years, economic development in central part, immigration, housing tendency, traffic condition and so on.

The article is composed of five chapters. In the first and second chapters, the writer analyzes present conditions and existing problems of central part commercial layout, states commercial circle theory as well as its application to central part commercial layout and stresses the importance and urgency of exploiting central part and planning a proper commercial layout. In the third chapter, the writer analyzes the influence exerted by Zha Bei district overall commercial layout on commercial development in central part, does SWOT analysis(Advantages & Disadvantages and analysis of opportunity threat) of central part commercial layout and proposes an idea of avoiding threats and reversing disadvantages. In the fourth chapter, a research is done about actual commercial layout of central part and an idea about building a large-scaled commercial and cultural center in the central part along with its detailed designing. In the fifth chapter, the writer talks about the prospects of development in central part of Zha Bei district. To conclude: It is essential and it is within the reach for the central part to exploit, to make a proper commercial layout, to drive development of nearby facilities, to boom the Third Industry in Zha Bei district and to promote a leaping economic development in Zha Bei District.

The writer aims to give some hints and help to the divisions concerned of Zha Bei district government in their planning and management of central part commercial development.

36. 中小商業銀行開拓浙江中小企業市場之研究

孫建英

工商管理專業 2003 屆碩士

內容簡介:

在浙江這個金融業相對發達的沿海省份，中小商業銀行在國內外大銀行的夾縫中如何生存這一問題引起了人們的普遍關注。鑒於浙江經濟具有中小企業數量多，分佈廣的特點，筆者認為中小商業銀行應實行求異型的市場定位戰略，把貸款市場定位於中小企業，進行金融創新，因為這是其生存和發展的需要。

本文以浙江中小企業市場為研究物件，在分析了浙江中小企業的融資需求特徵和中小商業銀行在浙江的生存環境的基礎上，對中小商業銀行如何開拓浙江中小企業市場作了深入的分析 and 探討。文中首先對 C-A-P 模型進行了介紹，包括該模型的含義、在國外及在本文的應用情況；然後，分析了中小企業“金融缺口”的成因、中小企業一般的融資需求及浙江中小企業的特殊融資需求；第三部份則就中小商業銀行在全國及浙江的競爭狀況作了簡要分析，提出中小企業市場是其現實的必然選擇；第四部份對欲使中小企業從中小商業銀行心目的物件轉變為現實物件，所要求具備的外部宏觀環境條件進行了分析；最後，在上述基礎上，就中小商業銀行如何開拓浙江中小企業市場提出了相應的方案，包括觀念的更新、制度的配套及金融工具的創新等內容。

36. Research on Middle and Small Size Commercial Banks' Market

Development in MSE (Middle – Sized and Small Enterprises) in Zhejiang

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Abstract:

How can the middle and small size commercial banks survive and develop in the intense competitions with larger domestic and international banks in Zhejiang, a province with a comparatively developed finance? This issue has attracted universal attention. The author of this paper advocates that these banks should extend their credit to the middle and small size enterprises, because a noticeable feature of Zhejiang economy is the large number and wide distribution of such enterprises.

This paper studies the above-mentioned enterprises, and discusses how the middle and small size commercial banks can exploit the market of these enterprises, based on an analysis of the developing surroundings of the former and financial demand of the latter. First, this paper introduces the C-A-P model, its implication and application. Then, it analyzes the cause of Financial Gap, the common as well as the special financial demand of the middle and small size commercial banks in Zhejiang. The third part of the paper deals with the present competitive situation of these commercial banks in Zhejiang and in China, and puts forward that the market of middle and small size enterprises would be the inevitable choice. The next part focuses on the exterior macro circumstances in which the enterprises can be made the realistic cooperators of the commercial banks from potential ones. Finally, the author advances a corresponding proposal about how the middle and small size commercial banks can exploit the market of the middle and small size enterprises, including the renewal of notions, the adjustment of systems and the innovation of financial instruments.

37. 交通銀行貸款風險分類管理

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工商管理專業 2003 屆碩士

內容簡介:

中國人民銀行決定從 2002 年起，在中國各類銀行全面實行貸款風險分類管理。這是適應中國銀行業加強信貸管理、提高信貸資產質量和對外開放的迫切需要；是中國銀行業日益融入國際市場、參與國際競爭與合作的客觀要求；是建立現代銀行制度和防範金融風險的重要舉措。但對中國的銀行業來講，這是一項新工作，有許多問題需要研究，有許多工作需要配套，有許多措施需要完善。

本文結合交通銀行的實際情況，運用信貸管理、風險管理的理論和方法，對貸款風險分類管理進行了研究，特別是對業務流程及流程涉及到的工作內容進行了重點探討研究，建立符合貸款風險分類管理要求的貸款業務流程體系。

論文首先對貸款風險管理進行一般分析，目的在於說明貸款風險管理在銀行經營管理中的重要地位；其次分析了交通銀行貸款風險分類管理的現狀和存在問題，重點是對問題進行了剖析；最後圍繞存在問題和實際工作的需要，提出了具體的管理措施和相應的配套措施。

37. The Study of Credit Risk Classification Management of Bank of Communications

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Abstract:

Classification management of loan risk has been carried out throughout all kinds of banks in China since 2002. This policy adapts to the requirements of promotion of credit management, improvement of quality of loan assets and openness to the world. Also, it is objectively required when bank system merges into the international market, greets international challenges and cooperations. Moreover, it plays an important role in the construction of modern bank institutions and resolutions of financial risks. However, as for the bank system of China, it is a new project. So there are many problems to be studied, much work to be done, and many measures to be improved.

Combined with the situation of Bank of Communications, the paper applies the theory and method of loan management and risk management to classification management of loan risk. Operation procedures and involved contents are especially emphasized. Moreover, operation procedures of credit business are constructed to meet the requirement of classification management of loan risk.

First, the important status of classification management of loan risk in bank operation management is illuminated through a general analysis of risk management of loan.

Second, the situation and existing problems of classification management of loan risk in Bank of Communications are analyzed.

Third, based on existing problems and requirements in actual work, control measures and pertinent policies are proposed.

The author describes the maladjustment between formal measure system ("four class" grade and "five class" grade) of credit risks and agriculture policy finance, and states that the 'eight-class' adapts to the risk of loans for commissary, cotton and oil and states how to judge all the related risks in agricultural policy finance reasonably and accurately.

Finally, according to the feature and the mission of policy agriculture finance, based on the setup of the three mechanisms - risk pre-warning, risk prevention and risk diversification, the author states the scientific system solutions to recognize, anticipate, monitor, diversify, and compensate the risks in the process of operational management.

38. 興達公司人員績效評估體系研究

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內容簡介:

人力資源是決定企業生存與發展的最重要資源。隨著生產力和科學技術的飛速發展，企業之間的競爭日益複雜、激烈。人力資源的重要性也越來越突出。現代企業之間的競爭往往取決於人力資源的競爭，人才的競爭成爲企業能否最終獲勝的關鍵。而績效評估正是人力資源管理各種功能中的核心功能，認真、嚴格、公正的績效評估是改善、提高企業人員工作績效的重要手段，是公司管理者正確決策、賞罰分明、提高企業整體效率和效益的基礎；另外，通過公司人員績效評估與管理不斷提高公司的績效，爲實現公司的戰略提供良好的人力資源上的保證。

本文以人力資源管理、績效評估的相關理論和技術爲基本理論依據，結合興達公司的實際情況，分析了興達公司績效評估狀況，指出了該公司在評估方面存在的問題和不足，並重新提出了新的設計方案，全面地論述了績效評估對實現公司戰略的重要作用。第一部分簡要評述績效評估的基本理論；並對績效評估的定義、方法、內容、目的、重要性、評估原則、評估流程等做了較爲全面的界定和研究。它構成了設計興達公司績效評估體系的理論基礎。第二部分從三個層面對興達公司績效評估體系進行詳細剖析，並指出其對公司經營管理的重要影響。第三部分是在前兩部分研究的基礎上，結合該公司現實管理需要，並廣泛參考其他企業的成功經驗，對興達公司的績效評估體系進行了重新設計。第四部分對新體系進行了客觀的評價並對實施中的問題進行了提示分析。最後對於績效評估在實際工作中常遇到的問題進行了規避分析，提出改進方向。希望該系統能爲提高公司的管理效率、配合公司整體戰略的實施提供良好的支撐。

38. Research on Employee Appraisal System of Xing Da Company

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Abstract:

Human resource is the most important resource that determines the existence and development of an enterprise. Along with the soaring development of productivity, science and technology, competition has become increasingly severe and complicated. At the same time, the importance of human resource is becoming prominent. Competition among modern enterprises usually falls into competition of human resource, and therefore the advantage of talent finally determines the competitive edge of an enterprise. In this regard, performance appraisal constitutes the core function of talent management. Careful, strict and fair performance appraisal is an important means to improve employees' working performance, as well as the base upon which management team makes sound decision, grants rewards and penalties, and enhances company's efficiency and margin. In addition, continually enhanced company performance, as a result of employees' performance appraisal and management, guarantees high-quality human resource supply in the process of company strategy realization.

Based on relative theories and technologies of human resource management and performance appraisal, and combining with the practical situation in Xing Da, this article depicts the current status of performance appraisal in the company, defines existing issues and problems, and proposes a new design. This article fully discusses the critical role that performance appraisal plays in company strategy realization. Part one contains a brief review of the basic theory of performance appraisal, and overall definition and study regarding the meaning, methods, content, purpose, importance, principles and flow of performance appraisal. Part two is a detailed analysis of performance appraisal system in Xing Da, highlighting its strategic importance to business management. On top of first two, part three re-designs the performance appraisal system for Xing Da, integrating practical management needs in XingDa and extensive references from successful experiences of other companies. Part four is an objective appraisal to the proposed system, which highlights possible issues to note during its application. The last section includes evasion analysis for frequently-met-problems in real practice, and proposes ways to improve. It is hoped that the system will bring good support to elevate management efficiency and will align itself with overall strategy execution for the company.

