



澳門科技大學

MACAO UNIVERSITY OF SCIENCE AND TECHNOLOGY

學術年報

Annual Academic Report of MUST

2004年

澳門科技大學學術年報

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主編的話

在澳門科技大學成立五週年之際，我們編輯出版了這本《澳門科技大學學術年報（2004 年）》。其目的是集中反映一年來的科學研究成果及學術活動。其內容分為下列幾部份：

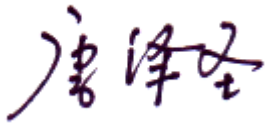
- 一. 學術會議
- 二. 科研課題
- 三. 出版的期刊
- 四. 參與編著的書籍
- 五. 學術論文
- 六. 重要演講與文章
- 七. 博士 / 碩士學位論文精選

一年來，澳門科技大學在不斷提高教學質量，建立高水平教師隊伍及擴建美麗校園的同時，科學研究有了新的進展，學術活動更趨活躍。在澳門基金會及澳門科技大學基金會的資助下，一年內完成了三個科研項目，另有八個項目正在進行中，大學的老師和研究生共發表了近 100 篇學術論文，一年中我們還主辦 / 協辦了十個學術會議及研討會。並有多名資深教授應邀赴外地或外校講學。在博士 / 碩士研究生的培養方面也取得了新的進展，優秀本科生畢業論文已經在澳門電腦學會組織的競賽中獲獎。

爲了總結一年來澳門科技大學的學術研究成果，我們編輯出版了這本學術年報。

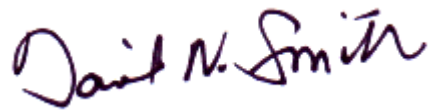
這也是獻給澳門科技大學成立五週年的一份禮物。在此我們要感謝澳科大各學院、研究所、研究生院為本期學術年報所提供的資料。此外，我們還要感謝為本期學術年報的編輯，出版付出辛勤勞動的黎慧琳小姐和唐向賢小姐。

最後，希讀者多提寶貴意見，以利改進。



學術年報主編，澳門科技大學副校長

唐澤聖 教授



學術年報主編，澳門科技大學副校長

史達偉 教授

2005 年 3 月

Preface from Editor

We have the pleasure of publishing the 2004 Annual Academic Report on the 5th Anniversary of Macao University of Science and Technology. The purpose of this report is to present a statement on our Achievements in Research and on other Academic Activities in 2004. The contents are classified as follows:

- 1. Academic Conferences**
- 2. Research Projects**
- 3. Journals Published by MUST**
- 4. Edited and Authored Books**
- 5. Published Papers**
- 6. Major Talks and Articles**
- 7. Selected Ph.D. and Master Theses**

In 2004, we worked to further improve the quality of our teaching and teaching programs, built up a strong professional school team and enlarged the campus. In addition, we have achieved a solid record in research and related activities. With the support by the Macao Foundation and the Macao University of Science and Technology Foundation, we have completed 3 major research projects, with 8 other research projects in progress. In 2004, the teaching staff and graduate students published almost 100 articles and we held or co-sponsored 10 academic seminars and symposiums. Our professors are committed to high quality teaching and academic research. Many have been invited to present papers and engage in discussions in outside institutions. In 2004 we not only made advances in nurturing graduate students, but, in addition, a number of our undergraduate students received awards for outstanding work in competitions organized by the Macau Computer Association.

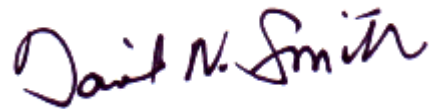
The publication of this academic report reflects our success in the initial stage of the development of MUST. We present this report as the 5th Anniversary gift to our school. We would like to thank all of our Faculties and Research Institutes and the School of Graduate Studies for their work in collecting the data that appears in this

report. We also appreciate very much the important efforts of Miss Lai Wai Lam and Miss Tong Heong In during the publication process.

Finally, we would appreciate your comments and suggestions for future editions.



**Editor in Chief
of Annual Academic Report
Vice Rector of MUST
Professor Tang Ze Sheng**



**Editor in Chief
of Annual Academic Report
Vice Rector of MUST
Professor David N. Smith**

March 2005

目 錄

學 術 會 議

1.	第五屆管理國際會議—21世紀的管理科學與全球戰略.....	2
2.	雙重課稅研討會.....	5
3.	2004 中國人力資源高峰論壇暨中國人力資源年度頒獎典禮.....	7
4.	2004 澳門國際中醫藥學術研討會.....	11
5.	第四屆「成人教育與社會發展」研討會.....	15
6.	一國兩制：2004 論壇.....	17
7.	澳台可持續發展關係：地方 21 世紀可持續發展暨澳門可持續發展公共行政.....	20
8.	四方有約 2004 論壇.....	22
9.	澳門特區的可持續發展：對 MSAR 第 2 屆政府施政大計的獻言.....	24
10.	第 10 屆中華經濟協作系統國際研討會 (CSCE X).....	27

科 研 課 題

資 訊 科 技 學 院

1.	多功能數字網路話機研製與開發.....	30
2.	數字化人體的分類、重構、顯示的算法研究及實現.....	31

行 政 與 管 理 學 院

3.	具有澳門特色的城市信息化研究.....	33
----	---------------------	----

出 版 的 期 刊

行 政 與 管 理 學 院

1.	《中華管理資訊系統》.....	35
----	-----------------	----

參 與 編 著 的 書 籍

行 政 與 管 理 學 院

1.	民族文化與經濟互動.....	37
----	----------------	----

法 學 院

2.	依法治澳和特區發展.....	39
3.	金融犯罪比較研究.....	41
4.	審判公正問題研究.....	42
5.	我國村民自治研究.....	43

學術論文

資訊科技學院

1. 彩色圖像的擴展直方圖及其應用..... (田小林, 趙燕, 唐澤聖) 47
2. 基於彩色分量差的圖像背景去除的新算法..... (田小林, 趙燕, 陶塵鈞, 唐澤聖) 48
3. 用於冷凍切片圖像處理的基於 MATLAB 的算法設計..... (趙燕, 田小林, 唐澤聖) 49
4. 一種為粗纖維類紡織品設計實現虛擬樣本的簡單方法..... (田小林, 田青, 李駿生) 50
5. 電子校園中的異構數據的集成..... (郭爾澤, 田小林) 51
6. 一種基於 Fibonacci 數系的新的圖像置亂方法..... (齊東旭 等) 52
7. 廣義 Fibonacci 變換及其在圖像置亂中的應用..... (齊東旭 等) 53
8. 一些基於仿射矩陣模變換新的圖像置亂新方法..... (齊東旭 等) 54
9. 基於 Hilbert-Huang 變換的信號週期分析及其在紋理分析中的應用..... (齊東旭 等) 55
10. 數據多層次分解的多結點模式函數..... (黃靜, 齊東旭, 唐澤聖) 56
11. 基於多結點樣條的數字圖像多層次的算法..... (黃靜, 齊東旭, 唐澤聖, 陶塵鈞) 57
12. 複數基系統下的編碼及其在信息偽裝中的應用..... (黃靜, 陶塵鈞, 唐澤聖, 齊東旭 等) 58
13. 真彩色數字圖像信息偽裝的一種新算法..... (黃靜, 陶塵鈞, 齊東旭, 唐澤聖 等) 59
14. 以混合方案介紹計算機圖形學..... (黃漢青, 唐澤聖) 60
15. 應用於傳遞函數設定的互動式體繪製工具..... (黃漢青, 唐澤聖) 61
16. 計算機網絡秘密彩色圖像分存的新方案..... (齊東旭 等) 62
17. 圖像的複數表示及其在圖像秘密分存中的應用..... (齊東旭 等) 63
18. 數字圖樣加密的一種新方法..... (齊東旭 等) 64
19. 數據去冗餘的多尺度多結點技術..... (齊東旭 等) 65

行政與管理學院

20. 模糊多目標綫性規劃決策支持系統的發展..... (路節, 薛華成 等) 66
21. 海外上市有助於中國國企嗎?..... (黃貴海) 67
22. 對中國 B-to-C (商務到消費者) 電子商務市場上影響消費者信任度確立因素的實證研究..... (龐川) 68
23. 關於在華跨國公司附屬公司管理權力分配和戰略導向之間關係的實證研究..... (陶向南 等) 69
24. 論經理的職業化、市場化和國際化..... (趙曙明) 70
25. 從澳大利亞和新加坡的經驗探討電子政務的關鍵成功因素及未來發展趨勢..... (龐川) 71
26. 反傾銷應訴中的會計問題..... (潘煜雙) 72
27. 上市公司會計信息披露與監管..... (潘煜雙) 73
28. 反傾銷應訴的關鍵 — 解讀市場經濟地位的會計標準..... (潘煜雙) 74
29. 企業會計政策選擇的公允性—現狀、選擇原則、影響因素..... (潘煜雙) 75
30. 如何界定反傾銷調查中的“生產成本”概念..... (潘煜雙) 76
31. 基於公司治理的內部控制 — 缺陷•發展趨勢•評價..... (潘煜雙) 77
32. 內部控制目標定位的現實思考..... (潘煜雙) 78
33. 提升澳門企業核心能力的人才開發對策的思考..... (葉桂平) 79
34. 期權的日歷差套期策略和單一期權策略的數學分析..... (歐陽光中, 施真真) 80
35. 澳門中小企業在新世紀所面臨的人力資源問題與對策研究..... (柳智毅) 81
36. 澳門人才開發策略研究..... (柳智毅) 83
37. 對提升本澳人力資源素質的思考..... (柳智毅) 85

38.	制度創新與澳門的可持續發展.....	(楊菁)	87
39.	中國與東盟區內貿易合作模式研究.....	(史智宇)	88
40.	論經濟學與物理學之異同.....	(李曉平)	89
41.	從貨幣的特殊性看產品“創新”的意義.....	(李曉平)	90
42.	論當前發展澳門房地產業的現實意義.....	(李曉平)	91
43.	一種解釋：國際反傾銷“會計”的內涵.....	(潘煜雙)	92
44.	反傾銷應訴會計系統構想.....	(潘煜雙)	93
45.	從人性分析探討澳門特區的行政道德.....	(林媛)	94
46.	探討澳門在“後非典時代”電子商務的發展.....	(林媛)	95
47.	澳門博彩業：近況分析與其對澳門的經濟影響.....	(林媛 等)	96
48.	電子教育—資訊科技管理的挑戰.....	(黎錦榮)	97
49.	資本結構的決定因素—來自中國的証據.....	(黃貴海 等)	98
50.	從美日與東南亞貿易現狀看中國東盟區域合作.....	(李紅 等)	99
51.	2003年中國與東盟經貿關係.....	(李紅)	100
52.	澳門參與“9+2”區域合作的三個難題與契機.....	(李紅)	101
53.	邊境區域經貿平臺發展中的問題.....	(李紅)	102
54.	人力資源管理理論研究與澳門人力資源管理現狀分析.....	(趙曙明)	103
55.	澳門作為中國通向葡語國家經貿服務平臺政策中的思維創新.....	(葉桂平)	104
法 學 院			
56.	環境法學的概念和特徵.....	(黃明健, 秘明傑 等)	105
57.	中西方刑事司法合作中的人權問題.....	(楊誠)	106
58.	何為公正 — 加拿大刑事司法之考查.....	(楊誠)	107
59.	中國法律援助的發展問題.....	(楊誠)	108
60.	中國刑事法律援助改革的若干問題.....	(楊誠, 譚冰)	109
61.	賴昌星案件--攜款外逃的比較法分析.....	(楊誠)	110
62.	我國對外商投資商業的規範與立法.....	(金孝柏)	111
中 醫 藥 學 院			
63.	針刀醫學第十二章《婦科》.....	(鄭其昌)	112
64.	川芎嗪對缺氧海馬神經元凋亡及 bcl-2 基因表達的影響.....	(趙永華, 鄭其昌)	113
65.	益坤飲對圍絕經期綜合徵性激素影響的臨床研究.....	(陳霞)	115
66.	腰椎間盤突出癥 — 快速板旋腰矯正法治療 430 例.....	(張漢英)	117
67.	氦 — 氬鐳射針療法在兒科的應用.....	(徐偉英)	118
68.	從中醫防治 SARS 成效探討中醫治療熱病的思路.....	(鄭其昌, 胡烈)	119
69.	淺談幹燥綜合徵.....	(馬永楨)	120
70.	HPV 中醫藥特色療法與現代高科技相結合研究探討.....	(陳霞 等)	122
71.	艾灸補瀉的臨床應用及研究進展.....	(鞠傳軍)	123
72.	中醫對運動性疲勞的研究進展.....	(顧一煌 等)	125
73.	影響中藥療效的因素探討及其對策.....	(胡烈)	126
74.	養陰藥的藥理研究與臨床應用進展.....	(張心海)	128
75.	從中醫的哲學架構淺談中醫藥學的發展前景.....	(孫潔)	129
76.	從內地 SARS 防治經驗的分析探討澳門中西醫結合.....	(鄭其昌)	130
77.	澳門中醫藥現狀與發展.....	(鄭其昌)	131

78. 《黃帝內經》陰陽二十五人分型的數學建模.....(高也陶 等) 132
 79. 《黃帝內經》中陰陽二十五人對應的二十五音.....(高也陶 等) 134
 80. 循經傳感磁療貼的磁場強度變化研究.....(高也陶 等) 135
 81. 陰陽二十五人的經絡調理.....(高也陶 等) 136
 82. 美國醫療專業規範的發展與現狀.....(高也陶 等) 137
 83. 從音聲研究看人文與醫學科學的交匯.....(高也陶 等) 138

基礎教學部

84. 以互動教學軟件協助學生認識一種新的英語變體.....(楊明儀) 139
 85. 資本主義的變異與西方列國的更替.....(錢乘旦) 140

持續教育學院

86. 終身學習與成人教育.....(梁文慧) 141
 87. 澳門會展業的優勢和人力資源發展的思考.....(梁文慧 等) 142
 88. 永續澳門會展業優勢的人力資源發展策略.....(梁文慧 等) 143
 89. 整合資源優勢,把握泛珠三角區域合作機遇的澳門旅遊業發展策略思考.....(梁文慧) 145
 90. 香港與澳門終身學習和成人教育的政策和問題比較.....(梁文慧) 146
 91. 澳門在人口老化社會的終身教育.....(梁文慧) 147

可持續發展研究所

92. 城市的文化建設在於持續學習 — 全民學習: 澳門和上海 “執政為民 — 以人為本” 中的 “學習型社會”(黃枝連) 148
 93. 可持續發展在於 “持續學習 — 全民學習” 探索澳門和珠海共同建立 “學習型政府 — 學習型城市 — 學習型社會” 的理論與實踐.....(黃枝連) 150
 94. 九二, 見龍在田, 持續發展: 從何厚鏞 <<2005 年度施政報告>> 來探索澳門特區第二屆政府的施政大計.....(黃枝連) 152
 95. “學習型社會” 是一個 “三跨越發展協作系統”: 從澳門特區 “在地經濟” 重建探索兩岸 四地的交流協作.....(黃枝連) 154
 96. “公眾參與” 與政治情境架構的重組: 從中共十六大四中全會 <<決定>> 探索大陸政治文明建設的理論與實踐.....(黃枝連) 156
 97. 文明交流和社會發展中的 “歷史資訊學” — 從金國平和吳志良 “政治行政異體” 論來探討澳門歷史發展的 “模糊情境” 與 “一國兩制”(黃枝連) 158
 98. 從文明夾縫中走出來的華人華僑: 從李元瑾著 <<東西文化的撞擊與新華知識分子的三種回應>> 來探索文明沖突中的東南亞華人華僑.....(黃枝連) 160

* 各論文目錄中只標明屬於澳門科技大學教師及研究生的作者姓名。

重要演講及文章

1. 重要演講..... 163
 2. 發表於報刊的文章..... 166

博士 / 碩士學位論文精選

I· 博士論文

資訊科技學院

1. 話音保密通信安全性研究與實現.....(曾錦明) 168

行政與管理學院

2. 人力資本投資中的教育投資問題研究.....(呂紅軍) 170

法學院

3. 公司治理結構：理論、制度的核心內容研究.....(寧金城) 172
 4. 行政補償法研究.....(沈開舉) 176
 5. 請求權及其衝突研究.....(田土城) 179

II· 碩士論文

資訊科技學院

1. 加密與糾錯級聯碼的研究與實現.....(余建德) 182
 2. 以互聯網為基礎的跨平臺地理信息系統之研製.....(林文達) 184
 3. 素數的確定性判定和大數模冪快速演算法.....(李玉珍) 186
 4. 數字圖像信息隱藏中的複數基編碼及其應用研究.....(梁貴棠) 188

行政與管理學院

5. 對個人所得稅徵收管理的研究.....(張興明) 190

法學院

6. 澳門特別行政區在國際民用航空組織的法律地位.....(梁湯池) 192
 7. 論合同不履方的補救權.....(丁建國) 194
 8. 略論辦訴交易之引進與改造.....(林潔) 196
 9. 論全國人大常委會對澳門基本法的解釋及其意義.....(胡六根) 198
 10. 試論《澳門組織章程》在澳門法制史上的地位及其對法律本地化的影響.....(盧鴻偉) 199
 11. 中外法律援助制度若干問題之比較研究.....(譚冰) 201

III· MBA 論文

1. 中國紹興市城市化進程中的人才聚集戰略.....(丁利民) 204
 2. 中國大陸連鎖店加盟連鎖經營策略及風險防範研究.....(方軍) 206
 3. 久隆集團人力資源管理研究.....(王瑾) 208
 4. 農業產業化進程中農業龍頭企業核心競爭力研究.....(何斌) 209
 5. "燒鵝仔"品牌經營研究.....(冷雪花) 210
 6. 上海北方集團物業管理運行機制規範化研究.....(李德群) 212
 7. 中國 OTC 市場的發展與營銷對策研究.....(李強) 214
 8. 嘉興 DHL 營銷策略研究.....(杜建清) 216
 9. 西安精細化工廠技術人員薪酬激勵研究與設計.....(汪希領) 218

10.	上海飛聯紡織有限公司經營戰略的研究.....	(肖志忠)	220
11.	商業銀行中間業務發展研究.....	(周益群)	222
12.	旌旗席殊 B—TO—C 電子商務模式研究.....	(初昕)	224
13.	中國內地股票市場風險若干問題研究.....	(邱光)	226
14.	楠溪江風景名勝區旅遊開發戰略研究.....	(胡躍中)	228
15.	溫州休閒服飾虛擬經營實證研究.....	(倪震海)	230
16.	興盛房產開發公司營銷戰略研究.....	(劉正慧)	232
17.	瀋陽可口可樂飲料有限公司雀巢冰爽茶市場開發策略研究.....	(劉利)	234
18.	上海園林集團公司戰略規劃研究.....	(劉登)	236
19.	長慶油田公司房地產管理與房改政策研究.....	(劉積鵬)	238
20.	江蘇英田集團員工績效管理體系的分析和探討.....	(孫建坤)	240
21.	江蘇省中山國際旅行社發展戰略研究.....	(張漪雲)	242
22.	醫院經濟責任審計評價指標的研究.....	(賀小惠)	244
23.	瀋陽市商業銀行民主支行員工激勵機制研究.....	(鄧禹)	245
24.	大連(林)精密鑄造有限公司發展戰略研究.....	(鄭星浩)	247
25.	杭州聯合肉類集團品牌經營戰略研究.....	(陳寶良)	249
26.	ERP 的實踐與分析研究.....	(劉一君)	251
27.	澳門博彩股份有限公司在賭權開發新時期的市場定位和營銷策略研究.....	(孫悅)	253
28.	澳門電子政務的發展研究.....	(孫凌雲)	256
29.	社會信息化水平測量指標建議以及澳門社會信息化水平比較分析.....	(陳劍芸)	257
30.	從投資者在企業管理中的作用看國有企業的改革.....	(李志忠)	259
31.	澳門航空發展低成本航空公司的戰略研究.....	(齊羽)	261

Contents

Academic Conferences

1. The Fifth International Conference on Management: Management Science and Global Strategy of 21st Century..... 3
2. Double Taxation Seminar..... 6
3. SmartFortune China Human Resources Forum and China Human Resources Annual Award (3rd), 2004..... 9
4. Macao International Symposium of Traditional Chinese Medicine 2004..... 13
5. The Fourth Conference of Adult Education and Social Development..... 16
6. “One Country, Two Systems 2004 Forum” 18
7. Workshop on the Reform of the Public Administration and Sustainable Development in the Four Chinese Communities across the Taiwan Straits..... 20
8. 2004 Forum: Explore the Development among Yangtze River Delta Region (YRDR) 、 Pan-Pearl River Delta Region (PPRDR) and Guangzhou Wan..... 23
9. MUST-ISUS's Eight Points Suggestions to the MSAR 2nd Administration..... 26
10. The 10th International Conference on the Coordination Systems for the Chinese Economies (CSCE X) 28

Research Projects

Faculty of Information Technology

1. The Research and Development of Multi-functional Net-phones..... 30
2. Research on the Classification and Reconstruction Algorithms for Visible Human Datasets..... 32

Faculty of Management and Administration

3. A Study of City Informalization with Distinguishing Feature of Macao..... 33

Journals Published by MUST

Faculty of Management and Administration

1. Chinese Management Information System (Chinese MIS) 35

Edited and Authored Books

Faculty of Management and Administration

1. Interaction between Ethnic Culture and Economy..... 38

Faculty of Law

2. Rule Macao by Law and Special Region Administrative Development..... 40
3. A Comparative Study of Financial Crime 41
4. A Study on Issues of Fair Trial..... 42
5. The Study of Self-governance by Rural Residents..... 44

Published Papers

Faculty of Information Technology

1. Extended Histograms for Color Image and Its Application.....
..... (Tian Xiao Lin, Zhao Yan, Tang Ze Sheng) 47
2. New Algorithm for Color Image Background Removal Based on Color Components Differences.....
..... (Tian Xiao Lin, Zhao Yan, Tao Chen Jun, Tang Ze Sheng) 48
3. Algorithm Design with MATLAB for Cryosection Image Processing.....
..... (Zhao Yan, Tian Xiao Lin, Tang Ze Sheng) 49
4. A Simple Method of Virtual Sample for a Class of Coarse Fiber Design.....
..... (Tian Xiao Lin, Tian Qing, Li Jun Sheng) 50
5. Integrating Heterogeneous Data for E-Campus..... (Kuok I Chak, Steve; Tian Xiao Lin) 51
6. A New Digital Image Scrambling Method Based on Fibonacci Numbers..... (Dongxu Qi, et al.) 52
7. The Generalized Fibonacci Transformations and Application to Image Scrambling.....
..... (Dongxu Qi, et al.) 53
8. Some Novel Image Scrambling Methods Based on Affine Modular Matrix Transformation.....
..... (Dongxu Qi, et al.) 54
9. Signal Period Analysis Based on Hilbert-Huang Transform and Its Application to Texture
Analysis (Dongxu Qi, et al.) 55
10. Many-knot Mode Functions of Multi-resolution Scheme for Data Decomposition.....
..... (Huang Jing, Dongxu Qi, Zesheng Tang) 56
11. Multi-level Arithmetic Method for Digital Image Based on Many-knot Spline.....
..... (Huang Jing, Dongxu Qi, Zesheng Tang, Chenjun Tao) 57
12. Code Conversion in the Complex Number System and its Applications to Information
Disguise (Huang Jing, Tao Chenjun, Tang Zesheng, Qi Dongxu, et al.) 58
13. A New Algorithm for Information Disguise of True Color Digital Image.....
..... (Huang Jing, Tao Chenjun, Qi Dongxu, Tang Zesheng, et al.) 59
14. Introducing Computer Graphics with Hybrid Scheme..... (Hon-Cheng Wong, Zesheng Tang) 60
15. An Interactive Volume Rendering Tool for Transfer Function Specification.....
..... (Hon-Cheng Wong, Zesheng Tang) 61
16. A Novel Scheme for Sharing Secret Color Images in Computer Network.....
..... (Qi Dongxu, et al.) 62
17. Images' Complex Number Expression and its Application to Secret Sharing of Image.....
..... (Qi Dongxu, et al.) 63
18. A Novel Scheme for Digital Image Steganography..... (Qi Dongxu, et al.) 64
19. Multi-scale and Many-knot Technology for Eliminating Redundant Data.....
..... (Qi Dongxu, et al.) 65

Faculty of Management and Administration

20. The Development of a Decision Support System for Fuzzy Multiple Objective Linear Goal
Programming..... (Jie Lu, Huacheng Xue, et al.) 66
21. Does Listing Abroad Help Chinese SOEs?.....(Samuel G. H. Huang) 67
22. An Empirical Study on the Factors Affecting Consumers' Trust Building in B-to-C E-Commerce
Market of China..... (Chuan Pang) 68

23.	An Empirical Study on Relation between the Management Power Distribution and the Strategic Orientation of MNCs' Subsidiaries in China..... (Tao Xiangnan, et al.)	69
24.	On Professionalization, Marketablization and Internationalization of Managers... (Shuming Zhao)	70
25.	The Key Success Factors and Future Trends: Experiences from Australia and Singapore..... (Chuan Pang)	71
26.	Accounting in Responses to Antidumping..... (Pan Yu Shuang)	72
27.	Disclosure and Control of Accounting Information of Listed Companies..... (Pan Yu Shuang)	73
28.	Key Issues in Responses to International Antidumping..... (Pan Yu Shuang)	74
29.	Equity of the Choice of Accounting Policy in Enterprises — Actuality • Choice Principle • Influence Factor..... (Pan Yu Shuang)	75
30.	How to Define Production Cost in Antidumping Investigations..... (Pan Yu Shuang)	76
31.	Internal Control Based on Corporate Governance..... (Pan Yu Shuang)	77
32.	Pragmatic Considerations on the Orientation of Internal Control..... (Pan Yu Shuang)	78
33.	A Study on Human Resources Development Policy to Enhance the Core Competence of Macao's Enterprises..... (Ip Kuai Peng)	79
34.	Mathematical Analysis on Options Calendar Spreads and Naked Options Strategies..... (Peter G.Z.Ouyang, Kandy C.C.Si)	80
35.	Research on Problems and Solutions of Human Resources of Macao SMEs in the New Century..... (Lao Chi Ngai)	82
36.	Research on Strategic Development of Macao Human Talents..... (Lao Chi Ngai)	84
37.	The Considerations of How to Upgrade the Quality of Macao's Human Resources (Lao Chi Ngai)	86
38.	Institution Innovation and the Sustainable Development of Macao..... (Yang Jing)	87
39.	A Study on the Pattern of Trade Cooperation in the FTA of China-Plus-ASEAN..... (Shi Zhi Yu)	88
40.	On the Similarities and Differences of Economics and Physics..... (Li Xiaoping)	89
41.	Significance of Product Innovation from the Perspective of Features of Currency.. (Li Xiaoping)	90
42.	Operation Significance of Developing the Real Estate in Macao at Present..... (Li Xiaoping)	91
43.	An Interpretation of the Intension of Accounting in International Antidumping..... (Pan Yu Shuang)	92
44.	A Proposal for Setting Up an Accounting System in Responses to Antidumping..... (Pan Yu Shuang)	93
45.	On the Administrative Morality: Its Theory and Practice in Macao SAR from the Perspective of Human Nature..... (Lin Yuan)	94
46.	Analysis on the Development of E-Commerce in Post-SARS Era of Macao..... (Lin Yuan)	95
47.	Macao's Gaming Industry: Recent Development and its Impacts on the Economy..... (Lin Yuan, et al.)	96
48.	E-Education – Challenges for IT Management..... (Lai Kam Wing)	97
49.	The Determinants of Capital Structure: Evidence from China..... (Samuel G.H.Huang, et al.)	98
50.	China-ASEAN Regional Cooperation: in the Light of ASEAN Trade Relationship with US and Japan..... (Li Hong, et al.)	99
51.	Trade Relation Between China-ASEAN in 2003..... (Li Hong)	100
52.	Macao's Dilemma and Niche: in the view of Pan Pearl River Delta Region Cooperation..... (Li Hong)	101

53.	Development Dilemma of Border Region Economic Platform.....	(Li Hong)	102
54.	A Theoretical Study of Human Resource Management and Analysis of Present Situation of Human Resource Management in Macao.....	(Zhao Shuming)	103
55.	Thinking Innovation of Service Platform for Economic and Trade Cooperation Between China and Portuguese-Speaking Countries.....	(Ip Kuai Peng)	104
Faculty of Law			
56.	Concept and Characteristics of Environmental Jurisprudence.....	(Huang Ming-jian, Bi Ming-jie, et al.)	105
57.	Sino-Western Cooperation in Criminal Justice: The Issues of Human Rights.....	(Yang Cheng)	106
58.	What Is Fairness? A Review of Canada's Criminal Justice System.....	(Yang Cheng)	107
59.	The Development of Legal Aid in China.....	(Yang Cheng)	108
60.	Issues in the Reform of Criminal Legal Aid in China.....	(Yang Cheng, Bing Tan)	109
61.	The Case of Lai Changxing – A Comparative Perspective on the Issue of Fugitives.....	(Yang Cheng)	110
62.	Regulation and Legislation on Foreign Investment Commerce in China.....	(Jin XiaoBo)	111
Faculty of Chinese Medicine			
63.	Chapter 12 Gynaecology in Medical Science of Acupotomology.....	(Cheang Kei Cheong)	112
64.	The Studies on Effect of Ligustrazine on Apoptosis and Expression of bcl-2 Gene in Hippocampi Nerve Cell.....	(Zhao Yong Hua, Cheang Kei Cheong)	114
65.	A Clinic Research on the Effect of Motherwort Diet upon the Sex Hormone of Menopause Syndrome.....	(Chen Xia)	116
66.	Proplapse of Lumbar Intervertebral Disc— A Research on 430 Remedy Cases.....	(Zhang Hanying)	117
67.	Application of Helium-neon Laser Needle Acupuncture in Paediatrics.....	(Xu WeiYing)	118
68.	Discussion on the Thought of Applying Traditional Chinese Medicine to Pyrexia from the Effect and Achievement of SARS Prevention and Treatment Using.....	(Cheang Kei Cheong, Hu Lie)	119
69.	A General Review on Sioca Syndrome.....	(Ma Yongzhen)	121
70.	Discussion on HPV Treatment Combining Traditional Chinese Medicine and Modern High Technology	(Chen Xia, et al.)	122
71.	Clinical Application and Development of Moxibustion Reinforcing and Reducing Methods.....	(Ju Chuanjun)	124
72.	Traditional Chinese Medicine's Research Progress on Movement Fatigue.....	(Gu Yihuang, et al.)	125
73.	Study on the Factors Affecting the Curative Effect of Traditional Chinese Medicine and the Corresponding Strategies.....	(Hu Lie)	127
74.	Pharmacology Research and Clinical Application Progress of Nourishing Yin Medicine.....	(Zhang Xinhai)	128
75.	Tentative Discussion of the Development Prospect of Chinese Medicine Pharmacy from the Philosophy of Traditional Chinese Medicine.....	(Sun Jie)	129
76.	Exploring the Necessity of Combining Therapies of Chinese and Western Medicines in Macao SAR — Based on the Experience from the Prophylaxis and Treatment of SARS in China.....	(Cheang Kei Cheong)	130
77.	Present State and Development of Macao TCM.....	(Cheang Kei Cheong)	131

78.	The Mathematical Model of 25 Yin-Yang Person in Huang Di Nei Jing.....	(Gao Yetao, et al.)	133
79.	25 Ying-Yang Persons and 25 Tones in Huang Di.....	(Gao Yetao, et al.)	134
80.	A Study of the Intensity of Magnetic Field on a Special Meridian Magnetic Application.....	(Gao Yetao, et al.)	135
81.	Conditioning Meridians to Twenty-five People of Ying and Yang in Huang Di Nei Jing.....	(Gao Yetao, et al.)	136
82.	The Development and Actuality of the Medical Ethics in U.S.A.....	(Gao Yetao, et al.)	137
83.	The Intersection of Humanities and Modern Medicine from the Perspective of Sound Research.....	(Gao Yetao, et al.)	138

General Studies

84.	An Interactive Courseware that Helps Students Understand a New English Variety.....	(Young Ming Yee)	139
85.	Western Powers and Capitalism's Stage – Alternations.....	(Qian Cheng Dian)	140

School of Continuing Studies

86.	Lifelong Learning and Adult Education.....	(Leong Man Wai)	141
87.	The Competitiveness of Macao MICE Industry and Its Human Resources Development Considerations.....	(Leong Man Wai, et al.)	142
88.	Sustaining the Competitive Advantages of Macao MICE Industry-Strategic Development of Human Resources Policies.....	(Leong Man Wai, et al.)	144
89.	Integrating the Resources and Grasping the Opportunities of Pan Pearl River Delta District Cooperation – Strategic Considerations of Macao Tourism Development Policy.....	(Leong Man Wai)	145
90.	Lifelong Learning and Adult Education - Policy and Issues of Hong Kong and Macao.....	(Leong Man Wai)	146
91.	Lifelong Education in an Aging Society: The Macao Perspectives.....	(Leong Man Wai)	147

The Institution for Sustainable Development

92.	Cultural Advancements Lie in Continuing Learning – Mass Learning.....	(Huang Chih Lien)	149
93.	Sustainable Development Lies on “Continuing Learning and Mass Learning”.....	(Huang Chih Lien)	151
94.	A Probe into the Administration Programs of the Second Administration of MSAR from the Perspective of the “Annual Policy Address for 2005” by Mr. Edmund Ho.....	(Huang Chih Lien)	153
95.	Learning Society is a Collaboration System.....	(Huang Chih Lien)	155
96.	Public Participation and Reconstruction of Political Institutions.....	(Huang Chih Lien)	157
97.	Historical Informatics in the Intercourse of Civilizations and Social Development.....	(Huang Chih Lien)	159
98.	The Overseas Chinese in Between Civilizations.....	(Huang Chih Lien)	161

* Only names of MUST faculty staff and graduate students are listed in this thesis content.