39. 旅遊景區企業文化建設研究

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內容簡介:

管理是企業發展史上永恆的主題，伴隨著時代的進步，企業的成長壯大在經歷了經驗管理和科學管理的同時，已開始步入到文化管理時代。

企業文化，作為一種新的社會現象，正不斷成為現代企業改革，經濟發展和社會進步的標誌之一，它與區別傳統管理中重視人事管理、財務管理、技術管理、生產管理等職能性管理到重視以文化管理在內的創新管理、戰略管理、知識管理等綜合性管理，成為現成管理中的重要環節。它以吸引人、激勵人和留住人為獨特的企業文化管理模式在企業管理中產生著重要作用，並在企業運作中，讓不少成功企業用事實證明，投資占 1 分，技術占 3 分，管理占 6 分。正如著名經濟學家於光遠指出：“國家富強靠經濟，經濟繁榮靠企業，企業興旺靠管理，管理的關鍵在於文化。”

提出旅遊景區企業文化建設，正在從企業文化的內涵上闡明企業文化不僅是旅遊企業的管理文化，同時也是一種旅遊經濟文化和旅遊業企業中的微觀組織文化，它是立足於旅遊企業長期的管理實踐，從企業軟管理的角度，強調不斷在企業中確立企業的核心價值觀，確立以人為本的人本文化，不斷增強企業員工的在激烈市場競爭中的群體凝聚力，結合旅遊景區的服務性、國際性、文化消費性等特點，提出建設旅遊景區企業文化要確立企業共同願景，要造就企業英雄，要創立企業文化禮儀，並在不斷地營造優秀企業文化氛圍中打造長壽的旅遊景區企業文化。

本文在對國內幾種企業文化創建模式的比較中得出創建旅遊景區企業文化，既要重視從企業文化建設的共性上進行總體把握，又要立足企業個性進行充分地調查研究和論證，並從中遵循企業文化建設的規律提出創建的基本思路。由此，本文以國內著名景區——昆明世博園為案例進行全面分析研究，並提出要加強旅遊景區企業的管理水準，就必須注重對企業文化建設的對策研究，必須從多側面，多角度進行研究制定對策，最終為打造本企業高品質的企業文化而努力。

當然，在對昆明世博園為案例進行分析中，從企業文化建設的要求上來看，世博園的企業文化建設仍存在諸多問題，需要從管理的角度建設好世博園，就必須對企業情況有一個全面完整地分析。並且要圍繞建設世博園企業文化的總體要求，從物質層面，行為層面，制度層面到精神層面提出文化建設的對策。最終通過對世博園企業文化建設對策的提出，進而明確加強旅遊景區企業文化建設的對策及研究。

總之，旅遊景區企業的發展和進步，不僅要靠科學的管理，更要追求文化管理。要創建優秀的企業文化，就必須注重對本企業的現狀進行透徹分析研究，以企業文化建設的科學思路，推動企業的可持續發展，推動旅遊企業的可持續旅遊。

39. Research in Tourist Scenery Enterprise Culture Construction

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Abstract:

Management is an eternal theme in the enterprise developing history. Following the move of the era, the enterprise has grown up through the experience management period and technique management period and now moved to the period of culture management.

After the 1970s, a new trend of enterprise culture appeared in the management area and fast development of information technique strengthened and improved the enterprise management. Enterprise began to enter the stage of culture management. The conception of enterprise culture comes from consecutive research of practical and theoretical enterprise management. As a new social phenomenon, the enterprise culture has become a symbol of the modern enterprise reform as well as the economic development and the progress of a society. Distinguished from the traditional human resources management, finance management, technique management and production management, it regards innovation management, strategy management, knowledge management as important parts of modern culture management. The specialty of enterprise culture management model is to attract, inspire and keep personnels back, and it plays an important role in enterprise management. Many cases prove that a successful enterprise puts 10% in investment, 30% in technique and 60% in management during the operation. Yu Guangyan, a famous Chinese economist, had said that a strong and rich country depends on economy; a glorious economy relies on enterprise; a successful enterprise reckons on management; the key point of management lies in culture.

The creation of touristy sight-seeing enterprise culture explains from its inside meaning that the enterprise culture is not only a touristy enterprise management culture, it is also a tourist economic culture and a micro arrangement culture of tourist enterprise. It is based on the longtime practice of tourist enterprises. From the view of enterprise management, it emphasizes consecutively setting up the core value conception and humanfirst culture. In the enterprise, it continually strengthens the get-together power for the enterprise staff in the hard market competitions. Combined with the tourist sightseeing enterprise specialty of servicing, internationalizing and culture consuming, it explains the necessity of creating an enterprise hero and building up enterprise common will for the tourist sight seeing enterprise. It is also necessary to create enterprise culture protocol and put continual efforts to make a long-life enterprise culture in an excellent enterprise culture environment.

Based on the facts of the Kunming Expo Garden Co. Ltd., this article takes it as one of the cases of scenery points to analyze the problems of building enterprise culture. Guided by the theory of enterprise culture, it designs a set of multi-view analysis enterprise culture.

In the first charter, the article analyzes the inside meaning of enterprise culture and the common points of the tourist scenery culture. In the second charter, the article makes a comparison between several scenery enterprise culture models and points out the main stream of tourist scenery enterprise culture. In the third charter, after a brief introduction of the Kunming Expo Garden, the article relates that though the garden is famous domestic scenic spot, from the view of enterprise culture construction, it has quite a few problems. If we want to operate the Expo Garden well from the management point(???), we must have a general complete analysis of the enterprise's situation. In the fourth charter, to meet the general equipment of the garden enterprise culture, the article gives answers from the views of material, staff behavior, management system and spirit. Finally, from the analysis of the Expo Garden enterprise culture construction, it summarizes the research result of tourist scenery enterprise culture construction.

To summarize, the development and progress of tourist scenery enterprise depends not only on the scientific management but also on cultural management. To create an excellent enterprise culture, we must make a thorough analysis and research on the present enterprise situation. Then guided by the scientific idea of enterprise culture construction, the Expo Garden may keep a continuous development.

40. 杭州公路建設投融資體制改革研究

嚴華好

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內容簡介:

當代中國正處在計劃經濟向市場經濟完全轉變的重要轉折期，在改革開放總設計師鄧小平先生的規劃下，全社會把經濟發展作為一項總的目標方針始終不渝地加以貫徹和執行。

在促進經濟發展的過程中，交通基礎設施作為經濟發展的基礎，其重要性已逐漸為人們所認識。在各種交通基礎設施中，公路處於十分重要的地位，是交通基礎設施的主體。公路作為公共產品，它的發展在很大程度上依賴於政府的宏觀支援與協調，依賴於政府正確政策的導向。

杭州作為中國經濟較為發達的地區，其經濟發展的水準領先於全國大部分地區，但在其經濟發展的過程中同樣也面臨著交通瓶頸制約的問題，尤其作為本區域現代交通的主體和各種運輸方式的銜接點，公路交通存在著進一步適應經濟發展的問題。

本文通過考察杭州市的社會、經濟發展情況，回顧杭州市公路交通的歷史和展望未來的發展前景，在分析區域內各地方經濟發展與公路建設的關性的基礎上，指出杭州市社會、經濟的進一步發展有賴於公路建設水準的進一步提升，而影響公路路網水準快速提升的重要因素是資金的有效供給，而影響資金有效供給的關鍵在於杭州公路建設投融資體制的不適應。並且通過進一步的研究指出，杭州公路建設投融資體制由於長期受計劃經濟體制的桎梏，雖然歷經改革有了大的轉變，但目前仍然存在著公路建設資金供給結構性矛盾、政府實際控制投資資金比重過大、政府包辦投資專案決策權，政府佔有具體投資權，投資風險約束機制尚未建立，缺乏明確一貫的投融資政策、投資宏觀環境不甚理想等問題。在政府財力嚴重不足，公路建設資金需求成倍增長的情況下，堅持並深化公路建設投融資體制改革是解決公路建設資金唯一的、必然的選擇。

本文指出，作為長期目標，杭州市在公路建設投融資體制應向著建立以政府為主導，以市場配置資源為機制的多元化投資主體，多管道有效投入的目標而努力。而在當前過渡時期，應當加強對市場經濟條件下政府的投融資行為的研究，進一步加大財政對公路交通基礎設施有效的投入，要準確界定不同所有制投資主體的投資範圍，同時，發揮市場的杠桿作用，引導民間投資進入公路建設市場，同時大膽借鑒各種新型投融資方式，特別是大膽引入以國內 BOT 為代表的專案融資方式，同時，要自覺地限制政府在投資決策上的權力，規範政府在投融資活動中的行為，創造一個適宜於各種所有制成份競相投入的輿論氛圍和政策環境，確保有足夠資金滿足公路建設需要。

40. Research on the Investment and Financing System Reform of the Highway Construction in HangZhou

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Abstract:

As China is experiencing the important transition stage from the planned economy to the market economy which is scheduled by the General Designer of Reform and Opening, Deng Xiaoping, the economic development is the general target for the whole society to implement and carry out all the time.

In the process of promoting the economic development, as the base of the economic development, the significance of the transportation infrastructure has been gradually realized by people; and the public road, which is one of the public goods, is the key for all the transportation infrastructures and its development depends mainly on the macro support and coordination of the government, as well as the guidance of the correct governmental policy.

Hangzhou is one of the advanced economic regions in China and the level of its economic development is higher than that of most areas in China. However, the transportation is the bottleneck for the further economic development in Hangzhou. As the connection between modern transportation and various transportation means, the public road is also the key to be solved in order to meet the needs of economic development.

This thesis, which analyzes the social and economic situation of Hangzhou, and reviews the history of Hangzhou public road, as well as looks forward to the future development, points out that the construction of the public road is the key for the further social and economic development of Hangzhou on the basis of analyzing the relationship between area economic development and highway construction. Capital supply is the key factor for the fast development of public road, then the means of investment and the financing system of highway construction in Hangzhou is the key for capital issue. With further research, the thesis also points out the most important issues are the irrational structure of capital supply of highway construction and more ratio of governmental investment, decisions of investment arranged by the government, real investment right of the government, lack of constrain system of investment as well as venture investment, clear financing system and poor investment environment. As the government lacks the money and the capital supply for public road is large, the financing system reform of the highway construction is the only way to go.

This paper suggests, as the long-term goal, the investment and financing system of Hangzhou public road construction should adopt the system, with government domination and market allocation, and be multi-bodies and multi-means based. In current transition stage, this thesis suggests that there should be more researches on governmental investment and financing behavior in the condition of market economy and more input by fiscal income on public road, clear definition of the investment scope of investing main bodies under different systems of ownership. At the same time, the thesis suggests giving play to the lever effect of the market and introducing the private investment into highway construction market, as well as making use of other means such as BOT etc. The government is better to limit its power over investment decisions, regulate its investment behavior and provide a sound environment to attract sufficient money for the public road construction.

41. 瀋陽阿爾卡特電訊有限公司發展戰略研究

尹寶國

工商管理專業 2003 屆碩士

內容簡介:

瀋陽阿爾卡特電訊有限公司成立於 1993 年，經過近十年的發展，該公司已經成為阿爾卡特在華投資企業中業務增長最快，投資回報率最高的企業之一，該公司一流的服務質量無論在業界還是在東北地區都為大家所公認。

中國電信運營體制改革的不斷深入，為瀋陽阿爾卡特電訊有限公司的發展提供了市場機會，阿爾卡特在華投資企業的不斷重組又使得瀋陽阿爾卡特電訊有限公司面臨著極大的挑戰，面對著激烈的市場競爭，瀋陽阿爾卡特電訊有限公司今後將如何發展，如何制定企業的發展戰略才能保證公司的持續發展呢？本文以瀋陽阿爾卡特電訊有限公司為例，在結合該企業實際情況的基礎上，對與瀋陽阿爾卡特電訊有限公司業務類似的阿爾卡特在華投資企業的發展戰略進行了具體的分析和探討。

本篇論文共分五個部分。第一章介紹了企業戰略及戰略管理的相關理論；第二章介紹了瀋陽阿爾卡特電訊有限公司的概況，發展現狀，對公司目前存在的問題、產生問題的原因以及制定公司發展戰略的意義進行了分析和闡述；第三章對瀋陽阿爾卡特電訊有限公司所處的戰略環境進行了系統的、全面的分析；第四章確定了瀋陽阿爾卡特電訊有限公司的戰略態勢和發展戰略；第五

章對瀋陽阿爾卡特電訊有限公司發展戰略的具體實施進行了詳細的闡述。

本文以企業戰略管理學的理論框架為主線，融入企業戰略管理的有關理論，以創新性、實戰性、指導性和層次性作為分析和選擇戰略的原則，戰略措施也是可行的，只要認真貫徹落實，就一定能夠達到預期的目標。

41. Study on Development Strategies of Alcatel Shenyang Telecommunication Co., Ltd.

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Abstract:

Alcatel Shenyang Telecommunication Co., Ltd was set up in 1993. With nearly ten-year development, it has become one of Alcatel joint ventures in China with highest business increase and highest rate of return. The first-class service provided by the company is well recognized not only in the industry but also in Northeast China.

The restructuring of China Telecommunication Operating System provides optimum business development opportunities for Alcatel Shenyang Telecommunication Co., Ltd. Meanwhile, the re-organization of Alcatel joint ventures in China is greatly challenging Alcatel Shenyang Telecommunication Co., Ltd. Facing the fierce market competition, how to develop the company and how to work out its development strategies to retain a continuous development? Taking Alcatel Shenyang Telecommunication Co., Ltd as an example, based on its actual situation, this article will discuss and analyze the development strategies of Alcatel joint ventures in China which have similar business style to that of Alcatel Shenyang Telecommunication Co., Ltd.

There are five sections in this thesis. Section one introduces the theories related to enterprise strategies and strategic management; Section two is about the general introduction and current situation of Alcatel Shenyang Telecommunication Co., Ltd. In this section, the existing problems, the causes of these problems and the importance of working out development strategies are analyzed and expatiated.

Section three analyzes the company's strategic environment comprehensively and systematically. Section four is on the strategic profile and development strategies. In the last section, section five, the detailed implementation measures of its development strategies are expatiated.

The main clue of the thesis is the frame of enterprise strategic management theories. And the related theories of strategic management are well explained within the thesis. It's on the principles of innovation, practicality, direction and hierarchy. The strategic measures are feasible as well. The anticipated target will be reached as long as the strategic measures are implemented and fulfilled.

42. 茂名市人力資源開發的現狀及對策研究

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內容簡介:

人力資源是所有經濟社會資源中最重要最可寶貴資源，被稱為“第一資源”。人力資源開發是促進經濟社會發展的決定因素，對於經濟欠發達地區實現經濟騰飛尤其具有特殊重要的意義。但對於區域性人力資源開發、特別是欠發達地區人力資源開發的研究，還是一個剛引起人們關注的新課題。

本文以茂名市這個廣東省西翼欠發達地區的人力資源開發為對象，深入研究欠發達地區經濟發展與人力資源開發的關係，從而從宏觀角度探討茂名市加快人力資源開發的對策。

本文共分四章：緒論；人力資源與經濟發展；茂名市經濟發展和人力資源現狀分析；茂名市人力資源開發的緊迫性和對策。

本文在介紹人力資源相關的基本理論的基礎上，充分論證了人力資源是經濟增長的決定因素之一，人力資源開發與區域經濟發展呈正相關性，特別闡述了人力資源開發對落後地區經濟發展的特殊重要意義。進而用縱向和橫向比較方法，全面分析與研究了茂名市經濟發展和人力資源的現狀，證明茂名市經濟欠發達、發展相對滯後，同茂名市人力資源整體素質較低、人力資源開發相對滯後密切相關。因此，茂名市人力資源開發，對於經濟社會發展具有極其重要性和緊迫性。本文從茂名市經濟社會發展目標、發展戰略以及迎接知識經濟時代和經濟全球化挑戰的要求等方面分析論證了；加快人力資源開發是加速茂名市經濟發展的正確戰略決策。最後，本文著重探討了加快茂名市人力資源開發的對策，有針對性地提出必須推進觀念更新，形成全市共識；制定整體開發規劃，明確開發目標；廣泛發動開發主體和對象，堅持全面開發方針；突出開發重點，加大開發力度等對策措施。並著重提出和分析了當前必須突出人才資源開發的重點：一是加大教育投資力度，加速發展各類教育；二是盤活人才資源存量，提高現有人才使用效益；三是廣泛吸引和使用域外人才，迅速擴大人才資源增量；四是優化軟硬環境，為人才資源開發創造更有利條件等，以儘快提高茂名人力資源的整體素質和使用效益，為實現茂名跨越式發展、全面建設小康社會提供有力的保障。

42. Research into the Present Situation of Human Resource Exploitation in Maoming and its Related Strategies

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Abstract:

Human resource, being regarded as NO.1 Resource, is the most important and valuable among all resources of economic society. Its exploitation is a decisive factor to promote the development of economic society. It is particularly important for the insufficiently developed region to realize rapid development in its economy! However, regional human resource exploitation, especially the research on it in insufficiently developed area, remains a new subject that has recently attracted people's attention.

Taking as the object of this research paper, the human resource exploitation in Maoming, the insufficiently developed western region in Guangdong Province, the author makes a further study on the correlation between economic development and human resource exploitation in insufficiently developed regions, on the basis of which, the author makes an exploration from the macroscopic point of view in the strategies to speed up the exploitation of human resources in Maoming municipality.

This paper consists of the following four parts:

- Introduction
- Human resource and economic development
- Analysis on the present situation of economic development and human resources in Maoming
- Urgency and strategies to exploit human resource in Maoming.

Firstly, this paper proves sufficiently human resource is the decisive factor in economic growth and the positive correlation between human resource exploitation and regional economical development, focusing on the importance of human resource exploitation to the economic development in undeveloped regions on the basis of the defining of the related basic concepts of human resource.

Secondly, this paper proves that the insufficient development of economy and its comparatively slow development of Maoming are closely related to its low quality of human resource as a whole and its slow exploitation of human resource by horizontal and vertical comparison on the basis of a thorough analysis and research on the present situation of Maoming's economic development and human resource. Therefore, the exploitation of human resource in Maoming, is particularly important and pressing to the development of economic society.

Thirdly, the paper proves that the correct strategic choice to speed up Maoming's economic development is to speed up its human resource exploitation by analyzing the targets for Maoming's economic society, developing strategies and the requirements of knowledge-economy era and economic globalization.

Lastly, the paper focuses on the measures to be taken to speed up the exploitation of Maoming's human resource. The author points out respectively that it is a must to emancipate the mind and to renew modes of thoughts. It is necessary to work out a plan for exploitation and to clarify the targets to exploit. To activate the subject and object of exploitation is needed, sticking to the guiding principle of exploitation as a whole. Giving prominence to the focal points and intensifying the dynamics of exploitation are also practical measures to be taken. The author points out clearly that the focal points to intensify the dynamics of exploitation for the time being are as the following: Intensifying the dynamics of investment in education and speeding-up to develop all sorts of educations; Making the best use of existing human resource and improving the benefit of using existing talents; Attracting and using external talents widely and increasing human resource rapidly; Optimizing the software and hardware environments and so on. These strategies can help improve the quality of human resource as a whole and the benefit of exploiting it, so that it can ensure Maoming leaping-over development and complete construction of a well-to-do society.