Major Talks and Articles

1. Major Talks 164
2. Newspapers and Magazines Articles..... 166

Selected Ph.D. and Master Theses

I Ph.D. Theses

Faculty of Information Technology

1. Research and Implementation on Security of Secure Speech Communications.....
.....(Chang Kam Meng) 169

Faculty of Management and Administration

2. A Study on Education Investment in Human Capital Investment.....(Lu Hong Jun) 171

Faculty of Law

3. Corporation Governance Structure: A Research on the Core Content of Theory and Mechanism.....
.....(Ning Jinchen) 173
4. A Research on Administrative Compensation..... (Shen Kaiju) 177
5. Study on Rights of Claim and Their Conflict..... (Tian Tu Cheng) 180

II Master Theses

Faculty of Information Technology

1. The Study and Implementation of Encryption & Error-correcting Cascade Code..... (U Kin Tak) 183
2. The Development of a Cross-platform Web-based GIS System..... (Lin Wen Da) 185
3. Deterministic Primality Test and Fast Modular Exponentiation..... (Li Yu Zhen) 187
4. Investigation and Application of Digital Image Data Hiding using Complex Numbers Base
Encoding.....(Liang Gui Tang) 189

Faculty of Management and Administration

5. Study on the management of individual income tax collection..... (Zhang Xing Ming) 191

Faculty of Law

6. The Legal Status of MSAR in the International Civil Aviation Organization..... (Liang Tangchi) 193
7. A Study on the Right to Remedy the Non-Performing Party of the Contract..... (Ding Jian Guo) 195
8. Introduction and Reconstruction of Plea Bargaining..... (Lin Jie) 197
9. Interpretation of the Basic Law of MSAR by the Standing Committee of NPC and its Significance.....
.....(Hu Liu Gen) 198
10. The Status of the Organization Charter of Macao in the Legal History of Macao and its Influence
Upon the Localization of Laws..... (Lu Hong Wei) 200
11. On Legal Aid – A Comparative Study of the Chinese and Foreign Legal Aid Systems.....
..... (Tan Bing) 202

III MBA Theses

1. Talent Accumulation Strategy in the Course of Urbanization of Shaoxing China.....
.....(Ding Li Min) 205
2. Research on Business Strategy and Risk Prevention of Franchising Operation in Mainland China.....
..... (Fang Jun) 207
3. Research on Human Resource Management in Jiulong Group.....(Wang Jin) 208
4. On the Core Competence of the Key Agricultural Enterprises in the Process of Agricultural
Industrialization..... (He Bin) 209
5. Research on Brand Management of Shaoezai..... (Leng Xue Hua) 211
6. A Research on Normalization of Property Management System of Shanghai North Group.....
..... (Li De Qun) 213
7. A Study of Market Development and Sales Strategy of the Chinese OTC..... (Li Qiang) 215
8. The Research of Marketing Strategies of JXG-DHL.....(Du Jian Qing) 217
9. The Study and Design on Technical Personnel's Salary Motivational Mechanism of Xi'An Meticulous
Chemical Plant..... (Wang Xi Ling) 219
10. Study on Business Strategy for Shanghai Feilian Textile Co.,Ltd..... (Xiao Zhi Zhong) 221
11. Study on Development of Intermediary Business in Commercial Banks..... (Zhou Yi Qun) 223
12. Research on B—TO—C E-commerce Pattern of Jingqi Xishu Books..... (Chu Hao) 225
13. Study on the Risk of Chinese Mainland Stock Market..... (Qiu Guang) 227
14. Strategy Research on Travel Development of Nanxi River..... (Hu Yue Zhon) 229
15. An Empirical Study of Virtual Operation of Sportswear in Wenzhou..... (Ni Zhen Hai) 231
16. Research on Marketing Strategy of Xingsheng Real Estate Co. Ltd.....(Liu Zheng Hui) 233
17. Study on The Nestea Market Development Tactics of Shenyang Coca-Cola Beverage Co.,Ltd.....
..... (Liu Li) 235
18. Study on Strategy Programs of Shanghai Gardening Group Company..... (Liu Deng) 237
19. A Study on Real Estate Management and Housing Reform Policy of Changqing Oil Field Company ...
..... (Liu Ji Peng) 239
20. Analysis and Study of the Employee Performance Management System of Jiangsu Yingtian Group
Company..... (Sun Jian Shen) 241
21. The Study on Strategy of Jiangsu Zhongshan International Travel Agency (Zhang Yi Yun) 243
22. The Research of Evaluation Index Sign of the Economic Duty in Hospital Audits.....
..... (He Xiao Hui) 244
23. A Research on Employee Encouragement Mechanism of Shenyang City Commercial Bank Minzhu
Branch..... (Deng Yu) 246
24. Research on the Development Strategy of Dalian Hayashi Lost-wax Industries Co. Ltd.....
..... (Zheng Xing Hao) 248
25. Hang Zhou United Meat Group Strategy Study of Name Brand Management.. (Chen Bao Liang) 250
26. The Practice and the Research on ERP..... (Liu Yi Jun) 252
27. Market Orientation and Marketing Tactic Research about Sociedade De Jogos De Macau,S.A at the
New Period of Gambling Market Opening..... (Sun Yue) 254
28. A Research of the Development of E-Government in Macao..... (Sun Ling Yun) 256

-
29. A Measure Index System of Social Informatization and Analysis of Social Informatization in Macau....
..... (Chen Jian Yun) 258
30. Focus on State-owned Enterprises Reform from the Investor's Role in Enterprises
management.....(Li Zhi Zhong) 260
31. A Study on the Strategy of Low Cost Airline of Air Macau Company Limited.....
..... (Qi Yu) 261

學術會議

Academic Conferences

1. “第五屆管理國際會議—21 世紀的管理科學與全球戰略”

主辦機構：

中國國家自然科學基金委員會管理科學部
澳門科技大學
南京大學

時間：

2004 年 5 月 3 日至 2004 年 5 月 5 日

地點：

澳門旅遊塔

會議總結：

第五屆管理國際大會，於五月三日至五日在澳門舉行。全國人大常委會副委員長、中國國家自然科學基金委員會管理科學部主任成思危教授任今次大會主席，出席開幕典禮的嘉賓包括行政長官何厚鏞、中聯辦主任白志健、外交部駐澳特派員萬永祥、行政法務司司長陳麗敏、社會文化司司長崔世安、運輸工務司司長歐文龍、1997 年度諾貝爾經濟學獎獲得者、美國斯坦福大學的 Myron Scholes 教授，2001 年度諾貝爾經濟學獎獲得者、美國斯坦福大學的 Michael Spence 教授，以及來自世界各地的四百余位知名經濟學家、管理學家和企業家將出席本屆大會。

本屆管理國際大會由中國國家自然科學基金會管理學部、澳門基金會、澳門科技大學和南京大學共同主辦，成思危副委員長擔任本屆大會主席，澳門科技大學校監兼校董會主席、校監廖澤雲博士擔任本屆大會執行主席。

管理國際大會是中國管理學界的最高盛會，至今已成功舉辦第五屆，第一屆是 1994 年在北京，第二屆 1996 年在香港，第三屆 1998 年在上海，第四屆 2001 年在西安召開。本屆大會的主題是二十一世紀的管理科學與全球戰略，圍繞這個主題大會又劃分二十個主要研究領域，即：運籌學及應用、人力資源管理與開發、決策與對策理論及應用、全球競爭與全球戰略、物流與供應鏈管理、國際貿易、生產與運作管理、金融與融資管理、電子商務、知識管理、營銷管理、網路與資訊交流管理、組織管理、資源與環境管理、專案管理、公共管理與政策、複雜性科學與系統科學、華人企業管理、跨文化管理、港澳臺經濟發展與管理等。這些議題突出了當前管理科學研究的理論性和實踐性，研究的內容具有前沿性和廣泛性。目前，本屆大會已收到論文三百餘篇，經專家匿名評審後，決定錄用二百六十三篇論文和二十六篇論文摘要。這些論文涉及了管理學的各個領域，既有基礎理論研究，也有實證研究、案例分析和經驗總結，基本上反映了當今中國和世界管理學的研究水平。

本屆大會於五月三日上午九時許假澳門觀光塔會展中心開幕，澳門特區行政長官何厚鏞將出席開幕儀式。今次會議雲集了全世界著名的管理科學專家學者，並在會議上交流經驗和意見，定會對有關範疇未來的發展有所裨益。行政長官何厚鏞在開幕式上表示，在現今競爭激烈的世界，區域內協調人力、自然和產業資源，是促進整體經濟增長和社會發展最佳和唯一的途徑。澳門特區政府將繼續與鄰近地區保持緊密的經貿、投資和服務合作關係；並繼續優化經濟和社會環境，提高公共行政效率，與世界各地同步前進。在三天的會期內，與會專家學者們將先後在澳門觀光塔會展中心、澳門科技大學持續教育學院和澳門科技大學 D 座報告廳就“在經濟全球化條件下的決策制定與對策理論應用”、“在經濟全球化條件下的全球競爭與戰略”、“在經濟全球化條件下的運營管理與電子商務”、“在經濟全球化條件下的國際貿易與市場營銷”、“在經濟全球化條件下的金融與融資”、“在經濟全球化條件下的組織管理”、“在經濟全球化條件下的資源、環境與公共管理”、“在經濟全球化條件下的人力資源管理”等八個專題展開學術討論和交流。

本屆大會也為公眾提供了一定的參會席位，有興趣的市民和學生可在五月二日到澳門科技大學報名。本屆大會使用語言為英語。主辦方相信，第五屆管理國際會議將是中國管理科學界與世界各國同行相互交流新思想、新理論、新方法和新成果的又一次盛會，中外管理學者齊聚澳門，不僅將會極大地推動中國管理科學的發展，而且對於加強澳門與內地、香港、臺灣以及國外的經濟界、管理界的交流，促進澳門的經濟發展和學術研究都具有非常積極的意義。



圖片一
(Figure 1)

1. The Fifth International Conference on Management: Management Science and Global Strategy of 21st Century

Organizers:

Management Science Bureau of NSFC, China
Macao University of Science and Technology
Nanjing University

Date:

3rd May 2004 to 5th May 2004

Venue:

Macao Tower

Subjects:

The fifth international conference on management would be held in Macao from May 3rd to 5th. Professor Cheng Siwei, vice president of National People's Congress and director of Management Science Bureau of NSFC, China, was the chairman of the conference. Distinguished guests attending the opening ceremonies included Ho Hauwah, chief executive of MSAR, Bai Zhijian, director of the Central People's Government, Wan Yongxiang, Macao Commissioner of Ministry of Foreign Affairs, Chen Liming, chief secretary for Administration and Justice, Cui Shian, the chief secretary for Social Affairs and Culture, Ou Wenlong, the secretary for transport and works, Professor Myron Scholes, winner of Nobel economy prize in the year 1997 and Michael Spence, winner of Nobel economy prize in the year 2001, from American Stanford University, as well as more than four hundred well-known economists, management specialists, and entrepreneurs.

The international management conference was organized by Management Science Bureau of NSFC, China, Macao Foundation, MUST and Nanjing University. Vice president Cheng Siwei held the post of chairman and Dr. Liu Chak Wan, MUST's chancellor and chairman of MUST council, was the executive chairman of the conference.

The international conference on management is the top conference in the management field. Up till now, this is the fifth successfully held conference. The first one was held in Beijing in 1994, the second 1996 in Hong Kong, the third 1998 in Shanghai, the fourth 2001 in Xi'an. The issue of this conference is management science and global strategy of 21st century. About this issue, there are topics concerning twenty main research fields. They are, operational research and application, human resources management and development, decision and countermeasure theory and practice, global competition and strategy, logistics and supply chain management, international trade, production and operation management, finance and financing management, e-commerce, knowledge management, marketing management, cyber and information exchange management, organization management, resource and environment management, special case management, public management and policy, complexity science and systematic science, Chinese enterprise administration, cross-culture management, as well as Hong Kong, Macao and Taiwan economic development and management. These issues give prominence to the theory and practice of the present researches on management science, and the content is rich in pioneering and extensiveness. Now, the conference has already received more than three hundred theses, among which two hundred and sixty-three theses and twenty-six abstracts were selected after experts reviewed all anonymously. These theses relate to various fields of management science, including not only fundamental theory researches, but also positive researches, case analyses and review of management experience, which basically reflect the level of management science study of the modern China and the world.

The conference's opening ceremony was held on 9:00am on May 3rd in exhibition center, Macao Tower and the chief executive of MSAR, Ho Hauwah attended it. In the conference well-known experts and scholars on management science all around the world gathered together, exchanging experiences and opinions, which would certainly benefit the future development of the related fields. The chief executive Ho Hauwah pointed out in the opening ceremony that in the highly competitive modern world, it was the best and only way to advance the whole economy and social development by coordinating human, nature and industry resources within a region. The government of MSAR would go on keeping close cooperative relationship on trading, investment and service with the neighboring area, and go on optimizing economical and social environment and enhancing public administration efficiency, so that Macao could advance at the same step with other places across the world. Within the three days, experts and scholars would carry out academic discussions and exchanges in the exhibition hall of Macao tower, MUST-SCS and D hall of MUST in succession on the following eight topics on the condition of global economy: decision-making and countermeasure theory and practice, global competition and strategy, operation management and e-commerce, the international trade and marketing, finance and financing, organizational management, resources, environment and public management and human resources management.

This conference would provide some seats for the public as well. Interested citizens and students could go to MUST to sign up on May 2nd. English would be the conference language. The organizer believed that the fifth international conference on management would be another grand gathering for the exchange of new ideas, theories, methods and achievements between the Chinese researchers on management science and those across the world. The get-together of the management scholars both at home and abroad in Macao would not only greatly advance the development of the Chinese management science, but also mean much both to the strengthening of the exchange in economy and management among Macao, Mainland China, Hong Kong, Taiwan and foreign countries and to the advancement of the Macao economical development and academic study.

2. 雙重課程稅研討會

主辦機構：

澳門科技大學研究生院
澳門稅務學會

協辦機構：

澳門專業人士協會

資/贊助機構：

澳門特別行政區經濟財政司司長辦公室

時間：

2004 年 10 月 16 日

地點：

澳門科技大學

會議總結：

是次研討會成功介紹了國際稅務中所涉及的雙重徵稅問題及國與國之間所簽定的雙邊稅務條約的基本模式，並詳述香港與中國內地對所得避免雙重徵稅的安排以及澳門和內地關於對所得避免雙重徵稅和防止偷漏稅的安排。



圖片二
(Figure 2)

2. Double Taxation Seminar

Organizers:

School of Graduate Studies, Macao University of Science and Technology
Taxation Institute of Macao

Co-organizer:

Association of Macao Professionals

Sponsor:

Office of the Secretary for Economy and Finance of Macao SAR Government

Date:

16th October 2004

Venue:

Macao University of Science and Technology

Subjects:

The seminar succeeded in introducing Double Taxation issues involved in International Taxation and the elementary model of Bilateral Taxation Treaty signed between countries. And it explained the arrangement between the Mainland and Hong Kong for Avoidance of Double Taxation on Income and the arrangement between the Mainland and Macao Special Administrative Region for Avoidance of Double Taxation on Income and Prevention of Tax Evasion as well.

3. 2004 中國人力資源高峰論壇暨中國人力資源年度頒獎典禮

主辦機構：

財智雜誌(中國)有限公司 (主辦及承辦機構)
澳門科技大學研究生院 (主辦及承辦機構)
亞太人力資源研究協會(APHRRRA)
香港人力資源管理學會
中華人力資源管理協會(台灣)

時間：

2004 年 12 月 2 日至 2004 年 12 月 3 日

地點：

澳門世貿中心蓮花廳 5 樓

會議總結：

開幕儀式的主禮嘉賓包括澳門特別行政區經濟財政司譚伯源司長，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委員、澳門科技大學校董會副主席林金城先生，澳門科技大學校長許敖敖教授以及唐澤聖教授。

論壇吸引了來自中國大陸、香港、臺灣及澳門本地的 150 多名專家學者、傑出企業代表及人力資源管理者、澳門特別行政區政府人力資源發展委員會委員及其他政府官員、各研究機構領導，澳門各高校以及北京大學、南京大學、上海交通大學、香港中文大學、臺灣中央大學等知名高校的代表也參加了此次論壇。

論壇開幕時由澳門科技大學研究生院趙曙明院長介紹出席嘉賓，其後由主禮嘉賓許敖敖校長致歡迎詞。許校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，感謝他們在人力資源管理領域作出的貢獻。致辭後，譚伯源司長和廖澤雲主席頒發了“年度最高成就獎”、“傑出貢獻獎”、“中國商學院領導成就獎”。

此次高峰論壇上，澳門科技大學研究生院院長、本次大會主席趙曙明教授、香港人力資源管理學會會長蔡惠琴女士、北大光華管理學院副院長、著名經濟學家張維迎教授、SHL 大中華區總裁 Peter Finch 先生、中智上海公司總經理石磊先生以及中歐國際工商管理

學院首席教授楊國安先生就人力資源的主題作了精彩演講。同時，會議頒發了“2004 中國人力資源年度獎”、“十大傑出 HR 經理人獎”等 12 項個人獎，有 20 多個機構和企業獲得了“最佳綜合服務機構獎”、“最佳 EMBA 教育機構獎”、“最具人才競爭力企業獎”、“最佳雇主企業獎”等 15 個組織機構獎。該評選是大中國區人力資源行業內規模最大、最具權威的評選活動，其意義在於推動、鼓勵行

業良性發展，對諸多為中國人力資源事業做出傑出貢獻的個人和機構予以肯定和褒獎，最終起到促進業界交流，推動行業健康發展的積極作用。

12 月 2 日晚，澳門科技大學在皇庭海景宴請了參會的嘉賓和代表，副校長唐澤聖教授致祝酒詞，以感謝各方的支持及參與。

澳門新聞界對這次高峰論壇反應熱烈，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。

與會代表也對這次論壇的圓滿舉辦表示了充分的肯定，紛紛讚揚此次大會是中國人力資源行業的一次盛會，它必將有力地促進中國人力資源的健康發展，促進兩岸四地的人才與智力資本的交流與合作。



圖片三
(Figure 3)

3. SmartFortune China Human Resource Forum and China Human Resources Annual Award (3rd), 2004

Organizers:

SmartFortune Magazine (China) Co. Ltd.
School of Graduate Studies, Macao University of Science and Technology
APHRRA (Asia-Pacific Human Resource Research Association)
H.K. HR Management Association
Chinese HR Management Association (Taiwan)

Date:

2nd December 2004 – 3rd December 2004

Venue:

5th Floor of Lotus Hall, Macao World Trade Center

Subjects:

The guests at the opening ceremony include: Tan Boyuan Macao SAR Economic and Financial Chancellor, Prof. Liao Zeyun, Macao Administrative Committee Member and MUST Chancellor, Mr. Lin Jincheng, Member of Macao Foundation Administrative Committee and Vice-chairman of Macao University Council, Prof. Xu Aoao and Prof. Tang Zesheng, Rectors of Macao University of Science and Technology.

The forum attracts over 150 members from mainland China, HKSAR, Taiwan and Macao SAR, including specialists, outstanding enterprise delegates, HR managers members of Macao HR Development Committee and other officials, leaders of the research institutions, delegates from higher instructions of Macao and Peking University, Nanjing University, Shanghai Communications University, HK Chinese University and Taiwan Central University.

After the introduction of the present guests by MUST School of Graduate Studies President Zhao Shuming, Rector Xu Aoao delivered the welcome speech. Rector Xu expressed warm welcome and heartfelt thanks to specialists of various regions and thanked them for their contributions in the field of human resource management. Afterwards, Chancellor Tan Boyuan and Chairman Liao Zeyun issued "National Highest Achievement Award", "Outstanding Achievement Award" and "China Business School Leadership Achievement Award".

Many specialists and entrepreneurs delivered splendid speeches in this summit forum, including President of MUST School of Graduate Studies and chairman of the forum Prof. Zhao Shuming, HK HR Management Association president Miss Cai Huiqin, president of Guanghua School of Management, Peking University famous economist Prof. Zhang Weiyong, President of SHL Great China Mr. Peter Finch, Shanghai Zhongzhi Corporation Manager Mr. Shi Lei and First Professor of Mid-euro Business Management School Mr. Yang Guoan. Meantime, the conference issued 12 single awards, including "2004 National Award of Chinese Human Resource", "Ten Top Outstanding Managers Award" etc. Over 20 organizations and corporations won "Best Service Organization Award" "Best EMBA Educational Instruction Award" "Most Competitive Enterprise in Human Resource" "Best Employer Award", etc. in all 15 awards. This is the largest and most authoritative evaluation activity in the HR circle of China. Its meaning lies in promoting and encouraging the sustainable development of China's HR management, giving full confirmation and praise to outstanding persons and enterprises.

On the evening of 2nd, Dec. MUST invited guests and delegates of the forum to a dinner and Vice Rector Prof. Tang Zesheng proposed a toast in response to support and participation of all parties.

Macao news circle gave hot reports about this summit conference. Many news organizations such as Macao TV station, Macao Daily, etc. covered this event.

Participants at the meeting expressed positive comments about this meeting, noting that this meeting is a grand one and will powerfully promote the healthy development of China's human resource and enhance the cooperation and communications among mainland China, Taiwan, HK and Macao.

4. 2004 澳門國際中醫藥學術研討會

主辦機構：

澳門特別行政區衛生局
國家中醫藥管理局對臺港澳中醫藥交流合作中心

協辦機構：

中國中華中醫藥學會
世界中藥學會聯合會
中國傳統醫藥國際交流中心
中國中醫藥科技開發交流中心
澳門大學中華醫藥研究所
澳門科技大學中醫藥學院
澳門中藥業公會 (中藥研究會)
澳門中醫學會
澳門中醫師公會
澳門中醫藥學會 (AIPPMCM)
澳門中醫藥學會 (AFMCM)
澳門中醫藥保健康復學會
國際中醫藥學會

支持單位：

中國國家中醫藥管理局

時間：

2004 年 8 月 28 日至 29 日

地點：

凱悅酒店一樓會議廳

會議總結：

2004 澳門國際中醫藥學術研討會於 2004 年 8 月 28 日至 29 日在澳門特別行政區凱悅酒店一樓會議廳隆重召開。這次大會是由澳門特別行政區衛生局與國家中醫藥管理局對台港澳中醫藥交流合作中心聯合主辦，中國國家中醫藥管理局為本次大會的主持單位，包括中國中華中醫藥學會、澳門大學中華醫藥研究所、澳門科技大學中醫藥學院等 13 家單位為協辦單位。本次大會特別邀請了國家衛生部副部長兼國家中醫藥管理局局長余靖女士、國家中醫藥管理局對台港澳交流合作中心主任王承德先生、香港特別行政區衛生署副署長梁挺雄先生、以及澳門特別行政區政府社會文化司司長崔世安博士、衛生局局長翟國英醫生、中聯辦代表等 11 名成員作為主禮嘉賓，以中國中醫研究院李連達院士為首的 4 名專家組成了會議學術委員會，主任委員小組來自內地與澳門地區 30 名代表，組成了學術委員會成員小組，200 餘名來自中國內地、臺灣、香港、澳門、新加坡、加拿大、泰國的與會者參加了這次為期 2 天的學術研討會。

是次會議同時徵集海內外學術論文。作為協辦單位，我校中醫藥學院的胡烈教授、馬永禎教授、陳霞教授、鞠傳軍副教授、顧一煌副教授、張漢英副教授、鄭其昌助理教授、趙永華博士、徐偉英博士研究生、張心海博士研究生十位元專家教授發表了內容涉及中醫藥、科研、教學、管理以及中醫藥產業化、標準化及國際化等議題的學術論文。其中我校中醫藥學院代院長胡烈教授從臨床角度作了《影響中醫藥療效的因素探討及其對策》的報告。胡院長分析了近年來影響中醫藥臨床療效的因素，提出了三個方面的綜合治理辦法，為臨床工作者過去常常忽略的問題再次敲響了警鐘。鄭其昌助理教

授介紹了《從中醫藥防治 SARS 成效探討中醫治療熱病的思路》，他從未病失防在熱病預防中的運用，辨病與辨證相結合在熱病治療中的應用以及善後調理的原則在熱病恢復期中的應用三個方面探討了中醫治療熱病的思路。

大會分 5 個階段進行了學術交流發言，每位發言的專家教授均由會議主持人頒發證書，並合影留念。

2004 年澳門國際中醫藥學術研討會於 8 月 29 日中午 12 時 40 分閉幕，國家中醫藥管理局對台港澳中醫藥交流合作中心王承德主任作了熱情洋溢的閉幕詞。這次大會是一次與時俱進的大會，對推動澳門中醫藥事業走向國際化具有重要的意義。



圖片四
(Figure 4)

4. Macao International Symposium of Traditional Chinese Medicine 2004

Organizers:

Health bureau of the Macao Special Administrative Region
Exchange & Cooperation Center of Taiwan, Hong Kong, Macao State Administration of TCM of P.R.C.

Co-organizers:

China Association of Chinese Medicine P.R.C.
World Federation of Chinese Medicine Societies
China International Exchange Center of TCM, P.R.C.
National Center for TCM of the State Administration of TCM, P.R.C.
Institute of Chinese Medical Sciences of the University of Macao
Faculty of Chinese Medicine of Macao University of Science and Technology
Association of Chinese Medicinal of Macao
Association of Traditional Chinese Medicine of Macao
Association of Practitioners of Traditional Chinese Medicine of Macao
Macao Chinese Pharmaceutical and Medical Association (AIPPMCM)
Macao Chinese Pharmaceutical and Medical Association (AFMCM)
Macao Chinese Medicine Health & Rehabilitation Association
International Society for Chinese Medicine

Supporting Organization:

The State Administration of TCM of P.R.C.