43. 提升本土廣告公司核心競爭力研究

於素賢

工商管理專業 2003 屆碩士

內容簡介:

廣告已經成為現代社會經濟活動的一種基本表現形式。它從各個方面滲透到人們的生活中，不僅直接對市場和經濟活動發生效用，而且還影響著人們的觀念和行爲，甚至成為人類消費方式的一種詮釋。近 20 年來，我國廣告業有了很大發展，廣告投入費以每年 40% 以上的速度遞增，廣告經營單位突破 5 萬家，這樣的發展速度在世界上是罕見的。但總體看，我國現代廣告業的發展還處於起步階段。在 WTO 四項原則下，我國廣告市場首當其衝。由於外國商品和外國企業的進入，我國廣告經營額將持續擴大，是喜；外國廣告公司、跨國廣告公司及傳媒集團搶奪我國廣告市場主導權，是憂。本土廣告公司面臨前所未有的挑戰，提高核心競爭力，已成為生存和發展的關鍵。本文通過對現代廣告業的分析，結合企業競爭力理論的研究，對當前本土綜合性廣告公司競爭力的現狀進行了分析評估，在此基礎上，提出了提升本土廣告公司競爭力的途徑。

本文首先根據現代廣告理論，分析了廣告的內涵和功能，探索了現代廣告業發展的四大趨勢。第二章介紹了廣告業核心競爭力理論形成的基礎及服務行業核心競爭力的特點，探討了競爭力理論在廣告產業中的運用。第三章著重分析了本土廣告公司面臨的外部環境，突出了 WTO 原則下，國內廣告市場競爭格局、競爭戰略的變化。在此基礎上，第四章以跨國廣告公司與本土廣告公司對比的方法，全面評估了本土廣告公司的競爭力現狀，通過定性和定量的方式，對本土廣告公司與跨國廣告公司的競爭力差距作了詳盡的分析。最後，運用前面的研究成果，提出了本土廣告公司提升核心競爭力的五項重點策略。

43. The Research of Upgrade Local Advertising Co.'s Core Competitive Strength

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Abstract:

Ad has become one basic form of economic activities of modern society. It permeates into nearly every corner of people's daily life: it affects directly not only the market and economic activities, but also people's ideology and their behavior, and it becomes an explanation to their consumption. For the last 20 years, ad industry in our country has been developing in leaps and bounds: the fee thrown into ad is increasing more than 40% annually, and the total number of ad-engaged units breaks 50,000. This is rare in the world. On the whole, ad industry in our country has just made the first step. Under 4 principles of WTO, our country's ad market would be the first to be affected. Since foreign merchandizes and foreign enterprises keep entering into China, our ad business turnover will continue to expand, which is good news; meanwhile, foreign ad companies, multi-national ad companies and medium groups come to compete for ad initiative in China, which might not be good news to us. In order to face unprecedented challenge, to survive and develop, the key for local ad companies is to raise their core competitive strength. This article combines the analysis of modern ad industry with the research result of enterprise competitive theory, and evaluates the status quo of competitive strength of local integrated ad companies. Based on this, the article points out that the key point of strategy in raising local ad companies lies in heightening their competitive strength.

The article first analyzed the connotation and functions of the ad, in light of modern ad theory, explored the four developing trends of modern ad industry. In the second chapter, it introduced the base for ad core competitive theory and the features of core competitive strength of service industry, and the application of the theory in ad industry. The third chapter mainly analyzed the outside environment of local ad companies, the competitive pattern of domestic ad market, and the changing of competitive strategy. On top of this, the fourth chapter compares the multi-national ad companies with local ad companies, assessing the current competitive situation of local ad companies through quantitative and qualitative analysis. It analyzed the difference between international and local ad companies in detail. At last, it applied the research result to its own ad company, and then it raised five key points of strategy to improve the core competitive strength of the local ad companies.

44. 通過整合營銷提高顧客對"大紅鷹"品牌的忠誠度

俞建波

工商管理專業 2003 屆碩士

內容簡介:

生產力和科技的發展，使衆多的同質化的商品如潮水般地湧向市場，令消費者目不暇接，品牌是消費者選擇商品的重要依據。這使得企業間的競爭從傳統的生產和銷售的競爭上升到體現企業核心競爭力的品牌的競爭。品牌也就作為企業資產而存在。於是，培育消費者的品牌忠誠也就成為當今企業間競爭的焦點之一。

本文試圖結合營銷的有關理論，通過分析“大紅鷹”品牌發展現狀，提出建立“大紅鷹”品牌忠誠度的主要途徑。

本文首先描述品牌資產、品牌關係管理等基本概念，分析品牌市場競爭力和整合營銷的關係，認為品牌資產和品牌關係管理是營銷活動的主要內容，強調消費者的品牌忠誠度是品牌價值的決定性因素，整合營銷是提高品牌忠誠度的重要手段。

“大紅鷹”品牌的發展是中國煙草工業的奇跡，短短八年從一個不知名的低檔品牌成長為中國馳名商標。但是在新形勢下，同樣面臨著品牌資產管理方面的諸多問題。本文第二章通過對“大紅鷹”品牌發展過程的回顧以及“大紅鷹”品牌現狀的分析，指出“大紅鷹”品牌管理存在的一些主要問題。筆者認為，通過對營銷手段的整合，可以提高顧客對“大紅鷹”品牌的忠誠度，使企業的品牌資產管理水準得以提升。

本文在第三章提出了整合營銷的方案。根據勞特明教授的 4Cs 理論，針對“大紅鷹”品牌現狀，確定整合營銷是提高“大紅鷹”品牌忠誠度的主要途徑。培育“大紅鷹”品牌的忠誠度主要從三方面加以實踐和完善。一是面向市場的產品開發，企業要不斷瞭解顧客的需求，滿足顧客的需求，生產能給顧客帶來價值最大化的產品。二是營銷溝通的整合，系統有效地整合各種營銷溝通工具，塑造一致性的品牌形象，提高品牌附加值。三是客戶關係管理的整合，運用一對一的營銷和客戶資料管理，與顧客互動聯繫，維繫顧客，保留顧客。通過這三方面營銷活動的整合進一步提高顧客對“大紅鷹”品牌的忠誠度。

44. Using Integration Marketing to Improve the Customer Loyalty to “Da Hong Ying”

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Abstract:

With the development of productive force and technology, goods of similar qualities flock to the market and dazzle the consumers. In this situation, the brands of the goods are always an important reference for consumers while selecting goods. Therefore competitions among enterprises have escalated from those in traditional production and marketing to those in brands, the core competitive edges of enterprises. At the same time, brands also exist as part of the corporate assets. In fact, the cultivation of consumer loyalty to brands has become a focus of competitions among enterprises of today.

Based on related theories on brand operation and through the analysis of Dahongying brand, this article tries to come up with a main approach to building of consumer loyalty to the brand.

The article begins with the basic conceptions of brand, brand asset and management of brand and analyzes the relationship between the market competitiveness of brands and integrated marketing. It asserts that brand asset and brand management are the main subject of marketing and emphasizes that the consumer loyalty to a brand is the decisive factor of a brand and brand value. It also believes that the integrated marketing is an important measure to enhance consumer loyalty to the brand.

The rise of Dahongying brand is a wonder in the Chinese tobacco industry in which it becomes a nationally famous brand from an unknown one over a period of merely eight years. However, in the new situation, it also faces various problems with brand asset management. In the second chapter, the article looks back upon the history of Dahongying brand and analyzes the status quo of the brand and finally points out the main problems in the brand management of Dahongying. The author believes that the integration of marketing approaches may improve consumer loyalty to the brand and upgrade the managerial standard of corporate brand asset management.

In the third chapter, the article comes up with a program for integrated marketing. Based on the 4CS theory and taking the status quo of Dahongying into consideration, it is asserted that the integrated marketing is the main approach to raising consumer loyalty to Dahongying brand. The cultivation of consumer loyalty to Dahongying should be carried out and perfected in terms of three respects. First, the enterprise must develop market-oriented products, constantly meet the needs of customers and produce those products which bring maximized value to customers. Second, the enterprise must integrate the marketing and communication means, mould an identical brand profile and raise the added value of a brand. Third, the enterprise must integrate the customer relationships, implement the one-to-one marketing approaches and customers data management, interact with and maintain good relationship with customers. By integrating these three respects of marketing, the enterprise will further improve the customer loyalty to Dahongying brand.