Date:

28th August 2004 – 29th August 2004

Venue:

Conference Hall on the ground floor of Hyatt Hotel

Subjects:

Macao International Symposium of Traditional Chinese Medicine 2004 took place in the conference hall of Hyatt Hotel in Macao SAR on August 28-29th, 2004. This conference was co-organized by Health bureau of the Macao Special Administrative Region and State Administration of Traditional Chinese Medicine Exchange and Cooperation Center to Taiwan, Hong Kong and Macao's Traditional Chinese Medicine, presided by Chinese State Administrative Bureau of Traditional Chinese Medicine, and sponsored by 13 organizations including Zhonghua Traditional Chinese Medicine Society of China, Chinese Medical Research Institute of Macao University, Traditional Chinese Medicine Faculty of Macao University of Science and Technology, and so on. This conference specially invited vice minister of State Health Bureau and director general of State Administrative Bureau of Traditional Chinese Medicine—Ms She Jing, dean of State Administration of Traditional Chinese Medicine Exchange and Cooperation Center to Taiwan, Hong Kong and Macao's Traditional Chinese Medicine—Mr. Wang Chengde, vice dean of Hong Kong SAR Health Bureau—Mr. Liang Tingxiong, minister of Macao SAR Social Cultural Department—Dr. Cui Shi'an, director general of Health Bureau—doctor Cui Guoying and 6 other representatives as the major distinguished guests. A conference academic committee was established by 4 experts under the leadership of academician Li Lianda of Chinese Traditional Chinese Medicine Research Institute, 30 representatives from both mainland and Macao region have consisted of the member groups of the committee. More than 200 people from Mainland China, Taiwan, Hong Kong, Macao, Singapore, Canada and Thailand have participated in this 2-day academic seminar.

This conference has collected theses in and out of China at the same time. As one of the sponsor organizations, Traditional Chinese Medicine Faculty of MUST has professor Hu Lie, Professor Ma Yongzhen, Professor Chenxia, Associate Professor Ju Chuanjun, Associate Professor Gu Yihuang, Associate Professor Zhang Hanying, Assistant Professor Zheng Qichang, Doctor Zhao Yonghua, Doctor student Xu Weiying and Zhang Xinhai who have published theses concerning about traditional Chinese medicine, science and technology research, teaching, management, as well as industrialization, standardization and internationalization of traditional Chinese medicine. Among them, acting dean of Faculty of Traditional Chinese Medicine of Must—Professor Hu Lie has reported on “Study on factors affecting the curative effect of traditional Chinese medicine and the corresponding strategies” from the clinic angle. Dean Hu analyzed factors that have in recent years influenced the clinic effect of traditional Chinese medicine, and proposed the integrated treatment in three aspects, ringing the bell for the problems neglected by the clinic workers in the past. Assistant Professor Zheng Qichang introduced “Discussion of Train of Thoughts on Traditional Chinese Medicine Curing Pyrexia from its Pretreatment of SARS”. The three aspects he mentioned are: the application of pretreatment in curing pyrexia, the application of combining diagnosis with dialectic in curing pyrexia, and the application of post-treatment principle in recovery period of pyrexia.

This conference had five stages for academic exchanges and presentations. Each presenter was awarded certificate by the emcee, and was taken photo for remembrance.

Macao International Symposium of Traditional Chinese Medicine 2004 was completed at 12:40 am August 29th, dean of State Administration of Traditional Chinese Medicine Exchange and Cooperation Center to Taiwan, Hong Kong and Macao’s Traditional Chinese Medicine—Mr. Wang Chengde gave a warm speech for the closing ceremony. This conference is a conference advancing with the time, which carries significant meaning for promoting the internationalization of the Macao’s traditional Chinese medicine industry.

5. 第四屆「成人教育與社會發展」研討會

主辦機構：

澳門科技大學持續教育學院
澳門成人教育學會

資/贊助機構：

澳門基金會
民政總署
行政暨公職局
澳門特別行政區檢察院

時間：

2004 年 11 月 26 日至 2004 年 11 月 29 日

地點：

澳門科技大學持續教育學院

會議總結：

為深入瞭解澳門成人教育的現狀，探討適合用於澳門成人教育的有效方法、渠道及設施。與海峽兩岸四地各成人教育組織的聯絡，取長補短，吸收相關有益的經驗，以提高本澳成人教育的水平。

為此，本院與澳門成人教育學會合辦，於 2004 年 11 月 26 日至 29 日，在澳門科技大學持續教育學院舉行第四屆「成人教育與社會發展」研討會。

在四天的論文發表及討論，共有 45 名專家學者出席，發表論文共 35 篇，沒有出席研討會的專家學者亦為大會提供了 5 篇論文。大會並邀得香港大學專業進修學院院長楊健明教授為大會作主題演講。



圖片五
(Figure 5)

5. The Fourth Conference of Adult Education and Social Development

Organizers:

School of Continuing Studies (SCS), Macao University of Science and Technology
Macao Association for Adult Education

Sponsors:

Macao Foundation
Civic & Municipal Affairs Bureau of Macao SAR
Public Administration and Civil Service Bureau of Macao SAR
Public Prosecutions Office of Macao SAR

Date:

26th November 2004 – 29th November 2004

Venue:

School of Continuing Studies, Macao University of Science and Technology

Subjects:

The conference was to know more about the current situation of Macao adult education, discuss the effective ways and facilities that might be suitable for Macao adult education, gather the adult education organizations of mainland, Hong Kong and Taiwan to learn from each other and absorb relative experiences so as to improve the adult education level in Macao.

Therefore, SCS cooperated with Macao Association for Adult Education to hold the 4th symposium of adult education and social development in SCS, MUST from 26th to 29th of November, 2004.

45 experts and scholars attended the conference and published 35 theses during the four days. Another 5 these were provided by the experts and scholars who were not present. Prof. Yang Jianming, dean of Hong Kong School of Professional and Continuing Education, was also invited to keynote the conference.

6. 一國兩制：2004 論壇

主辦機構：

澳門科技大學可持續發展研究所

資/贊助機構：

澳門基金會
澳門中華媽祖基金會

時間：

2004 年 3 月 26 日至 2004 年 3 月 29 日

地點：

皇家金堡酒店

會議總結：

“一國兩制：2004 論壇”是爲了紀念港澳《基本法》正式頒佈紀念日和 MUST 四周年校慶及 MSAR 成立五周年而組織的；也是兩岸四地及國外學者在 [1] 北京舉行的全國人大第十屆第二次會議，[2] 臺灣的“3.20 選舉”剛剛結束及 [3] 人大常委會就 HKSAR 政制發展主動釋法前所舉行的一次關於“一國兩制”和政治文明重建的學術研討會。因此，它具有特殊的意義，也引起了境內外產官學各界人士和新聞媒體的關注；並得到了廣泛的報道。



圖片六
(Figure 6)

不同於“一國兩制 2003 論壇”的是，“一國兩制 2004 論壇”分“港澳對接”和“港澳青年對話”等兩個部分進行。與會的 70 餘位專家學者和青年代表，分別來自香港、臺灣、大陸、日本、英國和澳門。在“一國兩制：港澳對接 2004 論壇”上，與會的專家學者和企業界人士分別就 [1] “從 HKSAR 和 MSAR 現狀看‘一國兩制’政治層面理論與實踐的發展”；[2] “臺灣地區政治文明的重建：3.20 選舉及選後紛爭對港澳再造與兩岸關係的影響”；[3] “CEPA 對‘一國兩制’和兩岸四地‘中華經濟協作系統’及 10+1/10+3 FTA 的促進作用”；以及 [4] “澳門特別行政區的龍頭產業：‘一國兩制’下澳門旅遊博彩業的理論與實踐”等論題發表見解，展開了深層次的討論。其間，一些學者提出，從目前的情況看，“一國兩制”在澳門得到了較好的體現，促進了澳門經濟發展和社會安定；但亦需要進行有創意的開發，提出類似“第三制”的理論與實踐及政策，才能解決港澳對接，澳門和珠海緊密合作，橫琴島共同開發，粵港澳跨境大橋的建造與運營等一系列發展問題。因此，希望“一國兩制”的開發開展，可以為 CEPA 等措施及大珠三角發展系統，以及兩岸四地“中華經濟協作系統”的建立，起到促進性的作用。

此外，20 餘位港澳青年學者參加了 3 月 29 日上午舉行的“一國兩制：港澳青年 2004 論壇”，討論了“港澳青年對回歸後 [1] ‘基本法’和‘一國兩制’的落實和開發情況”、[2] “兩地青年對‘基本法’和‘一國兩制’的認識情況”及 [3] 如何進一步加強兩地青年在“基本法”和“一國兩制”等問題的認識上，進行交流。青年朋友認為，今後應多多組類似的活動；並且，利用科學方法和近似問卷，對兩地大學生關於“基本法”和“一國兩制”的認識，舉行經常性的調查研究，以供各界人士參考。

MUST-ISUS 亦向與會人士介紹了成立一個多媒體系統和研究中心，以推進“一國兩制”教研和諮詢的構想。

6. “One Country, Two Systems 2004 Forum”

Organizer:

The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Sponsors:

Macao Foundation
Goddess A-MA Foundation of Macao

Date:

26th March 2004 – 29th March 2004

Venue:

Casa Real Hotel

Subjects:

The Institute for Sustainable Development (MUST-ISUS) organized the “One Country, Two Systems 2004 Forum” on March 26th to 29th 2004. The Forum comprised of two parts: the “One Country, Two Systems: Hong Kong-Macao Convergence” and the “One Country, Two Systems: Youth Perspectives on Hong Kong and Macao.” More than 70 experts, scholars, officials, businessmen and youths from United Kingdom, Japan, Mainland China, Taiwan, Hong Kong and Macao were present, and shared their views on the theories and practice of the “One Country, Two Systems” both in HKSAR and MSAR. They also put forward their arguments within the framework of forging a new economic cooperation as well as a new political culture across the Taiwan Straits.

The Forum concluded that under “One Country, Two Systems” there would be more room for HKSAR and MSAR to introduce series of new ideas and formula, in the form of a “third system”, to explore various ways of economic and political integration between Hong Kong and Shenzhen, Macao and Zhuhai and between the two SARs and SEZs. The “third system” can also serve as the backbone of the economic development system as envisaged in the CEPA and promote better coordination between the four Chinese economies across the Straits of Taiwan. One immediate application of the “third system” will be the drafting of a framework for building and managing a bridge connecting HKSAR, MSAR and Zhuhai.

There were also discussions about the strategies of diversifying the MSAR’s gaming industry under the “One Country, Two Systems”.

In addition, more than 20 young people from HKSAR and MSAR participated in the discussions of their perspectives on the Basic Law and their responses to the progress of the “One Country, Two Systems” in their respective region. They agreed to convene regularly and conduct annual survey of the university students’ search for identity under “One Country, Two Systems.”

MUST-ISUS had also made use of the occasion to report progress of its plan in establishing a multimedia and research system aiming at promoting study of the “One Country, Two Systems.”

7. 澳台可持續發展關係： 地方 21 世紀可持續發展暨澳門可持續發展公共行政

主辦機構：

澳門科技大學可持續發展研究所

資/贊助機構：

澳門基金會

時間：

2004 年 6 月 18 日至 2004 年 6 月 21 日

地點：

澳門科技大學，A303 室

會議總結：

MUST-ISUS 結合其“澳門可持續發展中的公共行政改革研究項目”和“澳台可持續發展關係調查研究項目”，組織了“地方 21：21 世紀地方自治與公共行政改革研習會”。它是 MUST-ISUS 和台灣南投暨南國際大學公共行政與政策學系統共同開發的項目。

它用研習會的方式進行；邀請了內地、臺灣、香港和澳門等地對地方自治和公共行政頗有研究的專家學者與會，對兩岸四地公共行政在可持續發展理念下的發展態勢和問題進行學習和交流。與會學者根據聯合國有關地方永續發展的檔進行討論，均認為進入二十一世紀，地方行政和公共行政的改革，關乎社會發展的質量，方向及意義；因此，可以是兩岸四地建立新政治文明的一項重要工夫。此項工作如果發展順利，可以邀請聯合國及國際上相關的產官學人士與會，使它成爲一個可持續發展的，“跨越時空、跨越文化、跨越學科、跨越產業”的教學-研究-諮詢相結合的項目。

本次研習會得到 MSAR 特區政府陳麗敏司長和公職局的支援；在會議總結中提出了，參考 MSAR 公共行政改革觀察站的模式，設立“兩岸四地公共行政（地方行政）改革觀察站”的構想，作爲理論連系實際的案例。考慮中的“改革觀察站”有：澳門、臺灣、香港、南寧、中越邊境、南京、海南、四川成都……]。兩岸四地的地方行政、公共行政的每個“觀察站（案例）”比較研究可以利用“聯合國地方可持續發展議程[UN LOCAL AGENDA 21]”來做理論與方法論的參考。MUST-ISUS 可提供“服務平臺”，進行策劃、聯絡、協調等工作，並推動相關活動的經費籌集工作。

第二次研習會已於 11 月 17-18 日在南投暨南大學舉行；第三次研習會亦訂於 2005 年夏天在南京舉行。

7. Workshop on the Reform of the Public Administration and Sustainable Development in the Four Chinese Communities across the Taiwan Straits

Organizer:

The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Sponsor:

Macao Foundation

Date:

18th June 2004 – 21st June 2004

Venue:

A303, Macao University of Science and Technology

Subjects:

In cooperation with the Department of Public Administration and Policy Study of the Chi Nan University in Taiwan, the MUST-ISUS successfully organized a workshop on the Reform of the Public Administration and Sustainable Development in the Four Chinese Communities across the Taiwan Straits in June 2004. There were more than 50 participants coming from Taiwan, the Mainland, Hong Kong, and Macao.

Based on the UN Local Agenda 21, the workshop focused on the theories and practices of reform of the public administration and local administration in the four Chinese communities across the Straits of Taiwan. The workshop participants strongly believed that public participation in local administration and development programs are crucial to the modernization and democratization process. Necessary reform in public administration is crucial to bringing about a new Chinese political culture.

The workshop was given full support by the MSAR government. In its conclusion, the participants have, based on the MSAR model, agreed to set up a chain of field study stations in several Chinese cities for the purposes of putting theory into practices and observing the impact and progress systematically. More workshops will be organized around the function and progress of the stations for years to come.

The 2nd Workshop was organized at Chi Nan University on November 17-18 2004 in Taiwan. The 3rd Workshop is expected to be in Naning next Summer.



圖片七
(Figure 7)

8. 四方有約 2004 論壇

主辦機構：

澳門科技大學可持續發展研究所

資/贊助機構：

澳門基金會
澳門南光[集團]有限公司

時間：

2004 年 8 月 7 日至 2004 年 8 月 8 日

地點：

海洋會所

會議總結：

“四方有約 2004 論壇：探索‘15+1 泛長三角’、‘9+2 泛珠三角’及‘4+1 泛廣州灣’三張‘金色的弓箭’”引用“兩大張金色弓箭”和“一小張金色弓箭”的概念，來探索兩大三角地區的發展現象，相互關係及其動向。“第一大張金色弓箭”是以長江流域為箭，其箭咀是上海，弓的左上角是連雲港，右下角是溫州，構成了“15+1 泛長三角發展系統”；第二大張金色弓箭”是以珠江流域為箭，其箭咀是珠三角[即穗港澳]，弓弦的左上角是廈門，右下角是海南，構成了“9+2 泛珠三角發展系統”；一小張金色弓箭”是以連接桂粵和港澳的“2+2 西江發展走廊”為箭，其箭咀是澳門特區/MSAR，弓的左上角是香港特區，右下角是湛江，構成以澳門特區為中心的“4+1 泛廣州灣發展系統”，即澳門特區政府所開發的“粵西經貿平臺”。

論壇上有十幾位來自粵西南 [臺山、陽江、茂名、湛江] 等四個地區負責發展策略的產官學人士報告了各地的發展條件、發展現狀、發展策略、發展進程以及澳門所提供的“經貿平臺”對各地各層面的發展作用以及他們對“澳港與粵桂 2+2 廣州灣發展系統論”的評論。這是自 MSAR 政府提出澳門做為粵西地區對外經貿平臺以來，第一次由粵西南和港澳，北京及上海等地區的產官學人士，就有關“經貿平臺”在理論與實踐上所進行的討論。他們認為，MSAR 開展對粵西南五地 [加上珠海] “平臺服務”，是有其相對優勢的。

港澳地區的產官學人士還談了對“9+2 泛珠三角發展系統”的認識，評論與建議。上海來的專家學者對“15+1 泛長三角發展系統”作了介紹與評論。京，滬，港，澳人士也就“兩張半金色弓箭”做了比較分析。他們同意，全球化和區域協作時代，本土-在地經濟的可持續發展，必須在不同層面進行交流協作，才有可能找到可行的發展模式。

8. 2004 Forum : Explore the Development among Yangtze River Delta Region (YRDR) 、Pan-Pearl River Delta Region (PPRDR) and Guangzhou Wan

Organizer:

The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Sponsors:

Macao Foundation
Nam Kwong (Group) Company Limited

Date:

7th August 2004 – 8th August 2004

Venue:

Gardens of the Oceans, Taipa, Macao

Subjects:

The MUST-ISUS invited more than 10 professionals, officials and scholars from Southwestern region of Guangdong Province to participate in the discussions of MSAR's proposed platform on forging interaction between the region and the rest of the world. The meeting was first of its kind ever since the MSAR government has promised to provide such intermediate services.

In addition, about 30 participants, from Hong Kong, Shanghai, Beijing, and Macau, explored the scope, function, mechanism, and prospect of CEPA. The participants also discussed the newly-emerged "9+2 Development Systems of the Pan Pearl River Region" through which HKSAR and MSAR will have more room to restructure their local economies. The proposed design, however, has made Shanghai and cities around Shanghai felt uneasy. As such, adjustment of development strategy and regional relations are necessary between the two Chinese super development systems, i.e., the Pan Pearl River Delta Region and Pan Yangtze River Delta Region..

The participants also concluded that, in the era of globalization successful restructure of local economy depends very much on its ability to position itself in the regional development systems. Instead of confining themselves to the surrounding region, both HKSAR and MSAR should find new roles in the Mainland's two super development systems.

9. 澳門特區的可持續發展： 對 MSAR 第 2 屆政府施政大計的獻言

主辦機構：

澳門科技大學可持續發展研究所

資/贊助機構：

澳門基金會

時間：

2004 年 10 月 17 日

地點：

MUST-ISUS 辦公室/研究室, 澳門宋玉生廣場獲多利大廈 11 樓 C-D

會議總結：

澳門科技大學可持續發展研究所/MUST-ISUS 是一個由澳門基金會，澳門中華媽祖基金會，澳門南光集團及澳門特區政府有關部門 [如 IPIM] 等產官學機構所贊助的教研與諮詢機構; 因此，它必須經常性對社會各界人士匯報其活動及計劃。聽取公眾的意見，並改善其運作。

MUST-ISUS 在何厚鏞博士競選連任特區行政長官期間及成功連任後，曾透過有關渠道，提出研究成果; 並於 10 月 17 日下午舉行一個公開學術集會; 提出“澳門特區的可持續發展：對 MSAR 第 2 屆政府施政大計的獻言”。



圖片八
(Figure 8)

根據各方反應，MSUT-ISUS 終於提出了八點建議；它已呈交特區行政長官辦公室，供有關人士參考。

促進政府與社團、創新與傳統的關係，建立“學習型政府-學習型社會”	
1.1	政府主導，優化發展，推動“學習型”的政府，組織，產業，社會。
1.2	引用產官學結合的方式，促進傳統社團轉型為“學習型組織”，並培養“學習型公民”和建立“學習型城市-學習型社會”。
2. 開發澳門與珠海的緊密關係，共同建立 MSAR 與粵西南的服務平臺	
2.1	澳珠應緊密合作，共同建立與粵西南（泛廣州灣）地區的“三跨越發展協作”，參與“9+2 泛珠三角合作體系”。
2.2	開發澳珠合作的新體制，利用“第三制”來共同開發和經營橫琴島。
3. 開發區域合作的模式，落實“粵西南經貿平臺-服務平臺”	
3.1	“多區域合作”應以“小區域合作”為其突破口。
3.2	“小區域合作”以優勢產業整合為突破口。
4. 開發 MSAR 的對外關係，共同探討全球化和區域合作時代的可持續發展模式	
4.1	借鑒拉斯維加斯產業多元化的模式，來推動 MSAR 的適度多元化模式。
4.2	澳美珠共同開發橫琴島。
4.3	對“澳美關係”加以調查研究並推動中美關係。
4.4	確立 MSAR 在“10+3FTA”的一席之地。
5. 對澳台關係構築可持續發展的機制	
5.1	以“9+2+1（臺灣）”視野看待澳台合作。
5.2	健全澳台關係的學術研究及產業合作機制。
6. 開發 MSAR 中藥港，促進中醫藥產業走向巴西	
6.1	以醫藥產業充實和帶動“葡語世界經貿平臺”。
6.2	以巴西為中醫藥合作重點，為內地醫藥產業擴大資源與市場。
7. 對 MSAR 的發展大計進行系統性的開發	
7.1	引進一個“十年發展規劃”的概念。
7.2	繼續推動對澳門基本法的學習。
7.3	對“一國兩制”的開發開展和港澳對接。
8. 結論：在“一國兩制”中尋求 MSAR 的可持續發展 “一國兩制”使澳門特區可以在一個很高的層面上推動其發展大計；成為一個世界級的現代化城市。 因此，MSAR 在其施政大計上，既應對其市民的生存發展做出貢獻；更應對中國的內外發展與和平統一及和平崛起，做出應有的貢獻。	

9. MUST-ISUS's Eight Points Suggestions to the MSAR 2nd Administration

Organizer:

The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Sponsor:

Macao Foundation

Date:

17th October 2004

Venue:

MUST-ISUS, Hotline Building, Block D, 11/C-D, Macao

Subjects:

As a public institution, the MUST-ISUS has to be accountable to the Macao community and government by making periodic presentations on its plans and operations. The MUST-ISUS made several suggestions to Dr. Edmund Ho, both during his election for the second term as Chief Executive and after his election, on ways to promote sustainable development for MSAR in the coming decades.

On October 17, 2004, the MUST-ISUS organized a public forum in which its Eight Points Proposal to the 2nd Administration of the MSAR was made public and opened to public comments. The revised document was presented to the Office of the Chief Executive afterward.

The Eight Points are as follow :

- MSAR should introduce lifelong education and learning to all citizen
- MSAR should make good use of “One Country – Two Systems” by devising a “third system” to facilitate its closer cooperation with the neighboring Zhuhai Special Economic Zone
- MSAR should institutionalize its ideas of serving as a platform of cooperation between the Southwestern Guangdong region and the rest of the world
- MSAR should make good use of “One Country , Two Systems” by setting up MSAR’s liaison offices in Japan , the ASEAN , Brazil , and the US. It should also establish a “sister city” relationship with Las Vegas so as to learn from the its ways of building a diversified economy based on gaming industry
- MSAR should capitalize on its unique position in the cross-Straits relations by setting up liaison offices in Taiwan to offer services to Macau citizen in Taiwan and Taiwan tourists coming to Macau
- MSAR should facilitate the exchange of knowledge between the Mainland Chinese medicinal industry (both teaching and research) and that of Brazil’s. This is a crucial step to implement Macau’s blueprint of building up a “Chinese medicinal hub” in its development strategy
- The incoming Administration should invite professionals throughout the region to draw up a socioeconomic development plan for the next 10 to 15 years
- More effort should be made to explore future scenarios for the MSAR within the context of “One Country , Two Systems”

10. 第 10 屆中華經濟協作系統國際研討會 (CSCE X)

主辦機構：

澳門科技大學可持續發展研究所

資/贊助機構：

澳門基金會

時間：

2004 年 12 月 3 日至 2004 年 12 月 7 日

地點：

澳門世貿中心 5 樓蓮花廳

會議總結：

成立甫滿兩周年的澳門科技大學可持續發展研究 [MUST-ISUS]，爲了慶祝澳門特別行政區 [MSAR] 成立五周年，於 12 月 3-7 日在澳門隆重地舉行“中華經濟協作系統第 10 屆國際研討會：全球化時代區域協作與在地經濟的可持續發展” [CSCE X]。“中華經濟協作系統國際研討會”是香港亞太二十一學會自上世紀九十年代初期以來開拓及主催的，產官學三結合的研究與諮詢的項目。此次第 10 屆中華經濟協作系統國際研討會 (CSCE X) 吸引了近百名境內外和國內外的產官學有識之士與會，反映出澳門特區過去五年的發展確有其可觀的成績，受到各方人士的贊賞。

因應澳門特區區慶，何厚鏞 2005 年施政報告，澳門特區第二屆政府的施政大計和全球化時代的中華經濟體的發展，此次研討會集中對三個專題進行了討論：[1]第一個主題是澳門特區必須在 CEPA、“9+2 泛珠三角”等發展系統下，如何對它的龍頭產業加以優質化和規範化的開發開展，並利用差異性因素處理的原則，使旅遊博彩業的發展多元化和優質化及達到國際水平，進而促進整體經濟的適度多元化。[2]第二個主題是探討全球化時代四個中華經濟體的內部發展，四者的交流協作及其在中國和東盟自由貿易區 [10+1FTA]，中日韓和東盟自由貿易區 [10+3FTA]，以致於中日韓印和東盟自由貿易區 [10+4FTA] 等重要區域協作體系中的角色與作用問題。[3]第三個主題是“滬港澳臺關係 2004 論壇”集中討論了“泛長三角”和“泛珠三角”的交流協作及其對兩岸關係的作用；探討並在 CEPA，“9+2 泛珠三角合作”的推動下珠三角的發展前景，以及它同“泛長三角”的競爭與合作等問題。

與會學者指出，中國大陸高速成長帶來的重要契機是，大陸經濟體本身必須利用它同其他三個中華經濟體及國外經濟體的交流協作，來尋求其優質化的，協調的可持續發展的道路，以落實其“三個代表”和“科學發展觀”及“加強執政黨執政能力”。此外，台港澳等三個中華經濟體和東亞經濟體也必須利用“中國因素”，來對其在地經濟進行重整。而所謂優質化的，均衡的可持續發展，乃在於社會各層面人士及其利益集團在發展過程中，都有其一席之地，各在其位，各謀其政；並適當地分享發展的利益和成果。

以《<<全球化時代的經濟中華>>》爲書名的論文集將於 2005 年出版；而 MUST-ISUS 亦將協辦其後的多屆會議：CSCE XI 將在日本福岡舉行。

10. The 10th International Conference on the Coordination Systems for the Chinese Economies (CSCE X)

Organizer:

The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Sponsor:

Macao Foundation

Date:

3rd December 2004 – 7th December 2004

Venue:

Lotus Room, World Trade Center Macao

Subjects:

In cooperation with academic institutions and foundation throughout the Greater China region, the MUST-ISUS successfully hosted the 10th International Conference on the Coordination Systems for the Chinese Economies (“CSCE X”). Nearly 100 scholars from Japan, Vietnam, Finland, Korea, Mainland China, Hong Kong SAR, and Macao SAR participated in the discussion of economic cooperation between the four Chinese economies: the Mainland, Taiwan, HKSAR, and MSAR.

There was consensus that MSAR should diversify its economy from gaming industry alone while exploring ways to expand on the current gaming infrastructure. Under “One Country, Two Systems”, HKSAR and MSAR should find ways to work together which will be crucial to their increasingly important roles in the regional development systems both within greater China and the rest of Asia-Pacific region.

Owing to political differences, coordination among the four Chinese economies [CSCE] is believed to be a difficult and twisting process. The experiences and model of the European Union could be useful to the Chinese officials and scholars. However, with the rapid growth of the Mainland economy, the emerging CSCE is bound to be a crucial factor that will influence the restructure of East Asian Economies, especially the 10+1 FTA and 10+3 FTA.



圖片九
(Figure 9)

科研課題

Research Projects

1. 多功能數字網路話機研製與開發

負責人：

王爾乾教授 澳門科技大學資訊科技學院
楊為理教授 澳門科技大學資訊科技學院

資助機構：

澳門科技大學基金

完成時間：

2004 年 11 月

主要參加者：

王爾乾，楊為理，黃永峰，朱明方，胡卓民，張芳蘭，余建德，王丹等
(澳門科技大學資訊科技學院)

課題簡介：

在分析現有 VoIP 話音終端及深入研究基於 Internet 多媒體通訊技術與系統的基礎上，設計與構架了新型 IP 用戶理論的總體方案，實現了基於 DSP 與 MCU 及基於專用集成電路的嵌入式、實用化平臺，研製與開發了兩種利用 H.323 與 SIP 協議棧的多功能網路終端樣機的方案。

1. The Research and Development of Multi-functional Net-phones

Principal:

Professor Wang Er Qian Faculty of Information Technology, MUST
Professor Yang Wei Faculty of Information Technology, MUST

Sponsor:

Macao University of Science and Technology Foundation

Main Participants:

Wang Er Qian; Yang Wei Li, Huang Yong Feng, Zhu Ming Fang, Hu Zhuo Min, Zhang Fang Lan,
U Kin Tak, Huang Dan etc.
(Faculty of Information Technology, MUST)

Submission:

November 2004

Introduction :

Based on the analysis of the current VoIP sound terminal and the probe into the multimedia communication technology and system on the basis of internet, this project designs and constructs a general scheme of new IP user theory, presents a platform of the inset and application of IC based on DSP and MCU and develops two schemes for the use of H.323 and SIP multi-functional network terminal models.

2. 數字化人體的分類、重構、顯示的算法研究及實現

負責人：

唐澤聖教授 澳門科技大學資訊科技學院

資助機構：

澳門科技大學基金

完成時間：

2004 年 12 月

主要參加者：

田小林，黃漢青，趙燕，黃遠雄，李學科，周勁峰
(澳門科技大學資訊科技學院)

課題簡介：

本項研究為數字化人體數據的分類，分割及重構演算法，重點針對我國數字化人體數據應用急需解決的難點問題，在以下方面取得了階段性的成果：

1. 數字化人體圖像的背景去除: 實現了一種用於分割數字化人體圖像中人體數據與背景數據的新演算法。
2. 人體器官的三維表面重構及實時動態顯示: 改進了三維表面重構的 Marching Cubes 演算法，使演算法速度及繪製質量都有所改善。
3. 基於紋理映射硬體的互動式體繪製: 在基於高檔微機及具有三維紋理映射功能的硬體加速環境上實現了基於紋理硬體的體繪製演算法，對中等大小(小於 256 x 256 x 256)的醫學體數據進行實時的動態顯示。
4. 體繪製中傳遞函數的互動式設置方法: 體繪製中傳遞函數的設定對數據分類起著關鍵的作用，對繪製結果的質量有直接的影響。我們設計了一種讓用戶交互地設定傳遞函數來獲得不同的成像結果的方法。
5. 互動式三維人體模型瀏覽軟件的開發: 開發了一個互動式三維人體模型瀏覽軟件，對已分割的美國可視人數據進行可視化。

應用於傳遞函數設定的互動式體繪製軟件工具的開發: 提出並開發了一個應用於傳遞函數設定、簡單且有效的互動式體繪製軟件工具。

2. Research on the Classification and Reconstruction Algorithms for Visible Human Datasets

Principal:

Professor Zesheng Tang

Faculty of Information Technology, MUST

Sponsor:

Macao University of Science and Technology Foundation

Main Participants:

Xiaolin Tian, Hon-Cheng Wong, Yan Zhao, Un-Hong Wong, Xueke Li, Keng Fong Chau
(Faculty of Information Technology, MUST)

Submission:

December 2004

Introduction :

In this project, the project team conducted research on the classification, segmentation, and reconstruction algorithms for Visible Human datasets, focusing on solving the difficult problems in the increasing applications of Chinese Visible Human datasets. They have achieved the following in-between results:

1. Background Removal of Visible Human Images: Designing and implementing a new algorithm for removing the background of the Visible Human images.
2. 3D Surface Reconstruction and Real-Time Rendering of Human Organs: Improving both the performance and quality of the Marching Cubes algorithm.
3. Interactive Volume Rendering Based on Texture-Based Mapping Hardware: They implemented the texture-based volume rendering algorithm on high-performance PC with 3D texture mapping hardware and used it for real-time rendering of medical data with 256 x 256 x 256 size.
4. Interactive Specification of Transfer Functions for Volume Rendering: Transfer functions have the key role in classification of volume data and have critical influence on the rendering results. They designed an interactive transfer function specification method to obtain different rendering images.
5. Development of an Interactive 3D Human Model Navigation Software. They developed an interactive 3D human model navigation software to visualize the segmented American Visible Human dataset.

Development of an Interactive Volume Rendering Tool for Transfer Function Specification. They proposed and developed a simple and effective interactive volume rendering software tool for interactive transfer function specification.

3. 具有澳門特色的城市信息化研究

負責人：

薛華成教授 澳門科技大學行政與管理學院

資助機構：

澳門科技大學基金

完成時間：

2004 年 11 月

主要參加者：

龐川，陳劍芸，孫凌雲
(澳門科技大學行政與管理學院)

課題簡介：

在本課題在分析了澳門社會、經濟特點為: 研究了澳門信息化發展的總體策略，更深入的進行了澳門電子政府, 澳門企業信息化和澳門信息化水平的比較的研究。

3. A Study of City Informalization with Distinguishing Feature of Macao

Principal:

Professor Xue Hua Cheng Faculty of Management and Administration, MUST

Sponsor:

Macao University of Science and Technology Foundation

Main Participants:

Pang Chuan, Chen Jian Yun, Sun Ling Yun
(Faculty of Management and Administration, MUST)

Submission:

November 2004

Introduction :

Based on the analysis of the social and economic features of Macao, this project studies the general strategy of informationization development in Macao, probes into Macao E-government and the informationization of Macao enterprises and makes a comparative study of the development of informationization in Macao.

出版的期刊

Journals Published by MUST

1. 《中華管理資訊系統》

澳門科技大學 主辦
2004 年, 澳門
薛華成 主編

辦刊宗旨:

向華人地區著名大學提供一個在該領域研究合作與學術交流的平臺。

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名譽院長薛華成教授,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,已經出版了八期,發表了八十多篇優秀論文。

《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,並期望在未來成為資訊管理領域的世界知名學術期刊。

1. Chinese Management Information System (Chinese MIS)

Published by Macao University of Science and Technology

2004, Macao

Editor in Chief: Xue Huacheng

Objective:

To provide an academic cooperation platform for Chinese scholars in 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 Taiwan Strait. The editor in chief is Prof. Xue Huacheng, Honorary Dean of the Faculty of Management and Administration, Macao University of Science and Technology. Prof. Wu Qidi, Deputy Minister of China Ministry of Education and the former president of Tongji University, Dr. Chak-wan Liu, Chancellor of Macao University of Science and Technology are honorary editors in chief.

"Chinese MIS" caters to the faculties and doctoral graduate students majoring in Information Management and Information Systems in Asia-Pacific universities. All the papers on Information Management, Information Technology, and Information Systems are welcome. Since its first issue in March, 2003, more than 80 high-quality papers have been published in the eight 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 a world-famous academic journal in the management field in the future.

參與編著的書籍

Edited and Authored Books

1. 民族文化與經濟互動

民族出版社

2004 年版, 北京

袁少芬¹、李紅^{2,3} 等著

- 1: 廣西大學東盟研究院文化與民族研究所
- 2: 澳門科技大學行政與管理學院
- 3: 澳門科技大學可持續發展研究所

內容簡介:

本書是在福特基金課題“中越邊境民族文化振興與經濟發展互動關係比較研究”調查報告基礎上形成的專著，共 32 万字。全書分三部分：

第一部分，從文化視角思考少數民族的發展，概述中越邊境地區獨特的研究背景、文化經濟互動理論研究，提出民族文化資源開發研究的觀念與構想。

第二部分，分別對京族海洋民族文化資源保護開發、邊村壯族農商文化開發、山地苗族教育文化振興研究、壯族手工藝品綉球發展、越南福蓮安儂族傳統文化作用、越南新清儂岱族文化經濟互動等六個典型進行田野調查研究，總結這些族群文化與經濟互動類型的特徵、成因、發展規律、存在問題、開發振興試驗的經驗教訓與理論及對策。

第三部分，民族文化經濟互動關係研究評析，提出少數民族發展的文化戰略，探索社科實證研究新方法，構建民族文化經濟互動指標體系。

關鍵詞:

民族文化，經濟，互動，中越，邊境地區

1. Interaction between Ethnic Culture and Economy

Minorities Press

Year 2004, Beijing

Yuan Shao Fen¹, LI Hong^{2,3} etc.

- 1: Shaofen Guangxi University, Association of Southeast Asian Nations research institute, Culture and institute of nationality studies
- 2: Faculty of Menegement and Administration, Macao University of Science and Technology
- 3: The Institution for Sustainable Development (ISUS), Macao University of Science and Technology

Abstract:

The book is a monograph based on the conclusion report of Ford Foundation project namely “Contrast Study on Interaction Relation between Ethnic Cultural Vitalization and Economic Development in Sino-Vietnam Border Area”. It includes three parts:

Part one, is a contemplation of minorities development in cultural perspective. We summarize the unique background of the study on Sino-Vietnam border areas, and theory study on the interaction between culture and economy, and then bring forward the conception and experimental study idea of ethnic culture resources exploitation.

Part two, is the field investigation and theoretical analysis of the protection and exploitation of cultural resources of Jing Nationality, the Agro-commercial culture of Zhuang Nationality in border villages, the vitalization of education & culture of Miao Nationality in mountainous areas, the exploitation of embroidered balls and handicraft of Zhuang Nationality, the function of traditional culture of Annong Nationality in Phoqian village of Vietnam, and the interaction between culture and economy of Tay and Nung in Tan Thanh of Vietnam. This part summarizes the theories and strategies concerned with the interaction prototypes of ethnic culture and economy, and discusses their characteristics, causes of formation, laws of evolution, existing problems, as well as the experience and lessons gained from the exploitation and vitalization experiments.

Part three, is comments and analysis on interaction between ethnic culture and economy. This part puts forward cultural strategy for minority development, provides a new probe into social scientific demonstration and study methodology, and raises proposals on constructing index system showing the interaction between culture and economy.

Keywords:

Ethnic culture, Economy, Interaction, Sino-Vietnam, border area

2. 《依法治澳和特區發展》

澳門特別行政區法務局、澳門基本法推廣協會、北京大學港澳臺法律研究中心、
澳門科技大學法學院、澳門大學澳門研究中心 出版

2004 年, 澳門

蕭蔚雲^{1,3}、楊允中²、饒戈平³ 主編

- 1: 澳門科技大學法學院
- 2: 澳門大學澳門研究中心
- 3: 北京大學法學院

內容簡介:

本書是 2004 年 4 月在澳門舉行的大型學術研討會《依法治澳和特區發展》的論文集，共由三十三篇論文組成，作者分別是來自內地與澳門、及香港、臺灣的政府官員、專家學者等。這些論文從許多方面討論了“一國兩制”及澳門基本法的理論和實踐問題，包括澳門實施基本法的主要經驗及特點、“一國兩制”的憲法學意義及政治觀、依法施政和依法治澳以及澳門特區的發展、澳門 CEPA 法律透視及對澳門經濟的影響及對策等。本書中的許多觀點及見解，對正確理解澳門基本法、貫徹一國兩制、促進特區發展有著積極的意義。

關鍵詞:

“一國兩制”，澳門基本法，澳門特區的發展

2. Rule Macao by Law and Special Region Administrative Development

**Publishers: Legal Affair Bureau of Macao SAR,
Association of Publicizing Macao Basic Law,
Centre for Hong Kong,
Macao and Taiwan Legal System Studies of Peking University,
Faculty of Law of Macao University of Science and Technology,
Centre for Macao Studies of Macao University
Year 2004, Macao**

Editors: Xiao Weiyun^{1,3}, Yang Yunzhong², Rao Geping³

- 1: Faculty of Law, Macao University of Science and Technology
- 2: Centre for Macao Studies, University of Macao
- 3: Faculty of Law, University of Peking

Abstract:

The publication is a collection of essays from the “Rule Macao by Law and Special Administrative Region Development” seminar held in Macao in April 2004. The publication consists of 33 essays, whose authors include government officials, specialists and scholars from the Mainland, Macao, Hong Kong and Taiwan respectively. These essays investigate and discuss the “One Country Two System” topic and issues regarding the theories and application of Macao Basic Law from various perspectives, including the major experiences and features of Macao’s execution of the Basic Law, the constitutional and political implications of “One Country Two Systems”, execution by law and ruling Macao by law, the development of the Macao SAR Government, Macao’s legal interpretation of the CEPA as well as its impacts and strategies for the Macao economy. The viewpoints and perspectives proposed by the publication have a positive meaning for the accurate understanding of Macao Basic Law, the pursuit of the “One Country Two Systems” policy and the facilitation of the development of the Special Administrative Region.

Keywords:

“One Country, Two Systems”, The Basic Law of Macao SAR, The Development of Macao Special, Administrative Region

3. 《金融犯罪比較研究》

法律出版社

2004 年出版

趙秉志¹、楊誠²主編

- 1: 中國人民大學
- 2: 澳門科技大學法學院

內容簡介:

全書共 38 萬字，系由中國人民大學刑事法律科學研究中心組織實施、中國教育部批准立項的人文社會科學國家重點研究基地重大專案《當代新型犯罪比較研究》系列成果之一。此書由中國刑法學研究會會長趙秉志教授組織著名中青年學者撰寫，發表了對貨幣犯罪、外匯犯罪、票據犯罪、信用卡犯罪、洗錢犯罪、貸款詐騙和保險犯罪等多類金融犯罪的最新立法和司法問題的研究成果，並且提出了進一步改革立法的學術建議。

關鍵詞:

金融犯罪，刑法改革，詐騙，偽造，洗錢

3. A Comparative Study of Financial Crimes

Publishers: Beijing: The Law Press

Year 2004

Editors: Zhao Bingzhi¹ and Yang Cheng²

- 1: Renmin University of China
- 2: Faculty of Law, Macao University of Science and Technology

Abstract:

This 380,000-word book is part of a series of publications entitled “Comparative Studies of New Crimes in Contemporary Time”. The series presents the results of a major research project approved by the Ministry of Education of China and implemented by the Research Centre of Criminal Jurisprudence at Renmin University of China. In this book, Professor Zhao Bingzhi, President of China Criminal Law Society, and other scholars discussed issues in combating counterfeiting, credit card fraud, money laundering and several other types of financial crimes. Furthermore, they also recommended new legislative development in this field.

Keywords:

Financial crime, criminal law reform, fraud, counterfeiting, money laundering

4. 《審判公正問題研究》

中國政法大學出版社

2004 年出版

陳光中¹ 主編；程味秋¹、楊誠² 副主編

- 1: 中國政法大學
- 2: 澳門科技大學法學院

內容簡介:

全書共 55 萬字，系中外著名學者和研究生共同撰寫的有影響的比較法著作。此書圍繞貫徹公正審判國際標準這一重大課題，發表了由中國訴訟法學研究會會長、著名法學家陳光中和前聯合國預防犯罪和刑事司法委員會委員程味秋教授等中國學者對中國司法機關實施刑事訴訟法情況進行的調查研究報告，以及中外學者對有關國內國際立法發展動態和問題的分析 and 改革建議。

關鍵詞:

審判公正，國際標準，人權，反恐立法，檢察官，辯護制度，證據規則，證據展示，再審制度

4. A Study on Issues of Fair Trial

Publishers: Beijing: China University of Political Science and Law Press

Year 2004

Editor in Chief: Chen Guangzhong¹

Vice Editors: Cheng Weiqiu¹ and Yang Cheng²

- 1: China University of Political Science and Law
- 2: Faculty of Laws, Macao University of Science and Technology

Abstract:

This 550,000-word book is the most recent result of a joint research initiative to promote and implement well-recognized fair trial standards through the reform of the criminal procedure in China. The book presents the reports of a field investigative study conducted by a team of Chinese scholars led by the President of China Procedural Law Society, Professor Chen Guangzhong, and the former member of the United Nations Crime Prevention Committee, Professor Cheng Weiqiu. From a comparative perspective, the book also includes a series of analytical papers prepared by international scholars to discuss the recent trends of legislative development in the world concerning the relevant issues.

Keywords:

Fair trial, international standards, human rights, prosecutors, criminal defense, rules of evidence, disclosure, re-trial

5. 《我國村民自治研究》

北京大學出版社

2004 年出版

王禹

澳門科技大學法學院

內容簡介:

我國目前正在興起的村民自治運動是一場偉大的社會主義民主實踐，它從根本上顛倒了傳統的官民關係。村民委員會的憲法地位是我國農村的基層群眾性組織，村民自治的內容是村民的自我管理、自我教育和自我服務，村民自治的方式是民主選舉、民主決策、民主管理和民主監督，在短短十幾年發展起來的村民自治，如直接選舉原則、海選方式、競選、村務公開、村民代表會議等制度，是對我國憲法中的選舉制度和其他民主形式的重大發展，成為我國一項具有中國特色的社會主義民主的重要內容。

本論文從憲法學角度研究了我國村民自治中出現的種種法律問題，研究了我國歷史上的鄉村自治和村民委員會的產生，指出村民委員會有廣義和狹義之分，討論了村民委員會及村幹部在刑事訴訟、民事訴訟和行政訴訟中的地位及其法律關係，並指出村民自治的原則是依法自治原則、群眾自治原則和民主自治原則。本論文研究了村民委員會與村黨支部、與村民小組以及下設的各委員會、村裏其他村級組織的法律關係，研究了村民委員會和基層政權的法律關係，並指出鄉鎮政府指導村民委員會的工作應當遵循三個原則：合法原則、中立原則和程式原則。

村民選舉制度已成為我國憲法上的一項重要選舉制度，本論文從憲法學角度研究了我國村民選舉制度的基本原則，即選舉權的普遍性原則、選舉權的平等性原則、直接選舉原則、直接提名原則、差額競選原則、秘密投票和自由投票原則，並對村民選舉中的一些法律問題，比如選民資格條件、罷免程式和選舉爭議等問題作了研究，提出諸多的立法建議。

本論文研究了村民自治章程和村規民約的內容和特點，村民自治章程和村規民約的制定程式、法律性質和法律效力及其效力審查等問題；研究了村民會議和村民代表會議的性質、職權和職責，村民代表會議決議效力的落實問題，並指出村民代表會議只能由村民代表組成，討論了村民代表的產生、權利和義務，以及村民會議和村民代表會議的議事規則等問題；研究了村務公開的概念及其內容，村務公開的形式和程式，糾錯機制以及村務監督小組和民主理財小組的組成和職權職責。

本論文最後從憲法學角度研究了村民自治面臨的種種問題及其困境，包括村委會的監督問題，鄉政對村治的侵犯和侵蝕問題，兩委緊張的關係和村民的參與程度和參與態度，討論了關於改革村委會的種種設想，在對各種改革設想的總結和批判的基礎上，討論了村民自治的法制建設和村民自治的發展方向。

關鍵詞:

村民委員會，村民自治，憲法學

5. The Study of Self-governance by Rural Residents

Peking University Press

Year 2004

Wang Yu

Faculty of Laws, Macao University of Science and Technology

Abstract:

The present vigorous development of the movement of self-governance by villagers in our nation is a great materialization of socialism democracy. It is fundamentally turning around the traditional relationship between officials and the people. The constitutional status of villagers committees is such that they form the primary level of self-governing organizations of the mass in our nation. Within the concept of self-governance by villagers there are the concepts of self-management, self-education and self-service. The means applied for implementing self-governance by villagers are democratic election, democratic decision-making, democratic management and democratic supervision. The various systems which have developed in the short span of ten odd years of time in self-governance by villagers, such as the systems of direct election principles, the “Hai-xuan” form of election, competitive election, transparency of village affairs and the villager representative assemblies, have brought significant progress in the democratic election and other forms of democracy in our constitution. They have become important facets of socialism democracy bearing unique Chinese characteristics.

This thesis examines, from the standpoint of constitutional law studies, the various legal issues arising from self-governance by villagers in our nation. It studies the historical aspects of self-governance by villagers and the coming into existence of villagers committees; pointing out that there are differences between the broad and narrow meanings of villagers committee and discussing the respective legal capacity and legal relationship between villagers committees and village officials in criminal, civil and administrative litigations. It also points out that the principle of self-governance by villagers equates the principles of self-governance in accordance with the law, by the mass and by democracy. This thesis further studies the legal relationships between villagers committees and the Chinese Communist Party (“CCP”) committees of villages, villagers groups, subcommittees of villagers committees and other village level organizations in villages. The study includes the legal relationship between the villagers committees and the primary level state authority organizations. This thesis also points out that governments at township level should adhere to the three principles of legality, neutrality and procedural propriety when guiding villagers committees in their work.

The system of villagers election has become an important election system under the constitution of our nation. This thesis examines, from the standpoint of constitutional law studies, the fundamental principles of this system. They are: universality of voting rights principle, the equality of voting rights principle, direct election principle, direct nomination principle, competitive election principle, and secret and free balloting principle. In addition, this thesis contains numerous legislative proposals on legal issues relating to villagers election, such as voter qualifications, recall procedures and election disputes.

This thesis examines the charter of self-governance by villagers and the rules and regulations and pledges relating to that self-governance, their respective formulation procedures, legal characteristics, legal effects and reviews of them. It also studies the nature, functions and obligations of villagers assemblies and villager representative assemblies, and issues relating to the bringing into effect of resolutions made by villager representative assemblies. This thesis also points out that villagers representative assemblies could only be constituted by villager representatives. It also discusses the election of villager representatives and rights and obligations of the elected representatives, together with issues relating to rules of procedures of villagers committees and villager representative assemblies. It also studies the concept and content of the transparency of village affairs, together with their form and procedure, and rectification system. The study of the formation, functions, and obligations of the village affairs supervision sub-committees and democratic financial control sub-committees is also undertaken.

The last part of this thesis contains an examination, from the standpoint of constitutional law studies, of the various problems and difficulties encountered during the implementation of the concept of self-governance by villagers. These problems and difficulties include those related to the supervision of villagers committees,

the infringement and the undermining of village level authorities by township level authorities, the tense relationship between villagers committees and CPC committees of villages, the extent of villagers' participation and their attitudes. There is a discussion of various ideas on the reform of villagers committees. Furthermore, on the basis of a summation of the various ideas on reform and a critical assessment of them, the thesis discusses the establishment of a legal framework relating to self-governance by villagers and its direction of development.

Keywords:

Villagers committee, Villagers' Self-governance, Constitutional Law

學術論文

Published Papers

1. 彩色圖像的擴展直方圖及其應用

田小林 趙燕 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

The 2004 International Conference on Imaging Science, Systems, and Technology (美國, 拉斯維加斯)

刊物名稱:

Proceedings of the International Conference on Imaging Science, Systems, and Technology
(ISBN: 1-932415-35-1, P620-626)

內容簡介:

本文提出了一種統計彩色互差分資訊的新型直方圖。這種新型直方圖包含了不同彩色分量間相互關係的資訊而沒有增加原單色直方圖的存儲量。作為新型直方圖的應用, 本文給出了利用新型彩色差分直方圖選擇圖像分割閾值的試驗結果。結果表明, 新型彩色差分直方圖是同色調背景圖像選擇圖像分割閾值的一種穩定的強有力的工具。

關鍵詞:

擴展直方圖, 彩色差分直方圖, 彩色互差分, 圖像分割

1. Extended Histograms for Color Image and Its Application

Tian Xiao Lin, Zhao Yan, Tang Ze sheng

Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

The 2004 International Conference on Imaging Science, Systems, and Technology
(CISST'04: June 21-24, 2004, Las Vegas, Nevada, USA)

Name of the publications:

Proceedings of the International Conference on Imaging Science, Systems, and Technology
(ISBN:1-932415-35-1, P620-626)

Abstract:

Color difference histogram, a new type of histogram based on color value differences across color components of color images has been defined and discussed in this paper. The new type of histogram could connote the relationship between different color components without increasing the size of histogram. A unified definition for original histogram and the new defined histogram has been proposed. As an application of color difference histogram, color image segmentation based on threshold selecting on the new histogram has been implemented and tested. Testing results have showed that it is a robust and powerful tool for selecting image segmentation with the same color background.

Keywords :

Extended Histogram, Color Difference Histogram, Color Difference across Color Components, Image Segmentation

2. 基於彩色分量差的圖像背景去除的新算法

田小林 趙燕 陶塵鈞 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

The Sixth International Association of Science and Technology International Conference on Signal and Image Processing (美國, 檀香山)

刊物名稱:

Proceedings of the Sixth International Association of Science and Technology International Conference on Signal and Image Processing (P524-529)

內容簡介:

本文提出了一種用於彩色圖像背景去除的新演算法。不同於常見的基於同一彩色分量上的邊緣特徵或基於區域色彩相似性特徵的圖像分割演算法, 新演算法使用同一像素點不同彩色分量的差作為特徵進行圖像分割。文中定義了以彩色分量的差作為特徵量的 D_{GR} 和 D_{BR} , 以及基於 D_{GR} 和 D_{BR} 的圖像分割新演算法。測試結果表明, 新演算法不僅分割效果好, 實現簡單, 且具有相當的魯棒性。

關鍵詞:

背景去除, 圖像分割, 彩色特徵增強, 彩色分量差

2. New Algorithm for Color Image Background Removal Based on Color Components Differences

Tian Xiao Lin, Zhao Yan, Tao Chen Jun, Tang Ze Sheng

Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

The Sixth International Association of Science and Technology International Conference on Signal and Image Processing (Honolulu, Hawaii, USA)

Name of the publications:

Proceedings of the Sixth International Association of Science and Technology International Conference on Signal and Image Processing (P524-529)

Abstract:

A new algorithm for background removal in color images has been proposed. Instead of using color edges or region color similarity of the same color component to do segmentations in the common approach, the new approach uses color differences between different color components to do segmentation. The components differences features, D_{GR} D_{BR} , have been defined and the new segmentation algorithm based on D_{GR} D_{BR} features has been described. The proposed new algorithm has been implemented and tested. Testing results have shown that the new algorithm not only brings good segmentation results but also is simple and robust.

Keywords :

Background Removal, Image Segmentation, Color Features Enhancement, Color Components Differences

3. 用於冷凍切片圖像處理的基於 MATLAB 的算法設計

趙燕 田小林 唐澤聖

澳門科技大學資訊科技學院

會議名稱:

The 2004 International Conference on Mathematics and Engineering Techniques in Medicine and Biological Sciences (美國, 拉斯維加斯)

刊物名稱:

Proceedings of the International Conference on Mathematics and Engineering Techniques in Medicine and Biological Sciences (ISBN: 1-932415-43-2, P492-498)

內容簡介:

算法設計可以基於理論推導,也可通過實驗發現。圖像處理的許多算法是從實驗中歸納出來的。本文報告如何在 MATLAB 的環境下通過實驗總結歸納出新的圖像處理算法。作為一個實例,本文報告了在 MATLAB 的 MathWorks 圖像處理工具包的支援下,在很短的時間內,利用圖像代數運算,成功為冷凍切片圖像的背景去除設計、實現並測試新的算法的過程。

關鍵詞:

算法設計, MATLAB 環境, 冷凍切片圖像處理, 圖像分割

3. Algorithm Design with MATLAB for Cryosection Image Processing

Zhao Yan, Tian Xiao Lin, Tang Ze Sheng

Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

The 2004 International Conference on Mathematics and Engineering Techniques in Medicine and Biological Sciences (METMBS'04: June 21-24, 2004, Las Vegas, Nevada, USA)

Name of the publications:

Proceedings of the International Conference on Mathematics and Engineering Techniques in Medicine and Biological Sciences (ISBN: 1-932415-43-2, P492-498)

Abstract:

Algorithm design usually can be achieved in two ways, deducing from a theory or inducing from practice. Many of algorithms for image processing were induced from practice. This paper will show how a new algorithm for medical image processing could be induced in a Matlab environment [1]. As an example, this paper presents a new segmentation algorithm based on image algebraic operations, has successfully been designed, implemented and tested for cryosection image background removal in a short time, with the support of Matlab's MathWorks Image Processing Toolbox.

Keywords :

Algorithm Design, Matlab environment, Cryosections Image processing, Image Segmentation Background

4. 一種為粗纖維類紡織品設計實現虛擬樣本的簡單方法

田小林 田青 李駿生
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會議名稱:

The 11th International Workshop on Systems, Signals and Image Processing (波蘭, 波茲南)

刊物名稱:

Proceedings of the 11th International Workshop on Systems, Signals and Image Processing (ISBN:83-906074-8-4, P251-254)

內容簡介:

本文提出了一種為粗纖維類紡織品設計實現虛擬樣本的簡單方法。這種新方法利用數位圖像處理技術，結合設計圖彩稿與不同粗纖維紡織模式的真實樣本圖像，動態生成彩色曲邊範本。基於這些彩色曲邊範本，可以為設計效果圖產生不同的虛擬樣本。試驗結果表明，由新方法生成的虛擬樣本具有很好的真實感。

關鍵詞:

虛擬現實，類比效果圖，電腦輔助紡織品設計，曲邊範本，數位圖像處理

4. A Simple Method of Virtual Sample for a Class of Coarse Fiber Design

Tian Xiao Lin, Tian Qing, Li Jun Sheng

Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

The 11th International Workshop on Systems, Signals and Image Processing (IWSSIP'04)

Name of the publications:

Proceedings of the 11th International Workshop on Systems, Signals and Image Processing (IWSSIP'04) (ISBN: 83-906074-8-4, P251-254)

Abstract:

A simple method to create virtual samples for a class of coarse-fiber textile design has been proposed in the paper. The new approach employs several digital images processing technologies, combined with the colorful design of images and real sample images of different real coarse-fiber textile texture patterns to dynamically create color curve edge moulding board. Based on these color-curve-edge moulding boards, virtual samples could be created for viewing effect of design. The testing results have showed that the virtual samples created by the new method have the effect of third dimension.

Keywords :

Virtual Realistic, Simulated Effect Images, Textile CAD, Curve Edges Mask, Digital Image Processing

5. 電子校園中的異構數據的集成

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會議名稱:

2004 年電子教育國際會議（中國，澳門）

刊物名稱:

2004 年電子教育國際會議文集（ISBN：99937-33-65-2，P129-134）

內容簡介:

建設電子校園，無論是為高等教育還是初等教育，一個必須面對的關鍵技術是如何集成校園中現存的異構數據。這些資料由不同類型的電腦產生於不同的年代，具有不同的數據結構和不同的檔格式，例如歷年的教材、輔導資料、考試測驗題等。本文討論了在當前互聯網、局域網的環境下，如何集成這些異構數據，並如何保證集成後的數據的安全。本文提出了一種利用數據庫集成異構數據的方法並給出了已有的研發結果。

關鍵詞:

電子校園，異構數據集成，資料安全

5. Integrating Heterogeneous Data for E-Campus

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Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

The International Conference on e-Education 2004 (24-25/6/2004 Macao SAR, PR China)

Name of the publications:

Review and New Perspectives: Selected Papers from the International Conference on e-Education 2004, e-Education Conference 2004 (ISBN: 99937-33-65-2, P129-134)

Abstract:

To build an E-Campus, no matter it is for higher or for secondary educations, one of the key technique issues is that how to integrate existing heterogeneous data on the campus. These data, such as teaching/tutor materials, exam papers, were created by different computers, in different years with the different formats and different structures. How to integrate these heterogeneous data and how to guarantee the security of these integrated data in the current Intranet/Internet environment have been discussed in this paper. This paper also proposes the approach to integrate data with database and reports the research results.