45. 企業研發人員的績效管理

鄒單娜

工商管理專業 2003 屆碩士

內容簡介:

隨著中國加入 WTO，我國企業面臨的競爭環境越加嚴峻。如何適應知識經濟時代的到來，提高企業的國際競爭力便成為刻不容緩的問題。

據統計，我國企業 R&D 人員的數量日益增長，企業研究開發投入占國內生產總值的比率不斷上升。如何提升企業的組織績效是發展的核心問題。眾所周知，企業的研發力量與研發水準是企業成長的主要制約因素，而一個企業的研發水準又取決於研發人員的研發能力與工作業績，所以，對企業研發人員的績效進行管理就顯得日益突出，如何建立一套適合企業研發人員的績效管理系統以提升研發人員的績效就變得越來越重要。

績效管理的核心目標是開發員工的潛力，提高他們的績效水準，同時把員工的個人目標與企業戰略結合起來，使公司的績效得以改善。績效管理通過把每一個員工或管理者的工作與集體的整體使命聯繫在一起，強化了一個公司或組織的整體經營目標。

本文著重研究企業研發人員的績效管理，所以是站在員工績效管理的層面上進行的研究，而且把研發人員的績效定位于本文觀點——員工績效應包括結果和行為兩個方面。本文希望通過對企業研發人員的研究，從而制定一套適合企業研發人員的績效管理系統，以提高研發人員的工作業績，繼而提升研發部門的工作績效，最終使企業的組織績效得以提高。

本文認為，研發人員的績效管理系統應包括績效計畫、績效實施與管理、績效評估、績效反饋與面談和獎勵績效五個環節的迴圈過程。它是全體員工參與的自下而上的過程：績效管理的溝通包括溝通組織的價值、使命和戰略目標、對員工的期望結果和評價標準。強調員工之間相互支持和鼓勵；績效管理是一個強調發展的過程，目標之一是建立學習型組織，最終目標是建立企業的績效文化。形成具有激勵作用的工作氛圍。

45. Performance Management of Enterprise R&D People

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Abstract:

After the entry into WTO, the competition which Chinese firms are confronted with will be more and more intensive. How to strengthen the corporate international competence has been an urgent issue.

According to statistical data, the R&D staff of Chinese enterprises increases rapidly, and the ratio of expenditures on R & D to GDP rises. Improving an organization's performance is essential to its development. As well known, the R&D ability is a restrictive factor for the development of a firm, and the level of R&D depends on the R&D employees' abilities and performances. Therefore, the management on performances of corporate R&D employees becomes a big problem for many companies. Establishing a performance management system to improve the R&D employees' performances grows more and more important.

The core objective of performance management is to exploit the employees' potential, improve their performances, connect individual goals with corporate strategy, and to improve the corporate achievements. In other words, the performance management integrates the individual work with group vision, and strengthens the shared goals of the organization.

This thesis focuses on the performance management on R&D employees, locating the performance of R&D employees on this view——performances of employees consist of outcomes and behaviors. Through research on the corporate R&D employees, the author tries to establish a performance management system, to increase the R&D individual performance that will later improve the performance of R&D department and gain performance development of the whole enterprise at last.

In our research, the performance management system includes five subsystems that compose a cycle: performance planning, performance execution, performance evaluation, performance feedback and rewarding. All employees should be involved in this process from top to bottom. Communication in performance management includes sharing the value, objectives and strategic goals of the organization, increasing the transparency of the communication network, and making employees know the expectation and evaluating criteria from their supervisors. Thus, the performance management is a process that puts an emphasis on organizational development and supports among the employees. Establishing learning organization is also a goal of performance management. Its ultimate goal, however, is to form the performance culture in an enterprise that helps to encourage employees.

46. 股份制商業銀行剝離與治理非金融性不良資產的模式研究

趙煒

工商管理專業 2003 屆碩士

內容簡介:

20 世紀 80 年代至 90 年代初，全球金融出現自由化傾向，世界各國銀行的業務出現多元化經營，商業銀行與企業的關係日益密切，銀證業務界限日益模糊；這一時期也是我國的經濟體制和經濟結構轉軌的關鍵時期，金融監管體系尚未真正建立起來，專業銀行一方面受傳統的銀企關係影響，另一方面幾乎所有的轉制和未轉制的商業銀行受非銀行業務高盈利的吸引，紛紛涉足於非銀行金融領域，特別是信託業、證券業、房地產業等，導致銀行大量的不良資產產生。巨額的不良資產潛伏著巨大的金融風險，這幾年我國政府和銀行一直在想辦法解決巨額不良債權問題，但收效甚微。1999 年我國借鑒國際上的經驗出臺一系列措施開始對國有商業銀行的不良債權進行治理。其基本依據是銀企分離、銀證分離、分業經營、分業管理。

本文在系統整理、吸收和借鑒已有理論成果的基礎上，對我國商業銀行不良資產的成因和國際上處理不良資產的經驗進行了深入分析，總結我國國有商業銀行處理不良資產的各種途徑，重點提出了本文的創新部分，即我國股份制商業銀行的非銀行金融資產特別是不良資產部分的剝離與治理思路，這個思路同時也為我國國有商業銀行提供了一個借鑒。

對我國股份制商業銀行非銀行金融資產的剝離與治理要首先明確其不同于國有商業銀行的思路，不可能依賴政府參與和財政支援，而只能通過市場化的路徑和方式加以解決，但在目前的狀況下又不能一步到位實現市場出清，應採取分步推進、逐漸剝離的方式實現銀企脫鉤。不良資產的剝離與治理應同時進行，採取把治理不良資產與股份制商業銀行和分離後公司的自身市場化改造相結合的方法，在剝離銀行不良資產的同時，完成對銀行和企業的經營體制和管理體制的徹底改造。對非銀行金融資產剝離後的治理也不是簡單的託管、轉讓重組的問題，最根本的是體制的轉換、制度的創新，國家在宏觀層面上要繼續建立和完善宏觀政策和調控措施，以支援股份制商業銀行和企業的市場化運行，同時企業也要建立起一個適應新形勢新環境的經營和管理機制。

46. Exfoliate and Harness the Non-performing, Financial Assets of Non-bank in Shareholding Commercial Banks

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Abstract:

In the 1980s and early 90s, there emerged some new phenomena: the world's finance tended for liberalization; the operation of banks in each country became many-faceted; the relation between the commercial banks and enterprises were daily intimate and the business borderline between banks and securities corporations was daily ambiguous. That period is also the critical period for the retracting of our economic system and economic structure. The financial supervision system hasn't been really established. On the one hand, the specialized banks were influenced by the traditional bank-enterprise relationship; on the other hand, almost all reorganized and non-reorganized were attracted by the high profits of the non-bank businesses, so they set their feet in non-bank financial areas, such as trust, securities and real estate, etc., resulting in a number of non-performing assets coming into being. The great amount of the non-performing assets hides great financial risks. In the recent years, our government and banks have been considering how to solve the problem of non-performing assets but with little success. In 1999, our country used other countries' experiences for reference, and then began to harness the non-performing assets with a series of measures, the fundamental bases of which were the separation of the management of bank and enterprise, as well as that of the management of bank and securities, divided operation and divided management.

Based on systemic neatening, absorbing and using the theoretical achievements for reference, this paper deeply analyzes the cause for bringing in the non-performing assets in Chinese commercial banks, as well as other countries' experience in dealing with them, and summarizes various methods taken by the State-owned commercial banks in China, with the emphasis on the innovativeness of this paper: the thinking about exfoliating and harnessing financial assets of non-bank, especially the non-performing assets in Chinese commercial banks with shareholding system.

It is necessary to make it clear that exfoliating non-bank financial assets in shareholding commercial banks is different from that in State-owned commercial banks, and it can only be realized through marketization instead of totally relying on the support of the government. However, under the current situation, we cannot clear up the market just for once, but to gradually exfoliate the non-performing assets step by step and finally realize the separation of the bank and the enterprise. The exfoliation of the non-performing assets and the law regulation should be carried out at the same time; a method of combining harnessing the non-performing assets with the self-marketization of both the shareholding commercial bank and the separated enterprise should be adopted; to complete the transformation of the operational mechanism and management system of both the bank and the enterprise while exfoliating the non-performing assets of the bank. The harnessing toward the non-bank financial assets after exfoliation doesn't mean simply trusteeship or transfer and reorganization, but means the most fundamental transformation and innovation of systems. In terms of macro-control, the country should continue to establish and perfect macro-polices and control measures, so as to support the marketization of both the bank and the enterprise. In the meanwhile, the enterprise should build up an operation and management mechanism adaptable to the new situations.

47. 家化公司內部控制系統建設研究

周祺

工商管理專業 2003 屆碩士

內容簡介:

以現代管理理論為基礎的內部控制體系，是現代化企業有效運作的科學保障。本文就內部控制理論及其實踐的發生、發展、探索其科學性的內核。用以印證經濟改革並高速發展的上海家化的企業實踐。

首先在本文的前言中，通過對安然（Enron）世通（Worldcom）等歐美企業由於內部監控機制的不力從繁榮走向崩潰的事實，引出了現代企業建立和實施內部控制的重要性。

其次詳細介紹了家化公司內部控制的現狀和建設目標。通過介紹家化公司內部控制的形成和現狀，引出了目前所存在的問題。

然後介紹了家化公司內部控制建設的理論基礎。介紹了內部控制的內涵、分類、控制的方法，重點介紹了內部控制的評審，因為內部控制的評審是內部控制體系運作的關鍵。文章對上述理論基礎作了詳實的描述。

接著通過對內部控制理論的研究，延伸到對家化公司內部控制系統建設的思考。構想了家化公司內部控制的框架，強調了控制環境包括董事會、企業高層管理人員的品行、企業文化、組織機構、經營風格、人力資源政策等對內部控制結構產生的深遠影響。

最後具體介紹和剖析了家化公司內部控制的案例。以業務要點裏針對性的控制制度，以實效性順應市場的變化。這些制度保證了企業經營管理的良性開展。

在本文結論和建議中談到了內部控制是一項程式化的管理，它有其固有的局限性，不可能完美無缺，受到諸多因素的限制。內部控制有極大的能動性發展空間，而這一發展將與我國現代企業制度的不斷完善同步。

47. JAHWA Company Internal Control System Construction Study

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Abstract:

Internal Control System (ICS) based on modern management theory is the scientific guarantee of a company's effective operation. According to the theories and practice of ICS, this paper explores its scientific core system to identify its practical management in Jiahua Company.

Firstly, in the preface of this paper, we introduce the importance for modern enterprises to build up and implement ICS from the fact of collapse of Enron and WorldCom whose ineffective CIS resulted in their breakdown from prosperity.