Keywords :

E-Campus, Heterogeneous Data Integration, Data Security

6. 一種基於 Fibonacci 數系的新的圖像置亂方法

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中山大學電氣工程學院, 中國中山

刊物名稱:

Proceedings of the 2004 IEEE International Symposium on Circuits and Systems

內容簡介:

本文提出了一種基於斐波納契數列的數字圖像置亂新方法，並討論了置亂變換的均勻性和週期性。該置亂變換有以下優點：（1）編解碼非常簡單，且非常適用於即時傳輸。（2）置亂效果非常好，圖像的資訊可以隨機的重新分散到整幅圖像中。（3）該方法能夠抵抗一般的圖像攻擊，例如資料壓縮、噪音和數據損失等。

關鍵詞:

數字圖像置亂，斐波納契數，編碼與解碼

6. A New Digital Image Scrambling Method Based on Fibonacci Numbers

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College of Electrical Engineering, Zhongshan University, 100041, Zhongshan, China

Name of the publications:

Proceedings of the 2004 IEEE International Symposium on Circuits and Systems

Abstract:

A new digital image scrambling method based on Fibonacci sequence of number is presented in this paper. The uniformity and periodicity of the scrambling transformation are discussed. Our scrambling transformation has the following advantages: (1) Encoding and decoding are very simple and they can be applied in real-time transmission. (2) The scrambling effect is very good, and the information of the image can be re-distributed randomly over the whole image. (3) The method can endure common images' attack, such as data compression, noise and loss of data packet.

Keywords :

Digital image scrambling , Fibonacci numbers , Encoding and decoding

7. 廣義 Fibonacci 變換及其在圖像置亂中的應用

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中山大學電氣工程學院, 中國中山

刊物名稱:

Proceedings of the 2004 IEEE International Conference on Acoustic, Speech and Signal Processing

內容簡介:

本文介紹了廣義 Fibonacci 數系中的一個子系，我們稱其為特殊的廣義 Fibonacci 數系。並考慮了其中的 Fibonacci 數列和 Lucas 數列以及基於這兩個數列的兩種變換。詳細研究了這兩種變換在數字圖像置亂中的應用。實驗表明，這兩種變換的均勻性非常令人滿意，換言之，原始圖像的等距圖元變換後仍然保持相等距離，且被分散得盡可能的遠。此外，該變換還具有變換速度快的優點。以上兩點非常適合滿足即時性要求。

關鍵詞:

Digital image scrambling, 廣義 Fibonacci 變換

7. The Generalized Fibonacci Transformations and Application to Image Scrambling

Jiancheng Zou^{1,2}, Rabab K. Ward¹, Dongxu Qi^{2,3}

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College of Electrical Engineering, Zhongshan University, 100041, Zhongshan, China

Name of the publications:

Proceedings of the 2004 IEEE International Conference on Acoustic, Speech and Signal Processing

Abstract:

This paper introduces a subsystem of the generalized Fibonacci numerical system, called the Particular Generalized Fibonacci Numerical System. Two members of this subsystem, the Fibonacci sequence of number and the Lucas sequence of number, are considered and two corresponding transformations are introduced. The applications of these transformations to image scrambling are studied in detail. It is found that these transformations have the desirable property of uniformity, that is, pixels that are equidistant in the original image remain equidistant after scrambling, although with different distance values. These transformations also spread adjacent pixels as far as possible. Besides totally de-correlating the image, these transformations also have the advantage of ease of implementation. This renders them useful for real-time and low cost implementations.

Keywords :

Digital image scrambling, Generalized Fibonacci Transformation

8. 一些基於仿射矩陣模變換新的圖像置亂新方法

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中山大學電氣工程學院, 中國中山

刊物名稱:

Proceedings of International Symposium on Computing and Information (ISC&I 2004)

內容簡介:

我們提出了一類矩陣模變換，並考慮了它們在圖像置亂中的應用，給出了這類變換具有週期性的充分必要條件。提出了一類基於 Fibonacci 矩陣的圖像置亂方法，並用實驗證明了這類變換能夠抵抗一些諸如壓縮、加噪音和數據丟失等圖像攻擊。

關鍵詞:

數字圖像置亂，矩陣模變換，信息安全

8. Some Novel Image Scrambling Methods Based on Affine Modular Matrix Transformation

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College of Electrical Engineering, Zhongshan University, 100041, Zhongshan, China

Name of the publications:

Proceedings of International Symposium on Computing and Information (ISC&I 2004)

Abstract:

This paper presents a new class of affine modular matrix transformations and considers their applications to digital image scrambling, providing the necessary and sufficient conditions for this class of affine modular matrix transformations to be periodic. This paper also presents a new class of scrambling transformations based on Fibonacci matrices and shows that these transformations can endure image attacks such as compression, added noise and loss of data packets.

Keywords :

Digital image scrambling, Modular matrix transformation, Information security

9. 基於 Hilbert-Huang 變換的信號週期分析 及其在紋理分析中的應用

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會議名稱:

第三屆國際圖形圖像學術會議，香港

內容簡介:

該論文提出了基於 Hilbert-Huang 變換的信號週期分析。對於一個包含高頻率元素的週期信號，它的週期和主要頻率之間的關係是確定的。我們的主要成果就是，對於一個包含高頻率元素的週期信號，它的週期可以根據它的主要頻率分佈評估出來。將這個技術應用於紋理分析，一種提取紋理圖像週期特徵的新方法產生了，它可以應用於紋理分類、分割、識別以及其他方面。

關鍵詞:

實驗模式分解，Hilbert-Huang 變換，紋理分析

9. Signal Period Analysis Based on Hilbert-Huang Transform and Its Application to Texture Analysis

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- 2: Faculty of Information Technology, Macao University of Sciences and Technology
- 3: College of Mathematics and Computer Science, Zhongshan University

Name of the conference:

The Third International Conference on Image and Graphics, Hong Kong, 2004

Abstract:

An approach to analyzing the period of a signal based on Hilbert-Huang Transform is presented in this paper. For an approximately periodic signal which contains plenty of high frequency components, the relation between its period and its main frequency is established. Our main result is that, for an approximately periodic signal which contains plenty of high frequency components, its period can be estimated accurately according to its main-frequency distribution. By applying the technique to texture analysis, a novel method to extract the periodicity features of a texture image is developed, which can be used in texture classification, segmentation, recognition and other applications.

Keywords :

Empirical mode decomposition (EMD), Hilbert-Huang transform (HHT), Texture Analysis

10. 數字多層次分解的多結點模式函數

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刊物名稱:

北方工業大學學報，2004 年，第 1 期，pp:1-5

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

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

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- 2: North China University of Technology, Beijing
- 3: Department of Computer, Tsinghua University, Beijing

Name of the publications:

Journal of North China University of Technology, No. 1 2004, pp:1-5

Abstract:

In this paper, a new kind of data decomposition scheme is presented for data analyzing problem, and it 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 method in this paper is effective.

Keywords :

Data decomposition , Many-knot spline interpolation , Curve fitting, Data processing

11. 基於多結點樣條的數字圖像多層次的算法

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- 3: 清華大學計算機系, 北京

刊物名稱:

Journal of Information of Computational Science, Vol 1, No.1, 2004.09, pp: 53-56, SCI-indexed

內容簡介:

論文提出了一種新的基於多結點樣條插值理論的數字圖像多層次的演算法, 可用於數字圖像處理, 資訊隱藏和曲面擬合。

關鍵詞:

多結點樣條, 插值, 多層次, 多解析度, 數字圖像

11. Multi-level Arithmetic Method for Digital Image Based on Many-knot Spline

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- 2: School of Information Science and Technology, Zhongshan University, Guangzhou, China
- 3: Department of Computer, Tsinghua University, Beijing

Name of the publications:

Journal of Information of Computational Science, Vol 1, No.1, 2004.09, pp: 53-56, SCI-indexed

Abstract:

In this paper, a new multi-level algorithm for digital image is presented, which is based on so-called many-knot spline interpolation theory. And it can be used for digital image processing, information hiding, and also surface fitting.

Keywords :

Many-knot spline, Interpolation, Multi-level, Multi-resolution, Digital image

12. 複數基系統下的編碼及其在信息偽裝中的應用

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- 3: 中山大學軟體學院, 廣州
- 4: 清華大學計算機系, 北京

會議名稱:

第五屆中國電腦圖形學大會, 2004 年 9 月 23 日至 26 日, 中國西安

內容簡介:

在位值制記數法中, 取複數作基, 研究了數字記號集合為 $S=\{0, 1\}$ 的數字編碼方法。在這種編碼下, 數字信號 (包括文本、圖像、聲音等) 資料與複平面上的點建立一一對應關係。本文的新結果: 給出了複數基下的數字轉換遞推算法; 指出了離散正交變換與複數基下編碼的聯繫; 舉例說明複數基下編碼方法在信息偽裝中的應用。

關鍵詞:

位值制記數法, 複數基, 編碼, 信息偽裝

12. Code Conversion in the Complex Number System and its Applications to Information Disguise

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- 2: Faculty of Information Technology, Macao University of Science and Technology, Macao, China
- 3: School of Software, Zhongshan University, Guangzhou, China
- 4: Department of Computer Science, Tsinghua University, Beijing, China

Name of the conference:

The Fifth Chinese Conference on Computer Graphics, 23th September 2004 – 26th September 2004, Xi'an, China

Abstract:

Taking a complex number as the base of positional number systems in digital set $S=\{0, 1\}$, a kind of scheme for code conversion is presented in the paper. In this way, the correlation between the digital signal data (such as text, image, acoustic and so on) and the point on complex plane can be created; The recursive algorithms for code conversion in feasible complex number base are given; The relations between the code conversion and digital discrete orthogonal transformations are pointed out; some examples show how this kind of code conversion can be used in information disguise.

Keywords :

Positional number systems, complex number base, code, information disguise

13. 真彩色數字圖像信息偽裝的一種新算法

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- 4: 清華大學信息科學與技術系, 北京

會議名稱:

第五屆中國電腦圖形學大會, 2004 年 9 月 23 日至 26 日, 中國西安

內容簡介:

提出一種真彩色數字圖像信息偽裝的新算法, 該方法首先將可公開圖像和秘密圖像 0-1 信息碼各自映射成複平面上的點, 然後在複平面上將公開圖像和秘密圖像信息融合成偽裝資料, 解碼過程通過求解微分方程, 最終得到原秘密圖像。這種方法具有偽裝性強、安全性好、恢復的圖像可做到不失真、操作簡便等特點。

關鍵詞:

數字圖像, 數位信息的融合, 調配函數, 微分方程模型, 複數基, CNB 算法, RKFT 算法

13. A New Algorithm for Information Disguise of True Color Digital Image

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- 2: Department of Information and Computational Science, School of Science, North China University of Technology, Beijing
- 3: School of Computational Science and Technology, Zhongshan University, Guangzhou
- 4: Dept. of Computer Science, Tsinghua University, Beijing, China

Name of the conference:

The Fifth Chinese Conference on Computer Graphics, 23th September 2004 – 26th September 2004, Xi'an, China

Abstract:

A new algorithm for information disguise of true color digital image is proposed in this paper. In this algorithm, both the 0-1 codes in the public image and the secret image are mapped into two points on the complex plane respectively. Then the information for both of the public image and the secret image on the complex plane will be merged into the disguised data. Finally, the secret image can be obtained by decoding—solving the differential equation. This algorithm bears the characteristics of high disguising performance, simple operation, dual security approaches against attack, and no distortion in the restored image.

Keywords :

Digital image, Digital information, Merging blending function, Differential Equation Model, Base of complex number system, CNB algorithm, RKFT algorithm

14. 以混合方案介紹計算機圖形學

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澳門科技大學資訊科技學院

會議名稱:

EUROGRAPHICS/ACM SIGGRAPH Workshop on Computer Graphics Education 2004, pp. 29-40, 2004

內容簡介:

大多數計算機圖形學課程都集中教授圖形學程式的“低層”細節或現代應用程式介面(API, 如 OpenGL, Direct3D 和 Java3D)。兩種教授方法都有其優點與缺點。然而, 在澳門科技大學的“計算機圖形學基礎”課程中, 我們採用混合方案, 分別在課堂上講授原理及在實習課講授現代圖形學應用程式介面。課程包括圖形系統, 二維圖形學, 三維圖形學及現代圖形學應用程式介面程式設計。學生能從課堂上瞭解原理性方面的知識, 又能從實習課中瞭解現代圖形學應用程式介面方面的知識, 因此, 他們能較好地掌握及更有效地運用應用程式介面。我們的方案能使學院的計算機及電子資訊專業學生直接得益, 為他們學習高級圖形學課程或做圖形學方面的畢業設計作好準備。這個方案已在學院實行了兩個學期, 獲得學生的好評。

關鍵詞:

計算圖形學, 混合方案, OpenGL

14. Introducing Computer Graphics with Hybrid Scheme

Hon-Cheng Wong Zesheng Tang

Faculty of Information Technology, Macao University of Science and Technology

Name of the conference:

EUROGRAPHICS/ACM SIGGRAPH Workshop on Computer Graphics Education 2004, pp. 29-40, 2004

Abstract:

Most computer graphics courses concentrate on the low-level details “under the hood” of graphics programs, or modern graphics APIs such as OpenGL, Direct3D, and Java3D. Both approaches have the advantages and disadvantages. Whereas our course “Fundamentals of Computer Graphics” at Macao University of Science and Technology (MUST) introduces computer graphics with hybrid scheme, which separately presents the underlying principles and modern graphics APIs in lectures and tutorials. It provides broad coverage of graphics systems, 2D graphics, 3D graphics, and programming with a modern graphics API. By understanding the underlying principles in lectures and a modern graphics API in tutorials, students can understand the material better and make use of the API more effectively. Our scheme provides immediate benefits for students majoring in computer science and electronic information in our faculty and also helps them be well prepared for more advanced graphics courses or final year project in graphics. We have taught our course for two semesters with enthusiastic responses by the students.

Keywords :

Computer Graphics, Hybrid Scheme, OpenGL

15. 應用於傳遞函數設定的交互式體繪製工具

黃漢青 唐澤聖

澳門科技大學資訊科技學院

期刊名稱:

第五屆中國計算機圖形學大會論文集, pp. 12, 2004

內容簡介:

本文介紹一應用於傳遞函數設定、簡單且有效的互動式體繪製工具。由於二維紋理硬體在通用的個人計算機上被普遍使用,因而本工具採用基於二維紋理硬體的體繪製方法。利用本工具,用戶能跟據體數據的直方圖來交互地分別設定 R、G、B 和 A 四種傳遞函數,以定出體數據與光學特徵的對應關係,並獲得即時的反饋視覺信息(繪製結果)。本工具亦提供一虛擬軌跡球讓用戶交互地改變觀察體數據的視點。用戶不但可以交互地控制放大或縮小比率來繪製體數據,還可以選擇採用光照或由多重紋理實現的三線性插值來獲得不同的繪製效果。本文描述開發此工具各種技術,並給出利用此工具得到的一些繪製結果。

關鍵詞:

體繪製, 傳遞函數, 紋理硬體

15. An Interactive Volume Rendering Tool for Transfer Function Specification

Hon-Cheng Wong Zesheng Tang

Faculty of Information Technology, Macao University of Science and Technology

Name of the publications:

A Collection of Papers for the 5th China Conference on Computer Graphics, 2004, P 12

Abstract:

This paper presents a simple and effective interactive volume rendering tool for transfer function specification. The tool is based on 2D Texture mapping hardware due to its wide availability on consumer PCs. With this tool, users can get real-time visual feedback (rendering result) when specifying four transfer functions, one for each red, green, blue, and alpha (RGBA) according to histogram of the volume data that is being rendered in order to define the relation between volume data and optical characteristics. A virtual trackball for users to interactively change the view point of the volume data that is being visualized is also provided. Users not only can control the zoom in or zoom out factor to render the volume data, but also can achieve different rendering effects by selecting lighting or trilinear interpolation which is implemented by multi-textures. We describe the techniques that used for developing this tool and give some rendering results we obtained by using it.

Keywords :

Volume Rendering, Transfer Functions, Texture Mapping Hardware

16. 計算機網絡秘密彩色圖像分存的新方案

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- 2: 澳門科技大學資訊科技學院

期刊名稱:

Journal of Information & Computational Science, 2004, Vol.1 , No.2

內容簡介:

如果圖像可以轉換成平面或者空間上的點，那麼，很多圖像問題就可以認為是幾何與向量理論的問題。本文主要論述數系的主要問題，提出通過複數基實現“圖對點”的轉換。根據現有的接入結構方案，建議在圖像分存中運用基於秘密分存的數位。目的在於把秘密圖像分存轉換成一般的圖像而不致出現秘密圖像。

關鍵詞:

複數系，分存，數位圖像轉換

16. A Novel Scheme for Sharing Secret Color Images in Computer Network

Sun Wei¹ Qi Dongxu²

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- 2: Faculty of Information Technology, Macao University of Science and Technology

Name of the publications:

Journal of Information & Computational Science, 2004, Vol.1 , No.2

Abstract:

If an image can be converted into a point in plane or space, lots of image problems can be considered as problems that are based on geometric and vector theory. In this paper, focusing on the essential problem of number system, the “image to point” conversion via complex number basis is proposed. Combined with the existing threshold access structures scheme, it leads to proposal of using number based secret sharing schemes in color images sharing. The purpose is to share secret image into several common innocuous images with no secret message appearing and only some qualified subsets can reconstruct the original.

Keywords :

Complex number system , Secret sharing, Digital image transform

17. 圖像的複數表示及其在圖像秘密分存中的應用

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- 1: 中山大學信息科學與技術學院
- 2: 澳門科技大學資訊科技學院

期刊名稱:

中國圖像圖形學報，2004，Vol.9，No.11

內容簡介:

如何有效利用位值制計數方法的基本思想和複數系的特殊性質，在複平面上表示圖像，換一個角度考慮傳統圖像處理中的一些問題，是本文的主要的創新思想和研究動機。將給出圖像和複平面上點的映射演算法，用複數運算定義圖像和圖像間的“加”、“減”、“乘”、“共軛”等運算關係；並針對圖像信息可視分存問題，提出了一種基於複數系的新方法。

關鍵詞:

數字圖像，秘密分存，數系，多媒體，信息隱藏，複數基

17. Images' Complex Number Expression and its Application to Secret Sharing of Image

Sun Wei², Yang Zhi Hua¹, Qi Dongxu^{1,2}

- 1: College of Information Science and Technology, Zhongshan University
- 2: Faculty of Information Sciences, Macao University of Sciences and Technology

Name of the publications:

Journal of Chinese Images and Graphics, 2004，Vol.9，No.11

Abstract:

How to express an image in complex plane and think about the traditional image processing problems in new point of view using the essential idea of positional number system and complex number system, is the main motivation of this paper. The conversion method of mapping image to the point in the complex plane is proposed, and the “plus”, “minus”, “mutiply” and “complex conjugate” operations between images are defined in accordance with the operations of complex numbers. As the application example of the idea, and combined with the existing threshold access structures scheme, this paper propsoes using a new complex number based secret sharing scheme in color images sharing.

Keywords :

Digital image, Secret sharing, Number System, Multimedia, Information Hiding, Complex number base

18. 數字圖像加密的一種新方法

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- 1: 中山大學信息科學與技術學院
- 2: 澳門科技大學資訊科技學院

期刊名稱:

Proceedings of the International Conferences on Imaging Science, Systems and Technology (CISST'04), 拉斯維加斯, 內華達州, 美國, P. 130-134, 2004 (EI, ISTP, INSPEC)

內容簡介:

本文研究了一種以複數系為基礎的將數字圖像加密的新方法。這種方法著重於數系的根本問題並建立了通過複數基實現“圖像到點”的轉化。本文達到了在沒有隱蔽的消息出現情況下將秘密加密的目的。通過將加密法和密碼使用法很好地結合，這種方法可以運用於信息秘密的傳輸。

關鍵詞:

數字圖像，加密法，密碼使用法，信息秘密傳輸，複數系

18. A Novel Scheme for Digital Image Steganography

Sun Wei¹ Qi Dongxu²

- 1: College of Information Science and Technology, Zhongshan University
- 2: Faculty of Information Technology, Macao University of Science and Technology

Name of the publications:

Proceedings of the International Conferences on Imaging Science, Systems and Technology (CISST'04), Las Vegas, Nevada, USA, pages: 130-134, 2004 (EI, ISTP, INSPEC)

Abstract:

An investigation of a novel method based on complex number system for Digital Image Steganography is proposed. This method focuses on the essential problem of number system and builds the “image to point” conversion via complex number base. The paper achieves the goal of encrypting the secret with no secret message appearing. By combining steganography and cryptography very well, the scheme can apply to information secret transmission.

Keywords :

Digital image, Steganography, Cryptography, Information secret transmission, Complex number system

19. 資料去冗餘的多尺度多結點技術

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- 2: 澳門科技大學資訊科技學院

期刊名稱:

電腦輔助設計與圖形學學報，2004，Vol.16，No.5:619-624 (EI)

內容簡介:

從多結點樣條理論出發提出一種自適應的多層次淘汰冗餘數據的方法，並通過不同的採樣信息對演算法進行了有效的論證。充分利用了多結點樣條函數擬合的基數型、顯式計算和局部性等優點。可用於採樣信息的壓縮或針對現有算法的信息資料預處理。

關鍵詞:

多結點樣條，多尺度細化，曲線擬合，信息壓縮

19. Multi-scale and Many-knot Technology for Eliminating Redundant Data

Sun Wei¹, Xu Jun Yi¹, Qi Dongxu²

- 1: College of Information Science and Technology, Zhongshan University
- 2: Faculty of Information Technology, Macao University of Science and Technology

Name of the publications:

Journal of Computer Aided Design and Graphics, 2004，Vol.16，No.5:619-624 (EI)

Abstract:

In this paper, a self-adapted and multi-scale scheme for eliminating redundant data is proposed by utilizing many-knot spline theory. And the validity of the algorithm is demonstrated by using it in different sampling data. This method takes full advantage of many-knot spline fitting, such as cardinal type, explicit calculation and locality. This method can find application in sample data compression or pretreatment process of the current data.

Keywords :

Many-knot spline, Redundancy, Multi-scale refinement, Curve fitting, Data compression

20. 模糊多目標線性規劃決策支持系統的發展

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- 1: 澳門科技大學行政與管理學院
- 2: Faculty of Information Technology, University of Technology Sydney, Australia

會議名稱:

第五屆管理國際會議－21 世紀的管理科學與全球戰略

內容簡介:

許多商業決策問題包含多個目標，因此可以通過多目標線性規劃模型來解釋。針對決策制定中存在的確定不精確因素，吳等人提出了一項新的模糊目標近似運算法則，在需要達成模糊目標時，用目標函數和約束的隸屬函數中任何形式的模糊參數來解決模糊多目標線性規劃問題。基於模糊目標近似運算法則，發展了模糊多目標決策支援系統。論文緊扣模糊多目標決策支援系統，細述其用途，並以例子說明當目標函數的模糊目標確定時，如何用模糊多目標決策支援系統來解決模糊多目標線性規劃問題。

關鍵詞:

決策支援系統，多目標線性規劃，模糊多目標線性規劃，模糊目標

20. The Development of a Decision Support System for Fuzzy Multiple Objective Linear Goal Programming

Jie Lu^{1,2}, Fengjie Wu², Guangquan Zhang² and Huacheng Xue¹

- 1: Faculty of Management and Administration, Macao University of Science and Technology
- 2: Faculty of Information Technology, University of Technology Sydney, Australia

Name of the conference:

The 5th International Conference on Management Proceedings: Management Sciences and Global Strategies in the 21st Century

Abstract:

Many business decision problems involve multiple objectives and can thus be described by multiple objective linear programming (MOLP) models. In order to deal with uncertain or imprecise factors in decision-making, a new fuzzy goal approximate algorithm has been developed by Wu et al.[5] for solving fuzzy multiple objective linear programming (FMOLP) problems with fuzzy parameters in any form of membership function in both objective functions and constraints when the fuzzy goals need to be achieved. Based on the fuzzy goal approximate algorithm, a fuzzy multiple objective decision support system (FMODSS) is developed. This paper focuses on the description of use for FMODSS in detail, and an example is presented for demonstrating how to solve a FMOLP problem by the FMODSS when the fuzzy goals for objective functions are set up.

Keywords :

Decision support system; Multiple objective linear programming; Fuzzy multiple objective linear programming; Fuzzy goal

21. 海外上市有助於中國國企嗎？

黃貴海

澳門科技大學行政與管理學院

會議名稱:

第五屆管理國際會議 – 21 世紀的管理科學與全球戰略

內容簡介:

自二十世紀九十年代以來，中國國企在香港上市，在海外的上市有否幫助這些公司提高效率呢？該研究取樣發行 H 股的公司，即建在內地，於香港上市的公司，比較他們上市前與上市後的經濟和運營表現。主要發現如下：（1）H 公司上市後利潤銳減，運營效率大大下降；（2）然而，在國內上市的公司比 H 公司降幅更大，很可能由於海外上市公司的管理層優於國內上市公司。

關鍵詞:

公司表現，上市私有化，國企，股票詢價制，中國，改革，香港資本市場

21. Does Listing Abroad Help Chinese SOEs?

Samuel G. H. Huang

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

Name of the publications:

The 5th International Conference on Management Proceedings: Management Sciences and Global Strategies in the 21st Century

Abstract:

As China has been listing its state-owned enterprises (SOEs) in Hong Kong, New York since 1990s, does listing abroad help these companies improve efficiency? This study compares 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. The major findings are: (1) the H-firms experienced a significant decrease in profitability and operating efficiency after listing, but (2) the performance of a control sample listed in domestic stock market seems to decline more than that of the H-firms, probably because corporate governance for those listed abroad is better than those listed domestically.

Keywords :

Company performance, Share issue privatization (SIP), State-owned enterprises (SOEs), IPO, China, Reform, Hong Kong Capital market

22. 對中國 B-to-C (商務到消費者) 電子商務市場上影響消費者信任度確立因素的實證研究

龐川

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會議名稱:

第五屆管理國際會議－21 世紀的管理科學與全球戰略

內容簡介:

中國 B-to-C 電子商務的發展不盡如人意。缺乏消費者的信任已被證明是主要原因之一。調查研究表明，四個主要影響因素，即技術，商務，環境，和個人的關注程度和經驗，能夠通過八種渠道嚴重影響消費者的信任度確立。同時本文發現在中國的 B-to-C 市場，一些消費者擁有較高層次的信任度。根據這些發現，本文就企業和政府提高消費者信任度可採取的措施提出了建議。

關鍵詞:

信任度，電子信任，B-to-C, 電子商務，中國

22. An Empirical Study on the Factors Affecting Consumers' Trust Building in B-to- C E- Commerce Market of China

Chuan Pang

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

Name of the publications:

The 5th International Conference on Management Proceedings: Management Sciences and Global Strategies in the 21st Century

Abstract:

B-to-C e-Commerce in China is not as prosperous as people wish. Lacking of consumers' trust is proved one of the major reasons. According to a survey-based study, we find that four major factors, which are technology, business, environment and personal cares and experience, can significantly affect consumers' trust building through eight paths. We also find that in B-to-C market of China, some kinds of consumers have a higher level of trust than the others. Based on these findings, we suggest some actions the enterprises and the government could take to improve the consumers' e-trust.

Keywords :

Trust, E-trust, B-to-C, E-Commerce, China

23. 關於在華跨國公司附屬公司管理權力分配和戰略導向之間關係的實證研究

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- 2: 南京大學商學院
- 3: 江南大學商學院

會議名稱:

第五屆管理國際會議 – 21 世紀的管理科學與全球戰略

內容簡介:

在跨國公司海外附屬公司的管理本地化是戰勝競爭者獲得全球競爭優勢的戰略步驟之一。事實上，管理本地化緊緊伴隨著管理權力分配的本地化，也應該與跨國公司的全球戰略相對應。該文會利用從中國 51 家跨國公司附屬公司中收集來的資料，調查跨國公司海外附屬公司的權力分配和戰略導向間的關係。調查結果顯示，在這些附屬公司中的權力分配模式確實與他們的戰略導向相關，然而，各種類型權力的分配模式是顯著不同的。

關鍵詞:

跨國公司，權力分配

23. An Empirical Study on Relation between the Management Power Distribution and the Strategic Orientation of MNCs' Subsidiaries in China

Tao, Xiangnan¹, Shuming Zhao² and Chuntung Ling³

- 1: Faculty of Management and Administration, Macao University of Science and Technology
- 2: School of Business, Nanjing University
- 3: School of Business, Jiangnan University

Name of the publications:

The 5th International Conference on Management Proceedings: Management Sciences and Global Strategies in the 21st Century

Abstract:

The management localization in multinational corporation's (MNCs) overseas subsidiaries is one of its strategic steps to gain global competitive advantages over their competitors. Essentially, management localization closely goes with the localization of the management power distribution and should be fit with the MNC's global strategy. This paper is to investigate the relations between power distribution and strategic orientation of MNC's overseas subsidiaries from data collected from 51 MNCs' subsidiaries in China. The result shows that the patterns of power distribution in these subsidiaries are really related to their strategic orientation, however the distributing patterns among the types of the power are significantly different.