Secondly, we introduce in detail the current situation as well as the construction objective of Jiahua Company. We draw out the present problems by describing the formation and current situation of Jiahua Company.

Thirdly, we introduce the theoretical basis of the Jiahua's ICS. The meaning, category and the control methods of CIS are introduced and emphasis is put on the evaluation of ICS because how to evaluate the ICS is the key to run the whole system. This paper has provided detailed description about theoretical foundations mentioned above.

Then, from the study on ICS we extend our discussion to Jiahua's ICS settlement. We conceive the structure of ICS and emphasize the profound impact on it brought by the controlling environment which includes the behavior of the board of directors and higher-level managers, corporate culture, organization structure, operation style and human resources policy, etc.

Finally, we analyze some ICS cases of Jiahua Company. We set some rules of control with pertinence and adapt to the changes of the market with actual effectiveness. These rules guarantee the benign operation and management of the enterprises.

In the conclusion part, we acknowledge that ICS is a programmed management, which bears its own limitations restricted by many factors. While on the other hand, ICS has wide space for further development, which will be in line with the continuous perfecting of our modern enterprise system.

48. 稅務學習型組織研究 ——以廣州市地方稅務局為個案

楊亞平

工商管理專業 2003 屆碩士

內容簡介:

創建學習型組織，是 21 世紀的管理新模式。從 20 世紀 80 年代開始，在企業界和管理學界出現了推廣和研究學習型組織的熱潮，並逐漸風靡全球。開始是一批著名的大企業、跨國公司紛紛建立學習型組織，取得了明顯的經濟效益和社會效益，如微軟、杜邦、英代爾等公司。在知名成功企業案例的支撐下，許多國家的政府機構、行政部門都以“學習型組織”的基本理論為指導，結合國家政府部門的自身實際，積極開展創建學習型組織的活動，取得了明顯的成效。當代管理學界認為，面向未來的世界管理有十大發展趨勢，創建“學習型組織”就是其中之一。有學者甚至認為，創建學習型組織是“21 世紀的金礦”。本文以廣州市地方稅務局為個案，運用“學習型組織”的基本理論、原則和方法，提出了廣州市地方稅務局創建學習型組織的總體思路和基本對策。

文章第一部分主要是介紹學習型組織的相關理論，通過對學習型組織的定義、特點、模型的介紹和分析，對整篇文章進行理論上的鋪墊，通過對稅務機關與學習型組織本質特徵的分析探討，提出了“稅務學習型組織”的概念及其內涵。

文章第二部分詳細介紹了廣州市地方稅務局在初創稅務學習型組織過程中的主要做法，分析了在創建過程中存在的主要問題及其原因，並分別從組織行為學、現代管理學、博弈論、系統論等角度，闡述了廣州市地方稅務局創建稅務學習型組織的重要性和緊迫性。

文章第三部分通過介紹國內外有關企業和政府部門創建學習型組織的主要做法和成功經驗，分析創建學習型組織的共同特點，對廣州市地方稅務局創建學習型組織提供一些有益的啟示。

文章第四部分筆者運用了學習型組織的基本原理，結合廣州市地稅的基本實際，系統闡述了廣州市地方稅務局創建稅務學習型組織的總體框架和基本對策，重點提出了創建稅務學習型組織的三大目標、五大原則、發展模型及階段劃分。

48. Researches on Tax Study Type of Organizations: Guangzhou Local Tax Bureau as a Case

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Abstract:

To establish learning organization is the new management model of 21st century. From the 1980s, there has been an upsurge of studying and promoting learning organization in enterprise circle and academic circle of management, and therefore gradually becomes fashionable all over the world. Supported by a number of successful cases of famous companies like Microsoft, Dupont and Intel, who have gained significant economic and social achievements by establishing learning organizations, governments and administrative departments in many countries have taken an active part in establishing learning organizations under the guide of the basic theory of "Learning Organization" on the basis of their own reality. They have also attained obvious accomplishments in this aspect. The academic circle of management believes that learning organization is one of the ten trends of future world management. Some scholars even think that the establishment of learning organizations will be "the gold mine in the 21st century". This thesis takes Guangzhou Local Taxation Bureau as the target for case study. With the basic theories, principles and methods of learning organization, this thesis puts forward the general thinking and basic strategies of establishing a learning organization in Guangzhou Local Taxation Bureau.

In the first part, this thesis expounds the relevant theories of learning organization, providing the theoretical basis through the introduction and analysis of the definition, characteristics and model of learning organization. Based on the combined study on the feature of learning organization and requirements of taxation authorities, this thesis puts forward the concept of "Taxation Learning Organization".

In the second part, this thesis introduces in detail about Guangzhou Local Taxation Bureau's practices of establishing a learning organization, analyzes the major problems during the process as well as the causes, and elaborates the importance and urgency for Guangzhou Local Taxation Bureau to establish a learning organization from the respective viewpoints of several theories such as Organizational Behavior, Modern Management, Game Theory, and System Theory.

In the third part, this thesis by summarizing the successful experiences of establishing learning organizations in enterprises and governments both domestic and abroad analyzes the common ground and therefore gives some helpful hints to the Guangzhou Local Taxation Bureau.

In the fourth part, combining the principles of learning organization and the reality of Guangzhou Taxation, this thesis systematically elaborates the framework and strategies of establishing a learning organization in Guangzhou Local Taxation Bureau, focusing on three objectives, five principles, the developing model and the division of stages.

49. 南化集團研究院轉制若干問題的研究

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工商管理專業 2003 屆碩士

內容簡介:

隨著國家體制改革的不斷深入和社會主義市場經濟的日益發展完善，科技體制改革逐漸成爲一個倍受社會各界關注的重要問題，而應用型科研機構的改革轉制工作可以說是國家科技體制改革的重要環節。爲數衆多的國家、省、市各級應用型科研機構，在國家相關政策的支援下，通過轉製成企業、進入企業或轉製成仲介機構等途徑完成了企業化轉制。在轉制的過程中，困難與希望同在，壓力與動力並存。

本文以南化集團研究院爲主要研究物件，在結合對全國科研院所改革轉制大趨勢進行分析的基礎上，對南化集團研究院轉制過程中遇到的若干問題進行了分析和研討。文中第一部分介紹了全國應用型科研院所轉制的基本情況，並簡要分析了科研機構轉制的必要性和轉制過程中科研機構面對的共性問題。第二部分從歷史沿革及隸屬關係、機構設置、科技開發領域和技術實力、人員與資產狀況等方面介紹了南化集團研究院的概況；分析了南化集團研究院的優勢和面臨的困難與問題，闡述了南化集團研究院必須進行轉制的原因；回顧了南化集團研究院近年來轉制的基本情況。第三部分對南化集團研究院今後進一步改革轉制的模式選擇進行了分析。第四部分通過南化集團研究院轉制的切身體會，提出了改革轉制需要注意和加以解決的八個方面的問題。最後得出有關南化集團研究院改革轉制的一般性結論。

49. A Research on the System Reform in Nanjing Chemical Industry Research Center

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Abstract:

As the state system reform deepens and the socialist market-oriented economy is being perfected day by day, the system reform in scientific and technological sector arouses more and more concern from all circles of society. Yet the system reform of applied scientific research institutions is an important part of the system reform in scientific and technological sector. Supported by the relevant state policies, numerous applied scientific research institutes at levels of state, province and city have changed to enterprises by transforming into enterprises, incorporating in enterprises, or transforming into intermediary organizations. In the course of reform, difficulty and hope coexist, as well as pressure and motive force.

Taking the Research Institute of Nanjing Chemical Industrial Group (RINCIG) as a main object of study, this article analyzes and discusses some problems encountered during system reform of RINCIG combining with the analysis of general trend in system reform of China's scientific research institutes. First, it describes the situation of system reform in China's applied scientific research institutes and then analyzes the necessity of changing system and common problems in reform faced by scientific research institutes in brief. Second, RINCIG is introduced with respect to its history of development, higher authorities, organization establishment, scopes and strength of research and development, staffs and property. The progress of system reform of RINCIG in the last few years is also reviewed, the advantages and weak links are analyzed and the reason why RINCIG has to conduct system reform is adduced. Third, the mode that RINCIG will follow in future reform is analyzed. Fourth, six main problems, which are worthy of attention and need to be addressed in system reform, are proposed according to RINCIG's practices. Finally, a general conclusion as to the system reform of RINCIG is drawn.

50. 基於企業集團戰略的評價體系研究

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內容簡介:

隨著世界經濟的一體化及競爭舞臺的國際化，中國開始湧現出現越來越多的大型企業，這些企業在經歷了從單體企業到企業集團（以下簡稱“集團”）的規模擴張後，隨著管理幅度不斷加大，原有的單體企業管理模式已不能再適應其有效控制的需要。因此，母公司關注的焦點開始轉向如何通過有效監督和激勵，實現集團內部高效率的運作及高效益的管理，以獲得長遠的發展。

基於上述需要，研究如何建立母公司對子公司（或經營單位）的業績評價系統，以便為戰略管理提供支援及控制性資訊，成為集團管理中一個重要內容。

本文從分析業績評價在集團管理運作系統中的地位和作用入手，說明業績評價實質上是集團戰略管理的重要環節之一。其根本目標在於為戰略分析提供支援性資訊，為戰略實施提供控制性資訊。因此，評價體系的建立應以戰略為導向，在此基礎上，通過對業績評價相關理論的研究，並借鑒已有的業績評價系統研究成果，提出了集團基於戰略的業績評價體系的構成要素。同時，從理論分析的角度進一步提出對評價指標體系框架模型及指標選擇計量等方面的主要思路。為驗證上述理論研究的結果，本文還從實證的角度，選取了特定的企業集團作為研究對象，通過對其內部管理運作系統的構成以及業績評價體系建立和發展過程的分析，並結合前文的研究成果，揭示其現有評價體系中存在的問題，並有針對性地提出改進設想。

50. Research on Evaluation System Based on Enterprise Group Strategy

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Abstract:

Along with the economic integration of the world and the internationalization of competitions, more and more large-size enterprises begin to arise in China. After the expansion from the individual enterprises to group enterprise (hereinafter called the Group), the management mode of these originally individual enterprises can no longer suit the needs of efficient control, as the management magnitude increases. Therefore, in order to achieve further development, the attention of the mother companies begins to turn to the realization of the efficient operation and the high-profit management within the Group through efficient supervision and stimulations.