Keywords :

Multinational Corporation, Power Distribution

24. 論經理的職業化、市場化和國際化

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- 1: 南京大學商學院
- 2: 澳門科技大學研究生院

會議名稱:

第五屆管理國際會議－21 世紀的管理科學與全球戰略

內容簡介:

專業化是表明一個社會和一個產業成熟發展的標誌之一。在傳統的高度集中的計劃經濟體制之下，我們把經理的職位看作是一個政府的官銜，也就成為政府和黨組織官方人事管理系統不可缺少的一部分。政府負責部門用管理官員一樣的方式來監督所有的經理。贏利組織的功能並不同於非贏利組織。為了解決在傳統人事體制下管理官員產生的一系列問題，從職位化向專業化過渡，很有必要通過一個職業經理市場體系來管理和監督經理。在中國加入世界貿易組織之後，職業經理市場的國際化也是個必要的因素。基於先前的論證，本文提出了幾個關於職業經理國際化的批判性議題。

關鍵詞:

經理，專業化，市場化，國際化

24. On Professionalization, Marketablization and Internationalization of Managers

Shuming Zhao^{1,2}

- 1: School of Business, Nanjing University
- 2: School of Graduate Studies, Macao University of Science and Technology

Name of the publications:

The 5th International Conference on Management Proceedings: Management Sciences and Global Strategies in the 21st Century

Abstract:

Professionalization is one of the symbols indicating the mature development of a society and an industry. Under the traditional highly centralized planning economic system, we took the manager's position as a government official title, which falls into an indispensable part of the official personnel management system of government and party organizations. Governmental departments in charge supervise all managers in the same way as is adopted to administer officials. The function of profit-seeking organizations is different from that of non-profit organizations. In order to overcome a series of problems arising from managing official personnel under the traditional personnel system and to make the transition from positionalization to professionalization, it is necessary to manage and supervise managers through a professional manager market system. After China's entry into the World Trade Organization, the internationalization of the professional manager market is an indisputable fact. Based on the previous argumentation, this paper puts forward several critical issues of the internationalization of professional managers.

Keywords :

Manager, Professionalization, Marketization, Internationalization

25. 從澳大利亞和新加坡的經驗探討電子政務 的關鍵成功因素及未來發展趨勢

龐川

澳門科技大學行政與管理學院

期刊名稱:

中華管理資訊系統, 第二卷第二期

內容簡介:

電子政務已經成爲世界各國行政管理改革的主要方向以及改善政府服務的重要手段。本文根據澳大利亞和新加坡實施電子政務的經驗，總結了七個電子政務的關鍵成功因素，並指出了未來電子政務發展的趨勢。

關鍵詞:

電子政務，澳大利亞，新加坡，關鍵成功因素

25. The Key Success Factors and Future Trends: Experiences from Australia and Singapore

PANG Chuan

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

Name of the publications:

Chinese MIS Vol 2, No. 2

Abstract:

E-Government has been the major reform direction and an important tool to provide better government services for almost all the countries in the world. Based on the experiences from Australia and Singapore, this article summarizes seven key success factors of implementing e-government, and provides the future trends of e-government.

Keywords :

E-government, Australia, Singapore, Key success factor

26. 反傾銷應訴中的會計問題

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《財會月刊》2004 年第 7 期

內容簡介:

國際反傾銷涉及到許多會計法則，反傾銷問卷調查的會計內容正是這些法則的具體體現。反傾銷應訴涉及的不僅是會計確認、計量問題，而且還包括許多會計標準的認定問題，認識和理解這些問題將有利於企業應對反傾銷。

關鍵詞:

反傾銷應訴，會計，國際法則

26. Accounting in Responses to Antidumping

Pan Yu Shuang

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

Name of the publications:

Accounting Monthly, 2004(7)

Abstract:

International antidumping involves a number of accounting rules, which are embodied in the accounting issues included in the antidumping questionnaires. Responses to antidumping investigations do not only involve accounting confirmation, meterage but also the determination of numerous accounting standards. A keen understanding of the issues is of much significance in helping enterprises to respond to antidumping investigations.

Keywords :

Responses to Antidumping, Accounting, International Rules

27. 上市公司會計信息披露與監管

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《當代財經》2004 年第 1 期

內容簡介:

上市公司會計信息的披露問題已成為人們關注的焦點，本文從分析上市公司會計信息披露現狀及動因入手，探討了上市公司會計信息披露的基本標準及相關內容，提出了上市公司會計信息披露的監管措施。

關鍵詞:

上市公司，會計信息，披露，監管

27. Disclosure and Control of Accounting Information of Listed Companies

Pan Yu Shuang

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

Name of the publications:

Contemporary Accounting and Finance, 2004 (1)

Abstract:

The disclosure and control of accounting information of listed companies have become a principal focus. The paper starts with an analysis of the cause and practice of accounting information disclosure of listed companies, probes the basic standards and related contents of accounting information disclosure of listed companies and proposes some control measures of accounting information disclosure of listed companies.

Keywords :

Listed companies, Accounting information, Disclosure; Control

28. 反傾銷應訴的關鍵——解讀市場經濟地位的會計標準

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《國際貿易問題》2004 年第 10 期

內容簡介:

反傾銷應訴涉及到市場經濟地位的會計標準問題，比如，正常價值、公允價值、生產成本、會計政策、會計控制等。正確理解和應用這些會計標準，積極創造市場經濟待遇的會計條件，將成為反傾銷應訴的關鍵。

關鍵詞:

反傾銷應訴，市場經濟地位，會計標準

28. Key Issues in Responses to International Antidumping

Pan Yu Shuang

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

Name of the publications:

Journal of International Trade, 2004 (10)

Abstract:

Responding to antidumping complaints involves accounting standards for the market economy status, such as normal value; fair value, production cost, accounting policy and accounting control. Understanding and applying these accounting standards in a right way and creating accounting conditions for obtaining market economy treatment are of key importance to winning antidumping cases.

Keywords :

Responses to Antidumping, Market Economy Status, Accounting Standards

29. 企業會計政策選擇的公允性 — 現狀、選擇原則、影響因素

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《會計研究》2004 年第 10 期

內容簡介:

企業會計政策選擇有其客觀必然性，會計信息的不同使用者對會計政策的選擇有不同的要求。本文討論了會計政策選擇的公允性應符合合法性、合理性、可比性以及謹慎性等方面的原則，並分析了影響會計政策選擇公允性的主要因素：公司治理結構、經營者激勵機制、會計信息披露制度以及內部控制制度。

關鍵詞:

會計政策，選擇，公允性，原則，影響因素

29. Equity of the Choice of Accounting Policy in Enterprises — Actuality • Choice Principle • Influence Factor

Pan Yu Shuang

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

Name of the publications:

Research on Accounting, 2004 (10)

Abstract:

Enterprises are inevitably faced with choice of accounting policy. Different users of accounting information have different requirements for the choice of accounting policy. This article discusses that equity of the choice of accounting policy that must conform to the principles of lawfulness, rationality, comparability and prudence. It also analyzes factors affecting the equity of the choice, which include corporate governance structure, administration incentive mechanism, disclosure of accounting information and internal control system.

Keywords :

Accounting policy, Choice, Equity, Principle, Affecting factors

30. 如何界定反傾銷調查中的“生產成本”概念

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《嘉興學院學報》2004 年第 6 期

內容簡介:

“生產成本”是反傾銷調查中的核心問題。本文通過國際反傾銷法“生產成本”概念的界定，分析了反傾銷調查中企業“生產成本”的差異，提出了按照國際慣例進行調整的方法，以及為反傾銷調查取證提供的承諾。

關鍵詞:

反傾銷調查，正常價格，生產成本，調整方法

30. How to Define Production Cost in Antidumping Investigations

Pan Yu Shuang

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

Name of the publications:

Journal of Jiaxing College, 2004 (6)

Abstract:

The definition of production cost is a key issue in anti-dumping investigations. This article, based on defining production cost in international anti-dumping law, analyses the differences of production cost of enterprises in anti-dumping investigations and the commitments of China and puts forward ways of adjustment according to international practice.

Keywords :

Antidumping investigations, Normal value, Production cost, Ways of adjustment

31. 基於公司治理的內部控制—缺陷·發展趨勢·評價

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《嘉興學院學報》2004 年第 5 期

內容簡介:

公司治理與內部控制是環境與制度的關係，合理的公司治理是內部控制有效性的保障，有效的內部控制將有助於公司目標的實現。本文從公司治理的角度，分析了我國公司內部控制的缺陷，以及內部控制的發展趨勢及評價。

關鍵詞:

公司治理，內部控制，發展趨勢，評價

31. Internal Control Based on Corporate Governance

Pan Yu Shuang

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

Name of the publications:

Journal of Jiaxing College, 2004 (5)

Abstract:

The relationship between corporate governance and internal control is that of environment and regulations. Rational corporate governance ensures the effectiveness of internal control while effective internal control will be conducive to the realization of corporate objectives. This paper presents an analysis of limitations, development trends and evaluation of the internal control of companies in China.

Keywords :

Corporate governance, Internal control, Development trends, Evaluation

32. 內部控制目標定位的現實思考

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《嘉興學院學報》2004 年第 1 期

內容簡介:

本文以內部控制目標定位為核心，闡述了內部控制與會計之間的內在聯繫，揭示了內部控制目標的本質特徵，提出內部控制是一動態的系統工程，其目標應隨著外部環境的變化而不斷地擴展或重心轉移。

關鍵詞:

內部控制，目標定位，公司治理，協調統一

32. Pragmatic Considerations on the Orientation of Internal Control

Pan Yu Shuang

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

Name of the publications:

Journal of Jiaxing College, 2004 (1)

Abstract:

The article centers on the orientation of internal control, and elaborates internal relations about internal control and accounting, and reveals natures of internal control objective, and put forwards that internal control is a moving system-project and internal control objectives must continuously develop or transfer with changing of the external environment.

Keywords :

Internal control, Orientation, Corporate governance, Coordination

33. 提升澳門企業核心能力的人才開發對策的思考

葉桂平

澳門科技大學行政與管理學院

期刊名稱:

澳門研究系列叢書之三——《人才開發與政策保障》

內容簡介:

本文通過對核心能力的理論進行系統的回顧，從宏觀和微觀兩個層面分析了澳門中小企業的核心能力情況，構建了“澳門核心能力來源模型”，從核心能力的角度分析澳門人力資源開發的對策，最後提出了若干增強澳門企業核心能力的人才開發模式的建議。

關鍵詞:

企業核心能力，人力資源開發，執行力

33. A Study on Human Resources Development Policy to Enhance the Core Competence of Macao's Enterprises

Ip Kuai Peng

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

Name of the publications:

《Human Resources Development and Policy Protection》

Abstract:

Through a systematic review of some theories concerned with core competence, from both macro and micro perspectives, the paper constructs a model related to sources of core competence in Macao, analyses the situations in Macao's small and medium enterprises, and puts forwards some suggestions to enhance core competence by effective human resources development policies.

Keywords :

Core Competence, Human Resources Development, Execution

34. 期權的日歷差套期策略和單一期權策略的數學分析

歐陽光中 施真真

澳門科技大學行政與管理學院

期刊名稱:

《數量經濟技術經濟研究》2004 年第 12 期

內容簡介:

本文研究期權交易策略，建立日歷差套期策略和單一期權策略的數學權型，並對這兩種策略進行分析和比較，指出投資者能夠通過這些期權交易策略獲得正的收益。

關鍵詞:

期權，日歷差套期策略，單一期權策略

34. Mathematical Analysis on Options Calendar Spreads and Naked Options Strategies

Peter G.Z.Ouyang, Kandy C.C.Si

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

Name of the publications:

Quantitative & Technical Economics 2004, 12

Abstract:

In this paper, mathematical models of Options Calendar Spreads and Naked Options are constructed, analyzed and compared. It confirms that investors can make a positive profit by applying these two strategies.

Keywords :

Options, Calendar Spreads, Naked Options

35. 澳門中小企業在新世紀所面臨的人力資源問題與對策研究

柳智毅

澳門科技大學行政與管理學院

會議名稱:

澳門大學澳門研究中心舉辦的“加強澳門中小企業競爭力”學術研討會, 2004 年 7 月 15 日

期刊名稱:

載於《中小企業發展與綜合競爭力提升》研討會論文集, 澳門大學澳門研究中心編輯出版, 2004 年 9 月, 第 116—132 頁

內容簡介:

隨著新博彩公司陸續開業、與內地簽署和實施 CEPA、“自由行”、珠澳跨境工業區落實、區域性商貿服務平臺構建, 以及泛珠三角的研討合作等項目, 確實讓本澳中小企業在這新世紀、新局面中獲得許多發展機遇, 澳門的經濟新局面已具雛形, 但同時在這些發展機遇當中亦帶有不少的隱憂。其中一個較大的問題, 就是本地的人力資源未能應付迅速增大的市場需要, 尤其是博彩旅遊業的蓬勃發展, 大量吸納本澳有限的人力資源, 一石激起千重浪, 為本地的勞動市場帶來一陣衝擊。澳門人力資源市場出現了嚴重的供求矛盾。一方面, 低學歷和欠缺工作技能的勞動力失業問題更嚴重; 另一方面, 高質素的勞動力和專才又嚴重供不應求, 就業市場出現人力過剩和人才不足的兩極化發展。

展望未來, 相信隨著新的博彩公司繼續開業、跨境工業區和 CEPA 的進一步落實, 以及港澳“自由行”的進一步擴寬, 澳門整體經濟預料在 3—5 年內將迎來全新的景象, 各行各業經營環境亦將會進一步改善, 人才流動將進一步加劇。因此, 筆者建議, 除了企業現在必須在人力資源管理方面未雨綢繆, 早作部署和準備, 珍惜人才, 善用人才, 留住人才外, 特區政府還必須給予配合與支持, 積極開發人力資源, 增加勞動力參與率; 提升本地勞動力與閒置勞動力的素質; 並在必要時審慎、嚴格地輸入專才, 以補本地勞動力不足, 協助企業發展, 以及帶動本地人才成長。

關鍵詞:

中小企業, 人力資源, 人力資源開發, 人力資源的供求

35. Research on Problems and Solutions of Human Resources of Macao SMEs in the New Century

Lao Chi Ngai

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

Name of the conference:

Conference of “Enhancement of the Competitiveness of Macao SMEs” on 15th July 2004, held by the Center for Macao Studies, University of Macao

Name of the publications:

Published in “The Development of Small and Medium Enterprises (SMEs) and the Enhancement of Comprehensive Competitiveness”, Center for Macao Studies, University of Macao, Sept. 2004, pp116—132

Abstract:

With the successive opening of new casinos, and implementation of CEPA, “individual travel”, building of the Zhuhai-Macao Cross-border Industry Park, construction of regional trade and service platform and cooperation of the Pan-Pearl River Delta projects, Macao’s small and medium enterprises (SMEs) have gained plenty of opportunities of development in the new century. However, these opportunities are also accompanied by hidden threats. One major issue is that the quantity supply of local human resources cannot meet the needs of the rapidly expanding market. On the other hand, many people with poor educational background and lack of skill are still hard to find a job, while skilled labors or human talents are in great demand. The employment market is polarized with both excessive low skilled or unskilled manpower and lack of talented people.

Macao’s overall economy is expected to be further improved, and will put on a new look in 3 to 5 years. The talented people are also expected to float more frequently from one industry to another industry (from SMEs to Casino industry). For this reason, this paper suggests that SMEs should be in preparation to treasure and maintain their talented people, and the government of Macao Special Administrative Region should support enterprises in this aspect by helping them to explore human resources, train local labor forces technically, and carefully input foreign specialists to fulfill the local market demand.

Keywords :

Small and Medium Enterprises (SMEs), Human Resources (HR), Human Resources Development, Demand and Supply of Human Resources

36. 澳門人才開發策略研究

柳智毅

澳門科技大學行政與管理學院

會議名稱:

澳門大學澳門研究中心舉辦的“人才開發與政策保障”學術研討會

內容簡介:

人才資源無論是對一個國家/地區的社會、經濟發展，還是一家企業的業務發展都是至關重要的。正如管理大師彼得·德魯克曾經說過：“企業或事業唯一的真正資源就是人，管理就是充分開發人力資源以做好工作。”比爾·蓋茨(世界首富)也曾說：“如果讓微軟(Microsoft)最優秀的二十個人離開公司，那麼微軟將會變成一家無足輕重的公司。”中國國家主席胡錦濤說過：“人才優勢是最大優勢，人才開發是經濟社會發展的重要推動力量。”……從科學發展觀的要求和本地經濟急速發展的實際需要來看，澳門人才總量確實不足，結構不合理，高層次、高技能人才嚴重缺乏的問題還是比較突出。各行各業埋怨叫苦，大嚷出現人才荒。有見及此，筆者針對澳門的人才現狀與未來的需求情況方面作了深入的分析，並借鑒了一些發達國家在人才開發方面所採取的措施和經驗，結合澳門實際情況，建議在兩個方向開發人才，一是內部開發，包括：1.加強雙語人才的培育；2.強化及改革現行的正規教育與職業教育；3.積極構建學習型社會，持續開發本地人才；二是向外引進人才，但是在引入專才的同時，必須帶動本地人才成長。

關鍵詞:

人才，人才開發，學習型社會，外勞

36. Research on Strategic Development of Macao Human Talents

Lao Chi Ngai

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

Name of the conference:

“Conference on Human Talents and Policy Protection”, Centre for Macao Studies, University of Macao

Abstract:

Human resources especially human talents are crucial to the development of a company, and to the social and economic growth of a region or a country. As the well-known “Master of Management” Peter Drucker said, the real resource necessary for the development of a company is human being, and what the term “management” means is the fully development of human resources. Microsoft Bill Gates (the richest person in the world) once said that if the best 20 executives of the company left, Microsoft would become “worthless”. President of China Hu Jintao said that human talents are most important resources and core competence of a country. The development of human resources is the principal driver to the economic and social development.

From a scientific perspective and the rapid growing economy, Macao SAR is short of human talents, and the structure of human resources in the job market is irrational. There is a serious lack of senior managerial human talents and talents with skilled know-how. Almost all businesses in Macao are craving for more hands. Facing this situation, the author makes a thorough research on the human resource market and demand, and offers some suggestions by adopting some measures and experiences from some developed countries in addressing the human resource problems and combining them with the real situations in Macao. Firstly, Macao should explore the internal potentials including the training of bilingual talents, improve and reform the compulsory education and vocational education systems and promote the concept of learning society. Secondly, Macao could input foreign labors, but the importation of foreign labors should not harm the employment of the local human resource market and should help bring up the quality of local human resources.

Keywords :

Human Talents, Development of Human Talents, Learning Society, Foreign labor

37. 對提升本澳人力資源素質的思考

柳智毅

澳門科技大學行政與管理學院

期刊名稱:

《澳門經濟》，澳門經濟學會學報，第 19 期，2004 年 12 月

內容簡介:

我們都知道，要本地經濟得到可持續發展，人力資源素質起著決定性的因素，而人力資源素質關鍵在於我們的教育。可以說，澳門的經濟興衰，系於教育，澳門人文發展興衰，也系於教育。有見及此，筆者希望對本澳教育方面進行分析研究，嘗試提出一些提升本地人力資源素質的意見及建議，以結合特區政府 2005 年的施政重點——“提升素質，共建未來”。

筆者在文中提出了若干意見及建議，包括：1. 正視學生、教師和學校的角色與關係變化；2. 提高大學生入學和畢業的學術標準；3. 推行“學卷制”；4. 立例規定適齡學生必須接受強制性教育；5. 重視教師隊伍建設；6. 協助本地大學與海外世界級高等學府建立合作聯盟；7. 加強學生對外交流學習。我們必須透過高質素的教育，提升本地人力資源整體的素質，特別是年青一代，掌握社會需要的技能，提升個人競爭力，使教育真正成爲培養人才、促進經濟發展的重要保證，共建澳門美好的明天。

關鍵詞:

人力資源，人力資源素質，教育

37. The Considerations of How to Upgrade the Quality of Macao's Human Resources

Lao Chi Ngai

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

Name of the publications:

The Macao Economy, the 19th, Academic Journal of Macau Economics Association, Dec. 2004

Abstract:

It is known that the quality of human resource plays a decisive role in the sustainable development of local economy. While a key factor of improving the quality of HR is education, Macao's economy or social development has close relationship with education. So the author proposes some feasible suggestions on how to upgrade the quality of local human resources in Macao.

The paper gives a number of suggestions and recommendations, including 1) re-orientating the roles of students, teachers and schools; 2) raising the academic standards of university admission and graduation; 3) implementing the system of educational coupon; 4) making laws to ensure students of right age must be compulsorily educated; 5) paying attention to improve teachers' quality; 6) assisting local universities to cooperate with first-class overseas universities; and 7) strengthening foreign students' exchange programs. Only by adopting the high quality education system, the young generation as well as the whole human resources in Macao can master necessary skills and promote their personal competitiveness. In a word, qualified education is the important guarantee for talents and economic development.

Keywords :

Human Resources (HR), Quality of Human Resources, Education

38. 制度創新與澳門的可持續發展

楊菁

澳門科技大學行政與管理學院

會議名稱:

第 10 屆中華經濟協作系統國際研討會

內容簡介:

本文首先系統地闡述了制度創新與可持續發展的相互關係，指出制度創新是一段時期內經濟可持續發展的保證，但是由於經濟形勢的不斷變化，相應也對制度創新提出了新的需求，如果不能及時滿足，將會由於舊制度的疲勞而使經濟發展出現停滯甚至衰退。之後筆者運用這一關係來對澳門過去及現在的經濟發展做出分析，並在此基礎上對澳門未來的發展提出自己的建議。

關鍵詞:

制度創新，可持續發展，澳門

38. Institution Innovation and the Sustainable Development of Macao

Yang Jing

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

Name of the conference:

The 10th International Conference on the Coordination Systems for the Chinese Economies

Abstract:

This article systematically analyzes the relationship between institution innovation and sustainable development. The writer points out that institution innovation is the guarantee for the sustainable development of economy during a certain period of time. However, as the economic position keeps changing, new demand for institution innovation arises. And if the demand has not been satisfied, it will cause the stagnation and even the decline of the whole economic development. Then the writer analyzes the economic development in Macao during these years, applying the theory discussed before, and gives some advices for the future development of Macao.

Keywords :

Institution Innovation, Sustainable development, Macao

39. 中國與東盟區內貿易合作模式研究

史智宇

澳門科技大學行政與管理學院

會議名稱:

中國國際貿易第 19 屆學術年會暨中國外經貿發展與改革全國聯合徵文

期刊名稱:

中國外經貿發展與改革論文集（2005 年上半年即將出版）

內容簡介:

中國能否從中國東盟貿易區內獲取較大的福利效應很大程度上取決於中國與東盟國家在自由貿易區內的貿易合作模式，即：是以產業間貿易為主還是以產業內貿易為主。本文運用 Glick-Rose 出口相似性指數與 GL 產業內貿易指數對中國與東盟近 20 年的貿易資料進行了分析，證實了中國與東盟間存在產業內貿易的產業基礎和發展趨勢；研究還表明，中國東盟自由貿易區所帶來的市場容量的擴大和經濟增長會極大的促進區內產業內貿易的發展。本文最後結合中國現狀對中國在區內進一步拓展與東盟國家間的產業內貿易提出了相應的政策建議。

關鍵詞:

中國-東盟自由貿易區，貿易合作模式，產業內貿易

39. A Study on the Pattern of Trade Cooperation in the FTA of China-Plus-ASEAN (CPASEAN)

Shi Zhi Yu

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

Name of the conference:

The 19th Yearly Academic Conference on China International Trade & the National Papers Contest on the Subject of China Foreign Economic and Trade Development and Reform

Name of the publications:

Papers Volumes on the Subject of China Foreign Economic and Trade Development and Reform (forthcoming in the first half part of the year 2005)

Abstract:

Whether or not China can benefit much welfare from CPASEAN depends on the pattern of trade cooperation between China and Member Countries in the FTA, that is, whether Intra-Industry Trade is the main pattern of trade cooperation. By employing the GL Intra-Industry Trade Index and the Revised Glick-Rose Export Similarity Index to analyze the trade data between China and ASEAN Countries from the mid-80s to the end of 90s, the paper testifies the existence of the increasing trend of Intra-Industry Trades in this area. It also reveals that the establishment of CPASEAN brings about the market enlargement and economic growth, which will greatly promote the rapid development of Intra-Industry Trade in the FTA. Finally, the paper puts forward some proposals on China's policy making on the further development of Intra-Industry Trade in the FTA on the basis of China's current situations.

Keywords :

CPASEAN FTA, Patterns of Trade Cooperation, Intra-Industry Trade

40. 論經濟學與物理學之異同

李曉平

澳門科技大學行政與管理學院

期刊名稱:

《澳門研究》第 24 期 (2004 年 10 月出版)

內容簡介:

本文認為經濟學與物理學在研究目的、研究方法和研究工具等方面都有一些相同之處，但在研究物件、理論對現實情況的解釋能力及工具的可適用性等方面又有一些不同之處，探討和分析經濟學與物理學之相同與不同之處會給我們帶來一些有益的啟示。

關鍵詞:

經濟學，物理學，經驗科學，數學

40. On the Similarities and Differences of Economics and Physics

Li Xiaoping

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

Name of the publications:

The Macao Study, 24th, published in Oct.2004

Abstract:

In this thesis, the writer thinks that economics and physics have some similarities on research purpose, methodologies and study tools. However, the two still differ in the aspects of study objectives, ability of theories in explaining the reality, as well as the applicability of tools. A discussion and analysis on this subject will bring some beneficial enlightenment to us.

Keywords :

Economics, Physics, Empirical Science, Mathematics

41. 從貨幣的特殊性看產品“創新”的意義

李曉平

澳門科技大學行政與管理學院

期刊名稱:

《“經濟發展中的思維創新”學術研討會論文集》

內容簡介:

本文從貨幣的特殊性出發，在允許使用“基數效用論”的前提下，提出了“貨幣的邊際效用數量彈性比較小”這一基本假設。再用這一基本假設論證了在社會整體產品“創新”不足的情況下，居民收入增長必然會導致居民的平均儲蓄傾向遞增，因此單純實行“積極的財政政策”不能實現“刺激居民消費，推動經濟持續、協調、穩定發展”的目的；從長期來看，社會大多數企業能夠持續不斷地開發出“新產品”，是社會經濟得以持續、協調、穩定發展的必要條件。

關鍵詞:

貨幣，邊際效用，數量彈性，創新

41. Significance of Product Innovation from the Perspective of Features of Currency

Li Xiaoping

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

Name of the publications:

<<Paper Collection of the seminar “Thinking Innovation in the Process of Economic Development”>>

Abstract:

This thesis proceeds from the particularity of the currency and raises a basic hypothesis that “the elasticity of quantity of marginal utility of the currency is less” by using “theory of cardinal utility”. And then, this hypothesis has proved that the raising of residents’ income would definitely cause an increase on their average deposit amount. Hence, the simple implement of a positive finance policy will not realize the goals of stimulating consumption and promoting sustained and stable growth in economy. In the long term, whether most enterprises are able to continually innovate new products is an essential factor to ensure the stained, coordinated and steady economic development.

Keywords :

Currency, Marginal Utility, Elasticity, Innovation

42. 論當前發展澳門房地產業的現實意義

李曉平

澳門科技大學行政與管理學院

期刊名稱:

《澳門經濟》第 19 期 (2004 年 12 月出版)

內容簡介:

房地產業具有關聯度廣、帶動性強和貢獻率大等特點，在總體經濟發展中具有重要地位。但澳門房地產業在澳門經濟中的作用和地位目前呈下降趨勢。適度支援房地產業發展，對澳門來說，具有促進澳門產業向多元化方向發展、提高澳門抵禦突發事件的能力、培育澳門新的經濟增長點、改善澳門居民的居住和生活條件、提高澳門居民的生活質量、增添澳門新的旅遊景點、進一步推動澳門旅遊博彩業的發展、降低澳門的失業率、提高澳門房地產公司的競爭能力等多種意義。

關鍵詞:

房地產，關聯度，帶動性，貢獻率，影響力係數

42. Operation Significance of Developing the Real Estate in Macao at Present

Li Xiaoping

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

Name of the publications:

The Macao Economy, 19th, December, 2004

Abstract:

The real estate industry plays an important role in overall economic development for its wide-spread connection, strong influence and great contribution in economy. However, Macao has been witnessing a weakening performance of real estate industry in recent years. Therefore, bolstering the real estate industry in Macao has great significance in numerous aspects, such as: promoting the economic diversification, reinforcing the government's resistance to unpredictable incidents, improving local residents' livelihood, upgrading the quality of Macao residents' lives, creating new growth points, lowering the unemployment rate, increasingly promoting Macao's tourism and casino industry and raising the competitiveness of local real estate industry.

Keywords :

Real estate, Connection, Influence, Contribution, Index

43. 一種解釋：國際反傾銷“會計”的內涵

潘煜雙

澳門科技大學行政與管理學院

期刊名稱:

《對外經貿財會計》2004 年第 12 期

內容簡介:

國際反傾銷法涉及許多會計法則，必然拓展了涉訴企業“會計”的內涵。分析國際反傾銷法賦予涉訴企業“會計”的特殊任務以及具體要求，瞭解國際反傾銷“會計”的內涵，有利於涉訴企業在反傾銷調查中創造“會計”條件，從而爭取反傾銷訴訟的主動權。

關鍵詞:

國際反傾銷，會計，內涵

43. An Interpretation of The Intension of Accounting in International Antidumping

Pan Yu Shuang

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

Name of the publications:

Journal of Foreign Trade, Economy and Accounting, 2004 (12)

Abstract:

International antidumping law involves numerous accounting rules and inevitably expands the intension of accounting in affected enterprises. This paper makes an analysis of special tasks and specific requirements imposed upon the accounting of affected enterprises. A good understanding of the intension of accounting in international antidumping is conducive to helping affected enterprises create accounting conditions in antidumping investigations thus take the initiative in response to antidumping.

Keywords :

International Antidumping, Accounting, Intension

44. 反傾銷應訴會計系統構想

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澳門科技大學行政與管理學院

期刊名稱:

《財務與會計》(中文核心期刊) 2004 年第 12 期

內容簡介:

近來,我國反傾銷應訴案件由於會計原因而導致的敗訴越來越多,本文通過對國際反傾銷法會計規則的解讀以及對反傾銷調查問卷的分析,理解了國際反傾銷法的會計標準,從而提出通過完善行業與商會、會計仲介機構以及企業的會計職能來建立反傾銷應訴會計系統的構想。

關鍵詞:

反傾銷應訴,市場經濟地位,會計系統,正常價值

44. A Proposal for Setting Up an Accounting System in Responses to Antidumping

Pan Yu Shuang

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

Name of the publications:

Finance and Accounting, 2004 (12)

Abstract:

Much of China's failure in antidumping cases results from accounting. This paper presents interpretations of the accounting standards in antidumping cases, an analysis of antidumping questionnaires, a deepened understanding of the accounting standards in international antidumping law. In conclusion, the author puts forward a proposal that an accounting system consistent with the needs of responding to antidumping complaints should be established in China by means of improving the operations of trade associations and chambers of commerce, accounting firms and the accounting functions in enterprises.

Keywords :

Responding to Antidumping, Market Economy Status, Accounting System, Normal Value

45. 從人性分析探討澳門特區的行政道德

林媛

澳門科技大學行政與管理學院

期刊名稱:

澳門理工學報第 7 卷 2004 年第 4 期 (總第 16 期)

內容簡介:

本文通過哲學理論中對人性的爭論來探討道德“自律”與“他律”的矛盾與統一，由此進一步分析行政道德範疇中“自律”與“他律”的相互作用，並試圖利用此概念對澳門特區政府目前的行政道德現狀進行初步研究，以便建設性地提出進一步完善行政道德的可行性措施。

關鍵詞:

人性分析，行政道德，自律，他律，澳門特區

45. On the Administrative Morality: Its Theory and Practice in Macao SAR from the Perspective of Human Nature

Lin Yuan

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

Name of the publications:

Journal of Macao Polytechnic Institute, Vol. 7 No.4 (serial No. 16) 2004

Abstract:

Based on the argument of human nature in philosophy, the paper discusses the interaction between self-discipline (internal discipline) and external discipline in morality, especially in the administrative morality. Provided the preliminary analysis, the paper studies the current issues of administrative morality in Macao SAR in order to suggest some feasible measures for the further improvement.

Keywords :

Human nature, Administrative morality, Self-discipline (internal discipline), External discipline, Macao SAR

46. 探討澳門在“後非典時代”電子商務的發展

林媛

澳門科技大學行政與管理學院

期刊名稱:

澳門公共行政雜誌第 17 卷，第 3 期（總第 65 期）

內容簡介:

本文在分析了澳門的產業結構和近年來的經濟政策的基礎上，闡述了澳門發展電子商務的制約因素和必然趨勢。從目前的現狀來看，澳門要更好地發揮平臺優勢，需要在資訊服務的硬體和軟體方面不斷優化和提升，包括從人才、網路法規體系、提高電腦和互聯網的普及率、提供令人滿意的網路通訊質量、進一步加強與國際機構的合作關係、加強區域合作、建立電子商務便利的物流體系以及政府加強引導等方面不斷完善澳門的電子商務環境，以保證可以為今後作為區域經貿合作交往的平臺提供優質的資訊服務。

關鍵詞:

電子商務，資訊服務，平臺政策，澳門特區

46. Analysis on the Development of E-Commerce in Post-SARS Era of Macao

Lin Yuan

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

Name of the publications:

Administracao: Revista de Administracao Public de Macau, Vol. 17 No.3 (serial No. 65)

Abstract:

Based on the analysis of the Macao industry structure and recent economic policies, the paper identifies the constraints and inevitable trend of developing E-commerce in Macao. In order to serve as a better economic and trade cooperation platform for the future economy, the paper proposes some measures to optimize both software and hardware aspects of E-commerce and perfect the E-Commerce environment in Macao. The suggestions include highlighting training and education, upgrading international cooperation, extending market capacities, improving legal systems, and so on.

Keywords :

E-Commerce, Information service, Platform policy, Macao SAR

47. 澳門博彩業：近況分析與其對澳門的經濟影響

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- 1: 澳門科技大學行政與管理學院
- 2: 澳門金融管理局

會議名稱:

中華經濟協作系統第十屆國際研討會（2004 年 12 月，澳門）

內容簡介:

澳門特區政府自回歸後對本地博彩業的“龍頭產業”定位和一系列開放賭權政策的實施，促進了博彩業的快速發展而令澳門倍受矚目。由此也引發了博彩業對澳門經濟影響等相關問題的爭論。本文對迄今為止關於博彩業對經濟影響的英文文獻進行了回顧和綜述，並針對澳門博彩業發展的相關論點進行了討論。本文認為雖然博彩業對經濟發展的影響力存在著許多不同的看法，但總體而言對一個地區的經濟發展還是會帶來積極的推動作用。

關鍵詞:

博彩業，經濟影響，澳門特區

47. Macao's Gaming Industry: Recent Development and its Impacts on the Economy

Lin Yuan, Jay¹, Pao Waichun²

- 1: Faculty of Management and Administration, Macao University of Science and Technology
- 2: Monetary Authority of Macao

Name of the conference:

The 10th International Conference on the Coordination Systems for the Chinese Economies (3rd December 2004 – 7th December 2004, Macao)

Abstract:

The liberalization of the gaming industry has been one of the most important policies undertaken by the Macao Special Administrative Region Government since its establishment and has attracted worldwide attention. As it proceeds, a new structure of the local economy is expected to take shape in the sense that gaming and tourism are regarded as the leading industries or so-called the “dragon head” of the economy. Since then, the development of casinos and other forms of gaming has produced debate all over the impacts of gaming industry in Macao. This paper reviews existing literature on the economic effects of casino gaming and discusses some of the issues associated with casino developments in Macao. The economic impacts of casino activities on the territory are generally viewed as positive, with some debates over the magnitude or importance of those impacts.

Keywords :

Gaming Industry, Casino Developments, the Economic Impacts, Macao SAR

48. 電子教育 — 資訊科技管理的挑戰

黎錦榮

澳門科技大學行政與管理學院

期刊名稱:

國際電子教育會議 2004 論文集，ISBN: 99937-33-65-2

內容簡介:

隨著資訊科技在過去十年的迅速發展及互聯網在社會上的普及應用，很多高等院校已開展了電子校園的建設和電子教學的項目以求達到院校的教育目標及發展策略。在電子教學的環境裡，資訊設備及服務的可靠性是維持教學質量的其中一個重要的關鍵。因此資訊技術部門及其有關的管理在高等院校中所擔當的角色便變得越來越重要。本文引用澳門理工學院在建立電子校園及電子教學的一些經驗帶出資訊設施及服務的管理在高等院校為配合學生、教職員及急速演變中的社會對資訊服務日益增加的需求和期望下所面對的挑戰。

關鍵詞:

電子校園，電子教學，資訊科技，資訊科技管理

48. E-Education – Challenges for IT Management

Lai Kam Wing

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

Name of the publications:

International Conference on e-Education 2004 Conference proceedings, ISBN: 99937-33-65-2

Abstract:

With the rapid advancement of information technology and the pervasive penetration of the Internet in the society during the last decade, most of the higher education institutes have tackled various e-Campus and e-Education initiatives in order to meet the strategic educational goals of their institutes. In the e-Education environment, the reliability of IT facilities and services is one of the key factors in maintaining the quality of education. Hence, IT departments and relevant management are playing an increasingly important role within higher education institutes. This paper highlights some major e-Campus and e-Education projects of the Macao Polytechnic Institute, and provides a glimpse of the challenges facing IT management in higher education institutes that are using IT to keep up with the growing demand and expectations of students, staff, faculty, and the rapidly evolving society.

Keywords :

E-campus, E-education, IT, IT management

49. 資本結構的決定因素—來自中國的證據

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- 2: 香港大學經濟金融學院

期刊名稱:

經濟學（季刊），第三卷第二期，北京大學中國經濟研究中心，2004 年 1 月

內容簡介:

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

49. The Determinants of Capital Structure: Evidence from China

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- 1: Faculty of Management and Administration, Macao University of Science and Technology
- 2: Faculty of Business and Economics, University of Hong Kong

Name of the publications:

Economics Quarterly, Vol.3, No.2, China Economic Research Center, Peking University, January, 2004

Abstract:

As in other countries, leverage in China's listed companies increases with firm size, non-debt tax shields and fixed assets, but decreases with profitability, and meanwhile correlates with industries. We also find that ownership structure affects leverage. Compared with other countries, leverage in China's firms increases with volatility and they tend to hold much less long-term debt. The static tradeoff model, rather than pecking order hypothesis, seems to serve as a better explanation to the features of capital structure for China's listed companies.

Keywords :

Listed Company, Capital Structure, Stock Market

50. 從美日與東南亞貿易現狀看中國東盟區域合作

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2: 廣西財經學院

期刊名稱:

《澳門理工學報》2004 年第 4 期，頁 29-36

內容簡介:

在中國與東南亞國家聯盟醞釀建立自由貿易區（FTA）的同時，美、日、澳、印等國也在加緊與東盟展開自由貿易協定的談判。各國各方之間呈現明顯的三角競賽博弈（Triangle Game）關係。關係這些國家與東盟的貿易關係現狀如何？中國可以從中得到哪些啓發？這裏選擇具有代表性的美國、日本與東盟貿易關係的現狀和特徵等問題來分析，以期得到借鑒。文章認為，公平貿易是自由貿易的基礎。通過數量分析，文章認為，美國、日本與東南亞的貿易主要集中在東盟原創五國，貿易平衡問題突出。美國－東盟貿易長期波動不前。日本－東盟貿易垂直分工明顯且機電產品產業內貿易突出。中國與東盟的合作應針對美日的這些特點，在三角博弈當中，發揮中國與東盟國家間貿易結構相對廣泛、均勻及“溫和”的優勢，在近期應重視加強與東盟新成員在“早期收穫”、西部開發等方面開展區域合作。

關鍵詞:

貿易，區域合作，東盟，美國，日本，中國

50. China-ASEAN Regional Cooperation: in the Light of ASEAN Trade Relationship with US and Japan

Li Hong¹ Shi Xia²

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2: Guangxi College of Finance and Economics

Name of the publications:

Journal of Macao Polytechnic Institute, serial No. 4, 2004, pp 29-36

Abstract:

In recent years, the trade between US and ASEAN countries, as well as Japan and ASEAN countries has been concentrating on the ASEAN's original five members and trade gap has been one-sided. The trade between US and ASEAN is obviously seasonally fluctuated, while the trade mode between Japan and ASEAN is vertical, and machinery and electrical appliances' intra-trade is distinct, in light of which, the cooperation between China and ASEAN may bring into full play "mildness" between both sides and see to reinforce the regional cooperation in the "Early Harvest" program with the new ASEAN members and in the Western-China Development strategies.

Keywords :

Trade, Regional Cooperation, ASEAN, US, Japan, China

51. 2003 年中國與東盟經貿關係

李紅

澳門科技大學行政與管理學院

期刊名稱:

《東南亞縱橫》2004 年第 3 期，頁 46-48
《2003-2004 年東南亞發展報告》（廣西人民出版社 南寧 2004 年）頁 97-104

內容簡介:

2003 年是中國東盟區域貨物貿易增量最大、增速最快、中方逆差最寬、科技含量最高的一年，具有 4 個新特點：貿易總量首次突破 700 億美元創新高；增長速度持續強穩，尤其是進口增速集聚在 50% 新檔位；貿易物件結構呈現“5-4-1”新格局；產品結構突出高新產品。測算分析顯示，進入新一輪擴張期的區域貿易在新一年的增幅與結構仍將快速調整，東盟成爲我國千億美元及第四大貿易夥伴的時間有望提前到 2004 年。

關鍵詞:

中國，東盟，區域，貿易

51. Trade Relation Between China-ASEAN in 2003

Li Hong

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

Name of the publications

Across Southeast Asia, serial No. 3, 2004, pp 46-48
2003-2004 Southeast Asia Development Report, Guangxi People's Press, Nanning, 2004, pp. 97-104

Abstract:

2003 was a year that witnessed the greatest increase of trade volume of commodities in China-ASEAN area, the fastest rate of growth, the largest trade deficit for China and the richest technological content. In that year, the following 4 aspects characterized the trade: 1. The trade volume reached a new height, first surpassing 70 billion dollars. 2. The growth rate maintained stable with the export growth rate fixed at around 50%. 3. A new model of "5-4-1" structure of trade partners had taken shape. 4. New and high-tech products were favored in structure. Calculation shows that in the new year, the growth range and structure will be adjusted in a new round of the expansion phase in regional trade and the time for ASEAN to be China's fourth largest trade partner with volume of 100 billion dollars is expected to come ahead of schedule in 2004.

Keywords :

China, ASEAN, Region, Trade

52. 澳門參與“9+2”區域合作的三個難題與契機

李紅

澳門科技大學行政與管理學院

期刊名稱:

《澳門研究》第 24 期，頁 14-16

內容簡介:

文章提出，澳門參與“9+2”區域合作存在三個難題及相應的契機，即：

1. 小區域與大區域角色調適問題。澳門當前面臨的主要有：泛珠三角“9+2”、大珠三角、珠三角、西江流域、“（粵西南沿海）泛廣州灣”、“台海西岸經濟帶”、“10+1” FTA 等多個區域合作。契機是，以“9+2”為重心構建多重區域合作網，以小區域合作推動大區域合作，實現小區域合作與大區域合作互動。
2. 地方與國家戰略協調問題。“10+1”戰略是中國國家全球戰略的一部分，“9+2”目前則是南方省區的一種地區戰略，澳門本地的戰略應該與國家的、地區的战略相協調、聯動，借機重振澳門與東南亞的緊密交流合作關係。
3. 政府與市場關係問題。數據分析表明，“9+2”是一個科技創新能力較弱而國際外經貿能力較強的區域，這決定了政府應在培育科技與人才創新系統和促成外部市場開放方面發揮的重要作用。可借“9+2”機制培育創新系統并促進區域內外市場開放；借助外力，在科教育、培訓、會展等方面為本地及本區域持續發展做出貢獻。

關鍵詞:

澳門，區域合作，泛珠江三角洲 (Pan-PRD)

52. Macao's Dilemma and Niche: A View of Pan Pearl River Delta Region Cooperation

Li Hong

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

Name of the publications:

The Macao Study, 24th, pp.14-16

Abstract:

In the light of Pan Pearl River Delta (Pan-PRD) region cooperation, the paper points out three dilemmas and its corresponding niches that Macao faces: the accommodation of the roles between small regions and big regions, the harmonization of the strategies between the local and the country, and the relations between the governments and the markets. After that, several countermeasures are given as below: to construct regional cooperation nets, to vitalize the relationship between Macao and South-east Asia, to foster the innovation system and to promote the opening of domestic and oversea markets.

Keywords :

Macao, Regional Cooperation, Pan-Pearl-River-Delta (Pan-PRD)

53. 邊境區域經貿平臺發展中的問題

李紅

澳門科技大學行政與管理學院

會議名稱:

“中華經濟協作系統第十屆國際研討會”

內容簡介:

經貿服務平臺是中華經濟協作系統中較為特殊的一種區域經濟合作模式，當前呈現出中國化、邊緣化、體系化等現象，在由邊境軍事區位論向邊境經濟區位論發展過程中，在發揮邊境經濟區位功能、整合邊境經濟區域方面，有理論價值和實踐意義。但當前其發展存在著概念含混與濫用，忽視理論創新，以及境內與境外利益之間、境內地方利益之間、政府與市場之間的不平衡等問題。邊境經貿平臺發展將在困境中作平衡、謀發展。本文以澳門、廣西、雲南等邊境區域經貿平臺為例作分析，提出“邊境區域”、“經貿平臺”等概念，劃分了四個世界的“平臺”、四個階段的“仲介/平臺”理論，對相關困境提出了的對策。

關鍵詞:

邊境區域，經貿平臺，發展困境

53. Development Dilemma of Border Region Economic Platform

Li Hong

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

Name of the conference:

The 10th International Conference on the Coordination Systems for the Chinese Economies

Abstract:

As a special part of the Coordination Systems for the Chinese Economies (CSCE), border region economic platform presents the trends of Sinification, peripherization and systematization. It plays an important part in the progress from border defense location theory to border economic location theory. The paper puts forward the concept of “border region” and “economic platform”, distinguishes four worlds of platform and four stages of platform theory, and then takes border areas such as Macao, Guangxi and Yunna as examples to analyze their dilemmas as well as countermeasures during the development.

Keywords :

Border Region, Economic Platform, Dilemma

54. 人力資源管理理論研究與澳門人力資源管理現狀分析

趙曙明

澳門科技大學行政與管理學院

會議名稱:

人才開發與政策保障學術研討會

內容簡介:

隨著經濟全球化進一步的發展和全球競爭的加劇，有效的人力資源管理已經成了組織發展和成功的關鍵所在。因此，加強對人力資源管理的理論和實踐的研究非常重要。本文首先對人力資源管理研究的現狀進行分析，並以自己現有研究為例對人力資源管理研究的未來趨勢進行討論，最後對澳門特別行政區的人力資源管理現狀進行研究，並對政府和企業提出一些建議。

關鍵詞:

人力資源管理研究，戰略人力資源管理，國際人力資源管理，澳門人力資源管理

54. A Theoretical Study of Human Resource Management and Analysis of Present Situation of Human Resource Management in Macao

Zhao Shuming

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

Name of the conference:

Seminar on the Development and Policy Guaranty of Human Resources

Abstract:

Effective human resource management has become the key to organizational development and success along with the further development of economic globalization and fierce global competition. Therefore, it is very important to pay attention to study theory and practice of Human resource management. This paper first analyzes the present situation of human resource management; then discusses the future trend of human resource management research by using my own research projects. Finally it studies the human resource management situation in Macao Special Administration Region and proposes some recommendations for both government and business.

Keywords :

Human Resource Management Research, Strategic Human Resource Management, International Human Resource Management, Human Resource Management in Macao

55. 澳門作為中國通向葡語國家經貿服務平臺 政策中的思維創新

葉桂平

澳門科技大學行政與管理學院

期刊名稱:

澳門研究系列叢書之四—《經濟發展中的思維創新》

內容簡介:

本文通過思維創新這一獨特的視角，對中國通向葡語國家經貿服務平臺進行探討，分析政府思維創新的脈絡所在，同時提出澳門政府的思維創新過程仍可突破之處，希望對政府繼續深化思維創新有所裨益。

關鍵詞:

思維創新，全球化，經貿服務平臺

55. Thinking Innovation of Service Platform for Economic and Trade Cooperation Between China and Portuguese-Speaking Countries

Ip Kuai Peng

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

Name of the publications:

Innovation on Economic Development

Abstract:

From a unique perspective of thinking innovation, the paper discusses the service platform for economic and trade cooperation between China and Portuguese-speaking countries, analyses the main thread of Macao government's thinking innovation, and brings forth the possibilities of breakthrough during the process, which hopefully will help the further deepening the government's thinking innovation.

Keywords :

Thinking innovation, Globalization, Service Platform for Economic and trade cooperation

56. 環境法學的概念和特徵

黃明健^{1,2} 秘明傑¹

- 1: 福州大學法學院
- 2: 澳門科技大學法學院

期刊名稱:

當代法學

內容簡介:

通過分析傳統部門法劃分標準的不足，歸納提煉出以利益關係作為劃分部門法的客觀標準。在深入分析了環境問題的成因之後，指出環境資源法是以對生態利益的維護和增進為其獨立性的基礎，又具體滲透和表現在環境資源法的目的和調整物件中。

關鍵詞:

環境資源法，獨立性，生態利益，目的理念，調整

56. Concept and Characteristics of Environmental Jurisprudence

Huang Ming-jian^{1,2}, Bi Ming-jie¹

- 1: Faculty of Law of Fuzhou University, Fuzhou, Fujian
- 2: Faculty of Law, Macao University of Science and Technology, Taipa, Macao

Name of the publications:

Contemporary Law Review

Abstract:

By analyzing the shortcomings of traditional standard for classifying the branches of law, the thesis reaches a conclusion that the objective standard for classifying the branches of law should be relations of interests. After thoroughly analyzing the causes of environmental problems, the author points out that the basis of independence for environmental and resourceful law is the preservation and enhancement of ecological interests, and this is specifically infiltrated through and represented in the purpose and regulating objects of environmental and resource law.

Keywords :

Environmental and resource law, Independence, Ecological interests, The idea of purpose, Regulating objects

57. “中西方刑事司法合作中的人權問題”

楊誠

澳門科技大學法學院

會議名稱:

亞洲預防犯罪基金會第十屆國際大會

內容簡介:

本文審視中國與西方國家在刑事司法領域開展合作中遇到的與人權有關的重大法律障礙。作者指出，近年來，中西方合作的氣氛雖有改進，但尚未在簽定引渡條約和有效執行中國與加拿大和美國已經訂立的刑事司法互助條約方面取得突破性的進展。為此，筆者提出三點建議：其一，繼續改革中國法制以求其與國際人權標準完全接軌；其二，西方國家作出改進以切實貫徹現有的條約和新的聯合國公約；其三，加強相互瞭解和工作聯繫以發展“超越條約”的合作關係。

關鍵詞:

人權，國際合作，條約，引渡，刑事司法互助

57. “Sino-Western Cooperation in Criminal Justice: The Issues of Human Rights”

Yang Cheng

Faculty of Law, Macao University of Science and Technology

Name of the conference:

The 10th International Conference of the Asia Crime Prevention Foundation

Abstract:

This paper examines human rights related legal problems in developing effective cooperation between China and western countries in the field of criminal justice. The author indicates that although the general atmosphere has improved, recent years have seen no real breakthrough in developing a Sino-western extradition treaty and effectively implementing the Sino-Canadian and Sino-U.S. MLATs. The paper recommends a three-point strategy to resolve the problem: first, continuing reform of the Chinese law to make it fully compatible with international human rights standards; second, improved western effort to effectively implement the existing treaties and the new UN conventions; and third, enhanced mutual understanding and working relationship to develop a beyond-the-treaty cooperation.

Keywords :

Human rights, international cooperation, treaty, extradition, mutual legal assistance in criminal matters

58. “何為公正 — 加拿大刑事司法之考查”

楊誠

澳門科技大學法學院

會議名稱:

“名家法學講座第 29 講”

內容簡介:

筆者根據近十五年的親身考察，指出加拿大的刑事司法制度具有反映加拿大社會主流價值觀念和人文品質的高度人性化的特點。在總體上，這種制度傾向於最大限度地保護個人、特別是被告人和服刑人的基本權利，而往往因此不惜付出高昂的財政支出、犧牲司法和執法的效率。筆者認為，必須根據聯合國近年來通過的反恐決議和打擊跨國犯罪公約的要求，研究如何提高效率，以開展不同法律制度國家之間的有效合作。

關鍵詞:

刑事司法制度，公正，效率，國際合作

58. “What Is Fairness? A Review of Canada’s Criminal Justice System”

Yang Cheng

Faculty of Law, Macao University of Science and Technology

Name of the conference:

The 29th Eminent Jurist Seminar

Abstract:

Based on his first-hand research during the past fifteen years, the author indicates that humanitarianism is a dominant feature of the criminal justice system in Canada, which reflects the mainstream values and culture of the Canadian society. In general, the system tends to maximize the protection of the basic rights of the accused and/or convicted persons, often at the cost of tremendous financial inputs and inefficiencies in legal proceedings and law enforcement. To satisfy the demand of the new UN resolutions and convention on combating terrorism and transnational crimes, the system needs to be re-examined so that it can operate more efficiently in collaborating with its counterparts in other countries.

Keywords :

Criminal justice system, fairness, efficiency, international cooperation

59. “中國法律援助的發展問題”

楊誠

澳門科技大學法學院

會議名稱:

The Annual Conference of the International Society for the Reform of Criminal Law

內容簡介:

根據長期從事中外法律援助專案合作獲得的第一手資料，筆者指出法律援助制度的建立，是中國近年來在人權領域中取得的、受到國際社會公認的主要成就之一，也是中國改革吸收國外先進法制發展成果的成功範例之一。但是，中國法律援助制度的進一步發展尚須解決範圍過窄、條件過高、資金短缺和法規不全四大問題。國際社會在智力和資金上的支持在中國法律援助今後的發展中仍將發揮重要的作用。

關鍵詞:

法律援助，範圍，條件，資金，法規

59. “The Development of Legal Aid in China”

Yang Cheng

Faculty of Law, Macao University of Science and Technology

Name of the conference:

The Annual Conference of the International Society for the Reform of Criminal Law

Abstract:

Based on materials obtained in international technical assistance projects to support the development of legal aid in China, the author indicates that the establishment of a legal aid system serves as an internationally recognized outstanding achievement of Chinese reforms in the field of human rights. This progress also demonstrates the success in borrowing from the advanced foreign legal systems. Now it is time to discuss how to broaden the coverage of legal aid services, lower the criteria of approval, secure more funds and improve the regulations. International assistance will continue to play an important role in the future.

Keywords :

Legal aid, coverage, criteria, funding, laws and regulations

60. “中國刑事法律援助改革的若干問題”

楊誠 譚冰

澳門科技大學法學院

會議名稱:

“審前程式改革國際研討會”

內容簡介:

從比較法的角度，筆者指出中國刑事法律援助制度需要根據國際人權公約的要求，吸收國外先進法制的經驗，儘快降低審批條件，由政府財政保障資金，並且加強管理規範和專職服務機構的建設。

關鍵詞:

法律援助，範圍，條件，資金，公約

60. “Issues in the Reform of Criminal Legal Aid in China”

Yang Cheng Bing Tan

Faculty of Law, Macao University of Science and Technology

Name of the conference:

The International Symposium on the Reform of Pretrial Procedure

Abstract:

From the perspective of comparative law, the author holds that the criminal legal aid system in China needs to be improved in accordance with the requirements of the International Covenant of Civil and Political Rights, as it is seen in the best practice under the advanced foreign legal aid systems.

Keywords :

Criminal legal aid, coverage, criteria, funding, covenant

61. “賴昌星案件 — 攜款外逃的比較法分析”

楊誠

澳門科技大學法學院

會議名稱:

“刑事司法國際研討會”

內容簡介:

筆者針對參與賴昌星案件在加拿大審理過程中遇到的法律問題，進行比較分析，說明當前處理由中國向西方發達國家攜款外逃案件的疑難問題。筆者主張為加強國際合作，有關各國應當切實貫徹國際義務，須考慮廢除對經濟犯罪的死刑，並且尋求訂立贓款分割協議等利益機制。

關鍵詞:

逃犯，遣返，死刑，贓款分割

61. The Case of Lai Changxing – A Comparative Perspective on the Issue of Fugitives

Yang Cheng

Faculty of Law, Macao University of Science and Technology

Name of the conference:

International Seminar on Criminal Justice

Abstract:

The author provides a highlighted review of the key legal issues in the case of Lai Changxing in Canada, which demonstrate the difficulties in dealing with the problem of Chinese fugitives trying to stay in western countries with stolen assets. The author indicates that, to enhance international cooperation, the relevant countries should honor their duty under international law. In the meantime, there is a need to consider the abolition of death penalty in cases of economic crimes. Further, the governments should also look into the need of asset sharing agreement.

Keywords :

Fugitive, deportation, death penalty, asset sharing

62. 我國對外商投資商業的規範與立法

金孝柏

澳門科技大學法學院

期刊名稱:

江蘇商論, 2004(11)

內容簡介:

我國外商投資商業經歷四個階段，從試點探索、治理整頓到全面開放，國家先後制定法規，採取措施，規範外商投資和經營行爲。現有的規範措施和立法都存在一定問題，需要進一步的完善，以促進外商投資商業健康有序發展。

關鍵詞:

外商投資，商業，規範，立法

62. Regulation and Legislation on Foreign Investment Commerce in China

Jin XiaoBo

Faculty of Law, Macao University of Science and Technology

Name of the publications:

Jiangsu Business Review, 2004(11)

Abstract:

China's foreign investment commerce experienced four stages of development. From experiment in a limited number of major cities to remedy and rectification, bylaws and regulations were formulated and measures were taken to regulate the operation of foreign investment commerce enterprises. The present measures and regulations need perfection to ensure better development of foreign investment commerce in China.

Keywords :

Foreign investment, Commerce, Regulation, Legislation

63. 針刀醫學第十二章《婦科》

鄭其昌

澳門科技大學中醫藥學院

期刊名稱:

新世紀全國高等中醫藥院校創新教材<<針刀醫學>>

內容簡介:

運用中醫傳統的針刀手法對婦科有關疾病進行系統的認識及規範的治療。

關鍵詞:

針刀，婦科

63. Chapter 12 Gynaecology in Medical Science of Acupotomology

Cheang Kei Cheong

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the publications:

The New Teaching Material—Medical Science of Acupotomology of New Century All over High TCM College

Abstract:

The paper presents discussions on the use of traditional acupotomology maneuver of TCM to get systemic knowledge of and treatment of some women diseases.