Based on the need mentioned above, the establishment of a performance evaluation system, which may be used by the mother company to evaluate the performance of its subsidiary companies (or strategic business units), and to provide the support and control information for the its strategic management, has become an important problem in the management of the Group.

Starting from the analysis of the position and the functions of the performance evaluation in the operation systems of the Group, this paper points out that the performance evaluation is in fact an important link in the strategic management of the Group. The fundamental purpose of the evaluation is to provide the support information for the strategic analysis, and to provide the control information for the realization of the strategic policies. Therefore, the evaluation systems should be established under the guidance of the Group's strategic policies. Bases on the above analysis, the studies on the theories related to performance evaluation, by making use of the available research work on performance evaluation, this paper proposes the component elements of the performance evaluation based on the strategic policies of the Group. At the same time, this paper further puts forward the concepts for the construction of the models of target systems and target determinations. For verification purpose, this paper, with a specific enterprise group taken as an example, analyses the composition of its internal operation mechanism, the establishment and development of its performance evaluation system, exposes the problems existing in its current evaluation system, and proposes the possible solutions for improvement in the light of the available research literature.

51. 茂名石化研究院人力資源管理研究

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內容簡介:

市場的競爭歸根到底是人才的競爭。伴隨著知識經濟時代的到來，人的智慧化地位獲得空前提高，人力資本已超越了物質資本及貨幣資本而成爲最主要的生產要素和社會財富的重要組成部分，人力資源已成爲企業的第一資源。因此，企業要生存和發展，就必須重視人力資源管理工作。本文根據茂名石化研究院的實際情況，在分析企業人力資源管理工作中存在的問題和面臨的挑戰的基礎上，運用人力資源管理理論及成果，借鑒中外企業人力資源管理的成功經驗，構建了茂名石化研究院新的人力資源管理系統。

本文首先分析了中國石油化工行業的發展趨勢、市場格局、茂名石化研究院面臨的挑戰和人力資源管理現狀，以及影響研究院人力資源管理的環境因素；找出了研究院人力資源管理方面存在的主要問題；指出了由於受傳統管理模式的影響，目前，研究院員工的管理還未脫離人事管理階段，沒有建立起把人力資源當作一種資源去開發和管理的機制。再加上研究院產品競爭力不強，研究院要生存和發展，必須創建人力資源方面的持續競爭優勢，因此，茂名石化研究院建立新的人力資源管理系統是十分緊迫和必要的。其次，對比分析了中外企業人力資源管理的不同模式，找出了研究院人力資源管理可借鑒的經驗。接著，根據前面研究分析的結論和研究院生存發展的客觀要求，提出了研究院人力資源管理的核心、目標及原則，爲建立研究院新人力資源管理系統奠定了基礎。然後，對茂名石化研究院的人力資源管理進行了實證研究，并在此基礎上，著重從組織結構、崗位分析、人力資源規劃、人員招聘、績效考評、員工激勵、員工培訓、企業文化等八個方面，構建了茂名石化研究院新的人力資源管理系統。

論文最後指出，只要上述措施得到有效落實，必將大大提高茂名石化研究院人力資源管理水準，從而幫助茂名石化研究院構築人力資源方面的持續競爭優勢。

51. Research on Management of Human Resources in Mmpcri

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Abstract:

Market competition is competition of talents, indeed. Along with the coming of knowledge economy era, the status of human intelligence has been raised unprecedentedly and human resources have surpassed material capital and money capital as the most important production factor as well as essential ingredient of social wealth. Human resources have become the primary resources in an enterprise. Therefore, if an enterprise wants to exist and develop in the market, it must pay more attention to its management of human resources. According to the real situation of Maoming Petrochemical Corp. Research Institute (MMPCRI) this article establishes a new human resources system for this institute based on the analysis of some existing problems and challenges it faces, employing the theories and achievement of human resource management as well as referring the successful experience from some domestic and international enterprises.

Firstly this paper analyzes the developing trend and market structure of China's petrochemical industry, the challenges that MMPCRI is confronted with, its current status in human resources management and relevant environmental factors. It also points out the main problems existing in MMPCRI's human resources management. Influenced by traditional management model, its current management system is still the personnel management. It hasn't established the system to develop and manage human resources as a kind of resource. Furthermore, its products are also lack of competence. Therefore, in order to survive and develop, it is necessary to establish its sustainable competitiveness in terms of human resources. So it is necessary and urgent to establish a new system of human resources management. Secondly, after contrastively analyzing different management models of other enterprises (including both in China and foreign countries), we found some useful experience that this institute can refer to. Then, according to the conclusion from the above study and analysis as well as the objective requirement for the institute's survival, the paper comes up with the core, goal and principle of the human resources management in MMPCRI, which lays the foundation for the establishment of the new management system. Then this paper emphatically carries out a research on MMPCRI's human resources management. Based on that, it sets up a new system of human resources management for in terms of organization framework, post analysis, human resources programming, recruitment, performance appraisal, employee motivation, training, and organization culture and so on.

Finally, the paper points out that as long as the above-mentioned measures were effectively carried out, the human resources management level of MMPCRI will be greatly enhanced, which can also help MMPCRI to set up sustainable competitive advantage in human resources.

52. 宿遷地方稅收徵管策略研究

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工商管理專業 2003 屆碩士

內容簡介:

隨著市場經濟秩序的不斷規範發展，當前稅收徵收管理逐漸成爲一個熱門話題。不少稅務機關都試圖通過稅收徵管改革，改變徵管狀況，提高稅收申報率、稅款入庫率等稅收指標。在實際操作中，徵管改革的難度較大，有許多地方仍不盡如人意。

本文以中國江蘇宿遷地方稅務局爲研究對象，在結合實際的基礎上，對宿遷地稅局徵管的現狀、問題及對策作了具體分析和探討。文中首先介紹了徵收管理的概念和內容以及對徵管模式的分析；其次對國際稅收徵管的先進經驗進行了介紹，並對國外稅收徵管的先進性作了詳細的分析和評價；再次，對中國江蘇宿遷地方稅收徵管的難度以及存在的問題和原因進行了全面的剖析；最後，根據國外先進經驗和宿遷實際對宿遷地稅徵管提出基本思路、原則和對策。

52. A Research on the Tax Collection and Management Strategies of Suqian

Local Taxation

Zhang Xu

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Abstract:

With the canonical development of market economy, nowadays the taxation and management has become a dispute topic. A large number of tax authorities have tried to reform the taxation and management, raising the rate of tax report and tax payment. However, it is not easy to put into practice. It's quite difficult to collect and manage taxation at many places.

Targeted at Suqian Tax Bureau, this article will analyse and research on the current status, problems and solutions in detail based on the reality. First, it introduces the concept of taxation and management and at the same time reviews its history. Second, the writer introduces and makes comments on the advanced experience of international taxation and management. Third, an overall analysis has been made on the difficulty in taxation and management, such as the present problems and the causes in Suqian. At last, according to international advanced experience and the real situation in Suqian it puts forward the basic train of thoughts, principles and solutions to the taxation and management in Suqian

53. 當前捲煙分銷管道對"大紅鷹"品牌市場擴張的影響及其對策研究

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內容簡介:

煙草行業是中國目前仍然在全國範圍內實行專賣制度的行業。加入 WTO 後，中國煙草業能否在激烈的市場競爭中贏得一席之地，關鍵在於能否培育出一批具有較強市場競爭力的大企業、大品牌。但現有體制下運行的捲煙分銷管道在一定程度上阻礙了大企業、大品牌的發展。因此，在專賣體制尚未取消的情況下，如何利用現有捲煙分銷管道做出中國捲煙的大品牌，是擺在國內煙草企業面前的重大課題。

本文以“大紅鷹”品牌為研究對象，結合對當前捲煙銷售的實證分析，研究中國名優捲煙品牌——“大紅鷹”在現有的捲煙銷售體制下如何實現市場擴張，成為與國外捲煙相抗衡的知名品牌。在論文的第一章，作者首先分析了當前煙草行業的發展背景，包括國內煙草業的現狀、國外煙草業的發展及其對比，以及中國煙草行業的特殊政策；論文的第二章對在當前專賣體制運行下捲煙銷售管道的特點和運作現狀進行了闡述；論文的第三章，作者對“大紅鷹”品牌的發展及其市場狀況作了詳細的闡述，對當前捲煙分銷管道對“大紅鷹”市場擴張的影響作了深入的剖析，分析了當前捲煙分銷管道運行中對“大紅鷹”品牌的擴張帶來不利的影響，以及完善的捲煙分銷管道對“大紅鷹”品牌擴張的促進作用。在論文的第四章，作者結合“大紅鷹”在近幾年市場開拓中取得的一些成功經驗，對“大紅鷹”如何在現有的體制下利用捲煙分銷管道實現市場擴張進行了詳盡的研究，從六個方面提出了對策和方法。

53. A Research on the Effect of Cigarette Distribution Channels on the Market Expansion of “Da Hong Ying”

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Abstract:

The tobacco industry is now the only industry in China where the monopoly system is adopted nationwide. Whether the Chinese tobacco industry will gain its share in fierce market competitions after China's entry into WTO depends largely on whether the Industry will bring up a group of major enterprises and brands with fair competitive edges. However, the cigarette distribution channels under the current economic system are, to a certain extent, impeding the emergence of major enterprises and brands. Therefore, a major problem facing the domestic tobacco enterprises is how to create major cigarette brands by means of the existing cigarette distribution channels before the monopoly system is abolished.

Focusing on the case of Dahongying brand and incorporating in the current cigarette distribution practices, this article studies how Dahongying, a name brand in China, has realized its market expansion and grown into a brand comparable to international brands.

In the first chapter of the article, the author analyzes the background of tobacco industry, including the status quo and comparison of domestic and overseas tobacco industry and the special policies towards the domestic tobacco industry. In the second chapter, the article discusses the characteristics and operations of cigarette distribution channels under the monopoly system. In the third chapter, the author first discusses the history of Dahongying and then gives an in-depth analysis of the adverse impact of current cigarette distribution channels on the market expansion of Dahongying and the facilitation effect of optimized cigarette distribution channels on the market expansion of Dahongying. Finally, in the fourth chapter, the author studies thoroughly how Dahongying may realize market expansion by means of its distribution channels under the present system on the basis of its recent successes in market exploitation and further proposes measures and approaches to this end in six respects.

54. 杭州四堡污水處理擴建工程施工項目管理模式案例研究

鄭旭晨

工商管理專業 2003 屆碩士

內容簡介:

隨著中國建築市場的開放與發展，一些國際上先進的項目管理理念與模式陸續傳入中國，並在國內部分工程項目中得以應用。CM（Construction Management，施工管理）模式是一種在美、加、澳等國及歐洲地區廣泛應用的施工項目管理模式。由於其“邊設計邊施工”的生產組織方式，因而對縮短建設週期、降低工程造價、提高工程質量有顯著成效。與國外施工項目管理模式不斷更新的現狀相比，中國對項目管理的研究起步較晚，實踐中的模式相對單一、落後。CM 模式在中國工程項目管理中的應用尚處於嘗試階段。

本文以杭州四堡污水處理擴建工程為個案分析物件，具體研討了 CM 模式在該項目管理應用中的特點、經驗與啓示。文章首先通過對國內外施工項目管理模式的分析比較，引出了該工程施工項目管理模式的選擇問題；其次，歸納分析了其組織結構與職能分工，闡述了進度、質量、成本、安全四大控制體系的應用及其效應；再次，根據施工項目管理的具體實施情況，概括分析了其取得的成效、存在的不足及今後應注意的若干問題。文章最後強調，中國建築業面對入世的挑戰，必須積極引進如 CM 模式那樣的國外新型施工項目管理模式，並在推廣和實施的過程中加以靈活運用。

54. A Case Study on the Project Management Model: Hangzhou Sibao

Sewage Factory Project

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Abstract:

With the opening and development of construction market in China, some advanced international ideas and modes of project management have been successively introduced in China and used in some projects. CM (Construction Management) mode, a construction project management mode widely used in USA, Canada, Australia and Europe, can remarkably shorten construction periods, save construction costs and improve project qualities due to its unique mode of "Construction while design". Internationally, the construction project management modes are ceaselessly updated, while the study in management modes in China began rather late, the modes used in practice are rather single and backward, and CM mode is still under trial use in China.

Focusing on the expansion project of Hangzhou Sibao Sewage Treatment Plant, this paper studies the features of the CM mode and the experiences learned. First, it analyzes and compares the modes of construction project management both at home and abroad, thus selecting the suitable one for this project. Second, it summaries and analyzes the organization and division of the functions, and then describes the application and the effects of the four control systems-progress, quality, cost, and safety. Third, based on the application of this project, this paper analyzes the achievements of the project, the shortcomings and the problems to be paid attention to in the future. Finally, it stresses that facing the challenge of China's entry into WTO, the construction industry in China shall actively introduce advanced foreign construction project management modes such as CM mode, and flexibly use them during the popularization and implementation.

55. 廣州市地方稅收徵管改革研究

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內容簡介:

地處改革開放前沿的廣州市，其地方稅收徵管改革更具有必要性、緊迫性和艱巨性，它的成功經驗和前進中的問題更給人以無窮的思索和深刻和啓迪，是一筆不可多得的寶貴的精神財富，具有較高的思想資料價值。文章立足於廣州市地方稅收徵管改革的實踐，運用了稅收、經濟、管理及法律等學科的理論，從廣州市地方稅收徵管改革的內容、成效和遇到的問題以及深化改革的對策等幾個方面，進行了較為全面、客觀而又理性、深入的研究。

本文首先把廣州市地方稅收徵管改革置於全國地方稅收徵管改革的總體背景下，說明廣州市地方稅收徵管改革勢在必行，概括性地分析了其內容的共性和個性；本文第二章以理論與實際相結合，闡述了稅收徵管改革取得的成效和考量標準，以此為基本考量，選取了廣州市地方稅務局及有關基層單位的大量資料，結合定量與定性分析兩種方法，剖析了廣州市地方稅收徵管改革取得的成效。第三章分析了廣州市地方稅收徵管改革遇到的問題，並從稅務機關的內外部觀念、稅收環境、現狀及人的素質等方面探討了問題的成因。第四章以現實性與前瞻性相結合，對如何深化改革，解決前進中的問題，提出了戰略和策略上的應對思路，並剖析了番禺地方稅收徵管改革的個案。第五章從觀念、制度、技術和管理四方面，總結了廣州市地方稅收徵管改革的成功經驗。最後得出結論：廣州市地方稅收徵管改革為全國地方稅收徵管改革提供了一個良好的範例，它的探索、實踐和發展具有重要的現實意義。

55. Research on Reform of Local Tax Collection and Administration in Guangzhou

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Abstract:

The reform of the local tax levy and management in Guangzhou, a city located on the frontline of the reform and opening in China, is especially necessary, urgent and arduous because of its special position. Its successful experience and problems encountered are really enlightening and thought provoking, making a valuable and precious thought fortune. Based on the practice of the reform of Guangzhou local tax levy and management associated with the theories on taxation, economy, management and law, the paper makes a comprehensive, deep, objective and reasonable study in the aspects of the content, achievements, problems and countermeasure of deepening the reform of Guangzhou local tax levy and management.

In the first chapter, the paper discusses the necessity of the reform of Guangzhou local tax levy and management in the background of national reform on local tax levy and management by summarizing their common characters and Guangzhou's individual characters. In the second chapter, combining theory with practice, the paper expounds the criteria of assessing the performance of the tax levy and management reform. And according to the criteria, the paper selects a lot of cases from Guangzhou Local Tax Bureau and its subordinate organizations, from which the paper illustrates the achievements of Guangzhou local tax levy and management reform by means of the quantitative analysis and the qualitative analysis. In the third chapter, the paper analyzes the existing problems in the process of Guangzhou local tax levy and management reform, and discusses the causes of formation from the aspects of internal and external conception, tax environment, present condition and personnel's quality of tax organizations and so on. In the fourth chapter, by analyzing present and future conditions, the paper poses strategy and tactical trains of thought to how to deepen the reform of Guangzhou local tax levy and management. In this chapter, the paper also analyses the case of deepening the reform of local tax levy and management in Panyu. In the fifth chapter, the paper makes a summary of successful experiences in the reform of Guangzhou local tax levy and management on the aspects of consciousness, regulation, technology and management. At last, the paper reaches a conclusion that Guangzhou local tax levy and management sets a good model for the national local taxation levy and management. Its successful probing, practice and development are of great current and far-reaching significance.

56. 中資保險公司競爭策略研究

戴國文

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內容簡介:

隨著中國加入 WTO，中國的保險市場必將全面開放，外資保險公司進入中國保險市場，中資保險公司面臨嚴峻的挑戰。如何保護和發展中國民族保險，增強中資保險公司的競爭能力，使中資保險公司得到發展，這是擺在我們中資保險公司高級管理人員面前的新課題。

本文根據國際國內的保險市場現狀，在結合實際的基礎上，對中資保險公司的現狀、經營狀況及內部組織架構進行分析和探討。文中首先介紹國際保險市場的現狀，包括外資保險公司經營策略，進入中國市場後對中資保險公司的影響，我們面臨的挑戰和機遇。其次對中資保險公司的競爭策略進行了探討；再次提出了中資保險公司競爭策略的建議，著力從建立新型的經營管理模式，客戶市場服務，組織及機制保險，人員激勵策略方面提出一些思路。指出中資保險公司只有堅持以效益為中心，穩健經營，增強競爭能力，才能促進中資保險公司的發展。

56. The Study of Competition Strategy for Chinese Insurance Company

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Abstract:

The Chinese insurance market will be opened overall to the outside world as China has joined the WTO. With the entrance of foreign companies into the Chinese insurance market, the Chinese insurance companies will meet a great challenge. How to save and develop our national insurance and enhance the competition capability for the development of Chinese insurance companies is a new problem that the senior managers of Chinese insurance companies face.

By taking the current situations of internal and overseas insurance markets as example on the basis of reality, this thesis makes a theoretical and practical study on current situations of Chinese insurance companies, operation conditions and interior organization configuration. The first part of the thesis introduces the current situation of insurance markets all over the world, including the management tactics of foreign insurance companies as well as the challenge and opportunity we have to face when they enter the Chinese market. Then the paper analyzes the Chinese insurance companies' competition stratagems and makes some concerned suggestions from the points of establishing new operation and management model, customer and market service, organization and mechanism guarantee, personnel motivation strategy, etc. The paper points out that it is the only way for Chinese insurance companies to speed development by keeping economy as the center of all jobs, maintaining steady operation and enhancing the capability of competition.