Keywords :

Acupotomology, Gynaecology

64. 川芎嗪對缺氧海馬神經元凋亡及 bcl-2 基因表達的影響

趙永華 鄭其昌

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

目的: 觀察川芎嗪對缺氧海馬神經元凋亡及 bcl-2 基因表達的影響, 探討腦缺血後神經元損傷途徑以及川芎嗪的保護作用機制。

方法: 採取大鼠海馬神經元體外原代培養法進行缺氧模型建立。海馬神經元培養第 14d, 分為 5 組: 正常對照組、模型對照組及川芎嗪高中低劑量組, 分別持續缺氧 1.5h、2.5h、3.5h。流式細胞儀定量分析神經細胞凋亡率, 原位雜交法檢測海馬神經元 bcl-2 mRNA 的表達。

結果: 流式細胞儀檢測凋亡率的結果顯示, 中劑量川芎嗪組在缺氧各時段凋亡率與模型對照組和其他劑量組相比均具有顯著性差異 ($p < 0.05$), 提示中劑量組對細胞凋亡具有明顯的抑制作用。而高劑量組在缺氧 2.5h 後凋亡率與模型組相比有顯著性差異 ($p < 0.05$), 提示高劑量組對細胞凋亡具有一定的誘導作用。對不同缺氧時段海馬神經元 bcl-2 mRNA 原位雜交陽性信號進行分析, 川芎嗪中劑量組在缺氧各時段的表達與其他各組比較均有顯著性差異 ($p < 0.05$)。川芎嗪高劑量組 bcl-2 mRNA 在缺氧 3.5h 時表達與模型對照組相比具有顯著性差異 ($p < 0.05$)。模型對照組和川芎嗪低劑量組 bcl-2 mRNA 隨著缺氧時間延長表達逐漸減弱, 但比高劑量組表達要強, 說明高劑量組可能對 bcl-2 mRNA 表達有一定的抑制作用。

結論: 在無血清培養條件下給予缺氧處理可以引起海馬神經細胞凋亡, 證實了凋亡是腦缺血後神經元損傷途徑之一。一定劑量範圍的川芎嗪具有抑制細胞凋亡的作用, 但是高劑量組神經細胞凋亡率增加, 體現了川芎嗪的劑量與缺氧神經細胞凋亡率的量效關係, 而上調 bcl-2 mRNA 基因表達可能是川芎嗪對神經保護作用機制之一。本實驗同時也證明瞭中醫學藥物毒性理論和方劑配伍理論的科學性和適用性。

關鍵詞:

川芎嗪, 海馬神經元, 凋亡, 基因表達

64. The Studies on the Effect of Ligustrazine on Apoptosis and Expression of bcl-2 Gene in Hippocampi Nerve Cell

Zhao Yong Hua Cheang Kei Cheong

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

Objective: Observe the effect of Ligustrazine on apoptosis and expression of bcl-2 gene in Hippocampi nerve cell, in order to find the pathway of nerve cell impairment after brain ischemia and the protection mechanism of Ligustrazine.

Method: Choose the way of primary culture rat Hippocampal cell and duplicate the model of anoxia. At that time of 14 days, the culture cells are divided into 5 groups: normal contrast group, model group and high middle low dosage group of Ligustrazine which is respectively given 1.5h, 2.5h, 3.5h of anoxia time. Flow cytometer quantitative analysed nerve cell apoptosis rate, in situ hybridization detected bcl-2 mRNA expression of Hippocampal cell.

Result: The result using flow cytometer detecting apoptosis rate displays that of middling dosage group of Ligustrazine in respective anoxia time compared with other groups is obviously different($p<0.05$), so it illustrates middling dosage group of Ligustrazine has significant effect of restraining cell apoptosis, but the apoptosis rate of high dosage group of Ligustrazine compared with that of model group is marked different ($p<0.05$) after 2.5h of anoxia time, so it illustrates high dosage group of Ligustrazine perhaps induces cell apoptosis. By detecting hybridization male signals of bcl-2 mRNA expression in different anoxia time and different groups, the gene expression of middling dosage group of Ligustrazine in every anoxia time compared with other groups is significantly different($p<0.05$). The bcl-2 mRNA expression of high dosage group of Ligustrazine at anoxia time of 3.5h is more different than that of model group($p<0.05$). bcl-2 mRNA expression in low dosage group of Ligustrazine and model group gradually weaken accompany anoxia time elongation, but is more powerful than that of high dosage group of Ligustrazine, it illustrates that high dosage perhaps has repression effect on bcl-2 mRNA expression.

Conclusion: It can cause apoptosis of Hippocampal cell given anoxia under the culture condition of non serum, illustrating apoptosis is one of the pathways of never cell impairment after brain ischemia. Definite dosage range of Ligustrazine can suppress cell apoptosis, but high dosage of Ligustrazine raises cell apoptosis rate, it illustrates that there is a kind of relation between dose of Ligustrazine and result of apoptosis rate. Perhaps regulation up bcl-2 mRNA expression is one of nerve protection effect mechanism. The experiment at the same time also confirms drug toxicity of TCM and scientific character about the theory of composition of prescription.

Keywords :

Ligustrazine, Hippocampal nerve cell, Apoptosis, Gene expression

65. 益坤飲對圍絕經期綜合徵性激素影響的臨床研究

陳霞

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

目的: 研究益坤飲口服液對圍絕經期綜合徵患者性激素的影響及其機制。

方法: 圍絕經期綜合徵患者 75 例, 按照隨機分配的原則分為益坤飲組 (60 例)、利維愛組 (15 例)。益坤飲組服用益坤飲, 一次兩支, 每日三次; 利維愛組服用利維愛, 2.5mg, 隔日一次。服藥前及服藥 3 個月後, 分別測定雌二醇 (E2)、卵泡刺激素 (FSH)、黃體生成素 (LH) 的值及症狀 Kupperman 評分。

結果: 益坤飲組及利維愛兩組服藥後 E2 值高於服藥前, LH 及 FSH 值低於服藥前, 均有統計學意義, 而益坤飲組和利維愛組之間療效的差別沒有統計學意義。且益坤飲對未絕經或絕經 1 年以內的患者的療效明顯優於絕經 1 年以上的患者。

結論: 益坤飲口服液有明顯的改善圍絕經期內分泌和症狀的作用。

關鍵詞:

益坤飲, 圍絕經期綜合徵, 陰虛證, 滋補腎陰, 清肝寧心, 雌二醇, 卵泡刺激素, 黃體生成素

65. A Clinic Study on the Effect of Motherwort on the Sex Hormone of Menopausal Syndrome

Chen Xia

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

Object: Study the effect of motherwort on the Sex Hormone of Menopausal Syndrome and its mechanism.

Method: 75 cases are divided randomly into two groups, the motherwort diet Group (60 cases) and the Livial group (15 cases). The former group takes motherwort three times a day with two bottles each time. The other group members take Livial, 2.5mg each time, once every two days. Before the study and 3 months after the trial, E2, FSH, LH and Kuppeman evaluation are tested.

Result: Both groups show lower LH and FSH after 3 months of medication, but the difference between both groups make no statistical meaning. And motherwort is more effective with patients within 1 year of menopause than patients of longer time.

Conclusion: Motherwort proves to be effective with improving menopausal syndrome.

Keywords :

Motherwort, Menopause Syndrome, Aphoria, Replenishing Kidney, E2, FSH, LH

66. 腰椎間盤突出癥 — 快速板旋腰矯正法治療 430 例

張漢英

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

使用快速“快速板旋腰矯正法”治療腰椎間盤突出症 I—III 型移位，手法簡單，掌握容易，療效顯著，經 430 例臨床治療，特與同行共同研討。

關鍵詞:

腰椎間盤突出、快速板旋腰矯正法

66. Proplapse of Lumbar Intervertebral Disc — A Study of 430 Remedy Cases

Zhang Hanying

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The Waist Board Rectification Method is simple and effective in dealing with proplapse of lumbar intervertebral disc. 430 successful clinic cases are provided for discussion.

Keywords :

Proplapse of Lumbar Intervertebral Disc, Waist Board Rectification Method

67. 氦-氖鐳射針療法在兒科的應用

徐偉英

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

目的：觀察用氦-氖鐳射針治小兒遺尿、嬰幼兒泄瀉、小兒肺炎和氣管炎等臨床療效。

方法：將 121 例就臨床主要症狀，以及病程等進行療效判定。

結果：治療後療效率與文獻記載針灸治療療效率相近。

結論：用氦-氖鐳射照射穴位、能夠以光代替毫針針刺的作用。

關鍵詞:

氦-氖鐳射照射穴位，遺尿，泄瀉，肺部炎症

67. Application of Helium-neon Laser Needle Acupuncture in Paediatrics

Xu Wei Ying

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

Purpose: to observe the clinic effect of curing child enuresis, infant and pre-school children diarrhea, infantile pneumonia and bronchitis, etc. with helium-neon laser acupuncture.

Method: Judge the curative effect on 121 patients' clinical symptoms, and course of disease, etc.

Result: The curative effect rate after treating is very close to the needle acupuncture curative effect rate recorded in the documents.

Conclusion: Helium-neon laser acupuncture can substitute needle acupuncture in terms of shining points.

Keywords :

Using helium-neon laser shining points, enuresis, diarrhea, pulmonary inflammation

68. 從中醫藥防治 SARS 成效探討中醫治療熱病的思路

鄭其昌 胡烈

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

刊物名稱:

澳門理工學報；第 7 卷; 2004 年第 4 期(期刊)

內容簡介:

從中醫藥對傳染性非典型肺炎(SARS)的防治成效以及臨證經驗的總結，探討中醫治療熱病的思路，為臨床中西醫結合治療熱病(急性傳染性疾病)提供理論依據和防治方法的參考。

關鍵詞:

中醫，治療熱病

68. Discussion on the Thought of Traditional Chinese Medicine Curing Pyrexia from the Effect and Achievement of SARS Prevention and Treatment using Traditional Chinese Medicinal therapy

Cheang Kei Cheong Hu Lie

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the Conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Name of the Publications:

The Journal of Macao Polytechnic Institute, vol. 7, 4th of 2004

Abstract:

This paper presents a discussion on the thought of applying traditional Chinese Medicine to pyrexia, from the effect and achievement of Infective Atypical Pneumonia (SARS) prevention and treatment as well as the summary of clinic experiences on using Traditional Chinese Medical therapy, in order to provide academic bases and reference to prevention and treatment of pyrexia (acute communicable disease) taking advantage of Traditional Chinese Medicine combined with western medicine.

Keywords :

Traditional Chinese medicine, Treatment of pyrexia

69. 淺談乾燥綜合徵

馬永楨

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

重點討論原發性乾燥綜合徵。分別從西醫和中醫角度分析該病的病因病機; 論述其診斷要點; 並對該病的中醫治療原則辨證論治及辨病治療作了較深入的探討和研究。

乾燥綜合徵是免疫性疾病中, 發病率較高的症證之一。據不完全統計, 其發病率在風濕免疫性疾病中, 僅次於類風濕關節炎。由於臨床醫學, 檢測手段的日益增多, 故臨床診斷率明顯有所提高。

乾燥綜合徵早期主要侵犯人體的外分泌腺, 病久則可波及內臟受損。其分類有原發性和繼發性乾燥綜合徵二類, 前者單獨存在, 後者與類風濕關節炎、系統性紅斑狼瘡、系統性硬皮病等並存。

本病的病因: 西醫認為病起與多種病毒感染有關, 如 EB 病毒、疱疹病毒、CM 病毒、逆轉錄病毒、HCV 等。此外與性激素水平、遺傳因素、免疫異常等有關。致病後病理表現重點顯突在外分泌腺的異常、血管炎的病變等等。

中醫認為此病屬中醫“燥證”範疇, 病因以先天肝腎不足, 陰血虧耗, 津液不能濡潤, 日久不變, 以致燥邪內生。其病理: 重在陰津虧虛, 津失濡養, 燥熱內生, 以虛實夾雜為主。

乾燥綜合徵的治療: 目前尚無根治方法, 但我們推薦中西結合治療, 對提高病員的免疫能力, 改善症狀, 提高生活質量, 阻止病情的發展, 延長壽命, 無疑將是最積極的治療措施。

關鍵詞:

乾燥綜合症, 免疫性疾病, 辨證論治, 辨病治療

69. A General Review on Sioca Syndrome

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Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The Symposium focuses on Sioca Syndrome, probes into its diagnosis essentials from the perspective of Chinese medicine and Western medicine and conducts careful discussions on the principles of Chinese medical treatment.

Sioca Syndrome is an immune disease of high incidence. According to incomplete statistics, its incidence is just second to rheumatoid arthritis, among all the rheumatoid immune diseases. Due to the increasing detective methods in clinical medical science, clinical diagnosis rate is rising.

In the early stages, the sioca syndrome mainly violates the exocrine gland, but a lasting one will damage the internal organs. It can be divided into primary sioca syndrome and succeeding sioca syndrome: the former exists alone while the latter co-exists with rheumatoid arthritis, systemic lupus erythematosus and systemic scleroderma, etc.

Etiology: It is believed in Western medicine that sioca syndrome is caused by infections of viruses such as EB, herpes, CM, retroviruses and HCV. And it is also relative to sex hormone level, heredity factors, immune abnormality and so on. The pathological manifestation mainly includes the abnormality of the exocrine gland, pathological changes of blood vessel inflammation, etc.

It is believed in Chinese Medicine that the disease belongs to dry disease category. The causes are inborn hepatorenal insufficiency, deficiency of Yin (blood) and lack of phlegm, resulting in tonification. Pathology is deficiency and excess imbalance.

Keywords :

Sioca Syndrome, Immunologic disease, Overall diagnosis and treatment, Semeiography treatment

70. HPV 中醫藥特色療法與現代高科技相結合研究探討

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- 1: 澳門仁伯爵綜合醫院
- 2: 澳門科技大學中藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

宮頸癌是全球婦女惡性腫瘤中僅次於乳腺癌的第二個最常見的惡性腫瘤。HPV 感染是子宮頸癌的主要病因。由 HPV 感染，發展至 CIN (宮頸癌前病變)，再發展至子宮頸癌，需要 10 年左右的時間。現代已有許多高科技方法進行 HPV 和宮頸癌前病變的篩查，但現代醫學對清除 HPV 並無辦法。所以對中醫藥清除 HPV 方法進行探討。方法 綜述多篇中外文獻；及從 1994 年 1 月至 2000 年 12 月，澳門衛生局所進行 63,979 例宮頸細胞學塗片結；因不正常的塗片結困數目、及宮頸前病變數目逐年增加。中醫藥清除 HPV 分全身治療。結論 用西醫方法治療 CIN，結合中醫藥清除甚至預防 HPV 是可行的。

70. Discussion on HPV Treatment Combining Traditional Chinese Medicine and Modern High Technology

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- 2: Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

Cervical carcinoma is the second most common Gynecological malignancy in the world. Human Papilloma Virus (HPV) infection is its main cause. It takes about 10 years for cervical HPV infection proceeding to cervical carcinoma. There are many new screening methods of HPV and CIN, but there is no effective treatment to eradicate HPV nowadays. Therefore, it is believed that Traditional Chinese Medicine may have important role in treating HPV infection.

Methods: Review articles from journals. A retrospective study (January 1994-December2000) pf 63,979 Pap smear in Macau was performed.

Results: 3.6% abnormal Pap smear was found; the number of both abnormal Pap smear and CIN was increasing year by year; general and local treatment of TCM can be tried.

Conclusion: It is useful to eradicate HPV with Chinese Medicine and treat CIN with modern medicine.

71. 艾灸補瀉的臨床應用及研究進展

鞠傳軍

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

筆者在臨床上施以艾灸補法治療各種慢性虛弱性疾患，是在辨證取穴的基礎上，用麥粒大艾炷點燃施灸，不用吹火，每壯燃至一半時，以患者感覺溫痛時即以指壓滅艾火，並按壓片刻，使患者局部感酸脹，然後再灸下一壯，如此連續施灸 7-9 壯，這種方法火力溫和而不燥烈，即可振奮元陽，補益氣血，強壯健身，又無傷正損氣之虞。經過溫補之後，以手按壓穴位，可使正氣內聚而不散逸，無使邪氣乘虛得以襲入。臨床對於各種邪實為患之疾，施以艾灸瀉法，用豆大艾炷點燃後以口吹艾火，每壯燃至大半，以患者感覺灼痛不可忍耐為度，隨即移去艾火，連續施灸 8-10 壯，灸後不按孔穴，艾灸瀉法的要求，關鍵在於艾火必須迅猛而強烈，一則火力可深透內達，增強疏通之力，一則借旺火以開泄腠理，開達邪之路，故灸後不宜壓閉孔穴，以極出邪，免留邪為患。根據臨床運用體會，認為艾條溫和灸偏於扶正而為補，而雀啄灸偏於祛邪而為瀉。影響艾灸補瀉效果產生的因素，首先決定於機體當時說處的虛實狀態，另外，與處方配穴、艾灸補瀉手法的正確與否，都有一定聯繫。也就是說，腧穴的相對特異性，施灸的方法、壯數、材料等對補瀉的效果都有一定影響。

關鍵詞:

艾灸，補瀉，臨床應用，實驗研究

71. Clinical Application and Development of Moxibustion Reinforcing and Reducing Methods

Ju Chuanjun

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The author applies moxibustion-reinforcing method to treat various kinds of chronic weak patients. The points are selected in the local area, and moxibustion with *Artemisia vulgaris* of kernel size is applied. No blowing, when it is half-burnt and the patient felt a bit hurt, push down the fire by finger and the acupressure shall last for a while till partial soreness and distention is felt by the patient and one moxibustion is needed then. In this way the fire was moderate, and seven to nine times of moxibustion could revivify Yuanyang, reinforce Qi and blood and build body without hurting Weifen syndrome. After the moderate reinforcing, acupressure of acupuncture points could gather Weifen syndrome rather than dissipate it, so sinister trend could get no way to invade. Reducing manipulation is applied for various diseases caused by Xieshi. Blow the fire after *Artemisia vulgaris* of bean size is lighted. Remove the fire until most is burnt and the patient felt too painful to bear, and apply moxibustion eight to ten times. No acupressure after the moxibustion. The key to the success of reducing manipulation is that fire must be rapid and intense: on the one side, the power of the fire therefore could reach the inside; on the other side, by means of intense fire, one can open bone flaccidity syndrome to drive out sinister trend, so no acupressure is needed. According to clinical experiences, moderate moxibustion is to reinforce while intense moxibustion is to reduce. The factors influencing the effect of moxibustion are as follows: first of all, the deficiency and excess state of the patient, then, additional points, and whether correctly using moxibustion reinforcing and reducing methods. That is to say, the relative peculiarity of certain points, the way of applying moxibustion, times of moxibustion, materials and so on, all of these have influence to some extent on its effect.

Keywords :

Moxibustion, Reinforcing and reducing, Clinical application, Experimental research

72. 中醫對運動性疲勞的研究進展

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會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

祖國醫學對於疲勞的認識由來已久，本文從中醫文獻的角度總結了祖國醫學中運動疲勞與臟腑氣血的關係，並以此為依據，分析和總結了祖國醫學對於運動疲勞的認識進行的相關的研究成果。

關鍵詞:

運動性疲勞，臟腑氣血，中醫對策

72. Traditional Chinese Medicine's Research Progress on Movement Fatigue

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- 2: No. 2 Clinical Medical School, Nanjing University of Traditional Chinese Medicine

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The authors have been studying fatigue in Chinese medical science since a long time ago. The authors summarize the relation between movement fatigue and Qi and blood of internal organs from documents of Chinese medical science and accordingly, analyze and summarize the related research achievements of the Chinese medical science on movement fatigue.

Keywords :

Movement fatigue, Qi and blood of internal organs, Countermeasures in Chinese medicine

73. 影響中藥療效的因素探討及其對策

胡烈

澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

近些年來中藥臨床療效與以往相比似有下降，筆者探討了影響療效的因素，認為部分藥材飲片質量下降是關鍵，煎藥方法不當及服藥方法欠妥，均是影響療效的重要環節。提出三方面綜合治理辦法，即：加強對中藥行業的領導，充分發揮中藥管理和檢測機構職能作用，是保證藥材質量的核心；提高從藥人員的專業技能，是保證藥材質量的關鍵；醫生講清醫囑，是把好正確使用中藥的重要環節。

中藥是中醫防治疾病的主要手段，近些年來中醫人員似乎有一個共同的感覺，即藥物用量比過去大了，而療效卻沒有以往好或不穩定。進行中藥實驗研究的同志也認為，中藥藥理作用存在不穩定的情況。究其原因有多種因素幹擾，本文就影響中藥湯劑臨床療效的因素進行探討，並提出克服影響中藥療效因素的主要對策，旨在引起醫藥人員的重視，發揮中藥的最大作用。

關鍵詞:

中藥，療效，影響因素，飲片質量，煎藥，服藥，對策

73. Study on the Factors Affecting the Curative Effect of Traditional Chinese Medicine and the Corresponding Strategies

Hu Lie

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The curative effect of traditional Chinese medicine has been declining in recent years compared with that in the past. The author discusses the affecting factors and thinks the key is the deteriorating quality of the medicine materials and the improper methods of both boiling the medicine and taking the medicine are also crucial. The author proposes the integrated counter measure in three aspects: enhancing the leadership of the traditional Chinese medicine (TCM) industry and bringing the function of the TCM management and examination department into full play are the core of ensuring the quality of the medicine materials; improving the skills of pharmacists is the key to ensure the quality of medicine materials; the doctors' clear instructions are important for the right use of Chinese medicine.

Chinese medicine is the main means of TCM to prevent the diseases, but in recent years, people engaged in TCM have the same feeling that the amount of medicine has been increased, but the curative effect has been decreased or unstable. People engaged in Chinese medicine research and experiment also believe that the curative function of Chinese medicine has appeared unstable. There are many factors accounting for this, but this paper will expound on the factors affecting the clinic effect of liquid Chinese medicine, and suggest some strategies overcoming the factors, for the purpose of arousing the attention of medical workers and making the most of Chinese medicine.

Keywords :

Chinese medicine, curative effect, affecting factors, quality of medicine, boiling the medicine, taking the medicine, strategies

74. 養陰藥的藥理研究與臨床應用進展

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澳門科技大學中醫藥學院

會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

本文通過對中藥養陰藥傳統理論的回顧、近年藥理研究與臨床應用進展的簡要分析，發現中藥養陰藥沙參、麥冬、枸杞子等研究比較深入，臨床應用廣泛，療效滿意。但有些養陰藥作用的機制和靶點還不夠清楚，需要更多、更深入的現代藥理研究。從而為臨床配伍用藥、開發新藥、新製劑提供可靠的科學依據。

關鍵詞:

養陰藥，藥理研究，臨床應用

74. Pharmacology Research and Clinical Application Progress of Nourishing Yin Medicine

Zhang Xinhai

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

Through reviewing the traditional theories of Chinese medicine of nourishing Yin and simple analysis over the pharmacology research and clinical application progress in recent years, this paper discovers that among the Chinese medicine of nourishing Yin, research on glehnia root, dwarf lilytury root, boxthorn fruit, etc. has been deepened, the clinical application has been extensive and the effect has been satisfying. However, the mechanism and target of the function of the nourishing Yin medicine are not clear enough, require more and deeper modern pharmacology research, and thus provide the reliable scientific basis for clinical use of medicine, development of new medicine and new preparation.

Keywords :

Nourishing Yin Medicine, Pharmacology Research, Clinical Application

75. 從中醫的哲學架構淺談中醫藥學的發展前景

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會議名稱:

2004 澳門國際中醫藥學術研討會

內容簡介:

中醫的哲學基礎是氣一元論、陰陽、五行說等。這些產生於不同時代、各有獨特內容、原本自成體系的哲學學說,經過歷代思想家、哲學家的研究、闡發和中醫的運用、發展,已經改變了原始的理論形態,相互整合為一個既完整、又開放的哲學思想體系,是中醫理論體系不可或缺的重要組成部分。

關鍵詞:

中醫, 哲學架構, 理論體系

75. Tentative Discussion of the Development Prospect of Chinese Medicine Pharmacy from the Philosophy of Traditional Chinese Medicine

Sun Jie

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

Macao International Symposium of Traditional Chinese Medicine 2004

Abstract:

The philosophical foundation of the traditional Chinese Medicine is the spirit monism, yin and yang, five element theory, etc. All of these theories were created in different ages, with their unique contents, originally systemized themselves, but with the research and development by the past thinkers and philosophers and with the application and evolution of traditional Chinese medicine, they have changed their primitive theoretical appearances and mutually integrate to be a complete and opening system of philosophy, which becomes an indispensable part of the system of traditional Chinese medicine theories.

Keywords :

Traditional Chinese Medical Science, Philosophic structure, Theoretic system

76. 從內地 SARS 防治經驗的分析探討澳門中西醫結合

鄭其昌

澳門科技大學中醫藥學院

期刊名稱:

澳門醫學雜誌；11.2004,VOL.4.N.3

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:

中西醫療法，澳門的可行性

76. Exploring the Necessity of Combining Therapies of Chinese and Western Medicines in Macao SAR — Based on the Experience from the Prophylaxis and Treatment of SARS in China

Cheang Kei Cheong

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the publications:

Medical Science Journal of Macao, 11.2004, VOL.4.N.3

Abstract:

The combined therapy of 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 achieve a better curative effect. This essay reviews the development of the combined therapy of Chinese and Western medicines, and studies the experience in China's mainland during the Anti-SARS campaign a year ago for the purpose of searching for the possibility and the way of putting the combined therapy of Chinese and Western medicines into practice in Macao. In the meantime, we wish to introduce the combined therapy of Chinese and Western medicine to the Portuguese-speaking countries through Macao.

Keywords :

Therapies of Chinese and Western medicines, Feasibility in Macao

77. 澳門中醫藥現狀與發展

鄭其昌

澳門科技大學中醫藥學院

會議名稱:

國際現代化中醫藥及健康產品展覽會暨會議

內容簡介:

本文回顧性分析澳門中醫藥的發展歷程，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:

中醫藥，澳門

77. Present State and Development of Macao TCM

Cheang Kei Cheong

Faculty of Chinese Medicine, Macao University of Science and Technology

Name of the conference:

International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products

Abstract:

This essay reviews the development of Macao TCM (Traditional Chinese Medicine), the combined therapy of Chinese and Western medicines, discussing the possibility and the way of putting the combined therapy of Chinese and Western medicines into practice in Macao. In the meantime, we wish to introduce the combined therapy of Chinese and Western medicine to the Portuguese-speaking countries through Macao.

Keywords :

Traditional Chinese Medicine, Macao

78. 《黃帝內經》陰陽二十五人分型的數學建模

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- 3: Department of Statistics, University of Toronto, Canada

期刊名稱:

醫學與哲學, 2004, 25 (12) 41-44

內容簡介:

目的: 應用數學建模的方法探索《黃帝內經》陰陽二十五人分型的相應關係。

方法: 根據《黃帝內經》理論對陰陽 (X_1)、五行 (X_2)、五音 (X_3) 和陰陽二十五人健康狀態 (Y) 進行量化, 通過SAS迴圈程式進行資料類比, 建立多元回歸模型。

結果: 多元線性回歸方程為 $Y = 7452.24162 + 625 X_1 + 25 X_2 + 0.09832 X_3$ 。

結論: 多元線性回歸方程揭示了陰陽、五行和五音與陰陽二十五人健康狀態的理論關係, 為進一步收集臨床資料求證陰陽、五行、五音與健康的關係提供了一個數學模型。

關鍵詞:

多元回歸模型, 陰陽二十五人, 《黃帝內經》, 陰陽, 五行, 五音

78. The Mathematical Model of 25 Yin-Yang Persons in Huang Di Nei Jing

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- 2: Second Military Medical University, Shanghai 200433, China
- 3: Department of Statistics, University of Toronto, Canada

Name of the publications:

Medical Science and Philosophy, 2004, 25 (12) 41-44

Abstract:

Objective: To explore the relationship between four variables of 25 Yin-Yang persons in Huang Di Nei Jing by mathematical modeling.

Methods: Using multiple regression, the authors estimate the equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$, where X_1 is Yin-Yang, X_2 is 5 element, X_3 is 5 tone, and Y is the health condition of 25 Yin-Yang persons. The four variables are quantified with the theory of Huang Di Nei Jing. The authors define 15 625 health conditions of dependent variables and 25 levels of each independent variable, and simulate the data using SAS procedure.

Results: The mathematical model is $Y = 7452.24162 + 625 X_1 + 25 X_2 + 0.09832 X_3$. Conclusion: The multiple regression equation reveals the relationship between the health conditions of 25 Yin-Yang person and the factors of Yin-Yang, 5 elements, 5 tones. Further data in clinic should be collected to prove the model.

Keywords :

Multiple regression; 25 Yin-Yang person, Huang Di Nei Jing, Yin-Yang, 5 element, 5 tone

79. 《黃帝內經》中陰陽二十五人對應的二十五音

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- 2: 第二軍醫大學第三附屬醫院

期刊名稱:

中華醫學研究, 2004, 4 (7) : 577-580

內容簡介:

《黃帝內經》把健康人群分成陰陽二十五型人, 分別進行飲食和經絡調理, 以達到治未病之病目的, 其中關鍵的技術是對二十五音的分辨。這是該理論和技術失傳了 2000 多年的重要原因。本研究通過近年考古領域所帶來的最新發現, 對陰陽二十五人所對應的二十五音進行了論證研究, 考證分析了它們的名稱, 利用現代聲學理論計算並排列出它們在音階中的位置。

關鍵詞:

陰陽二十五人, 二十五音, 黃帝內經

79. 25 Ying-Yang Persons and 25 Tones in Huang Di Nei Jing

Gao Yetao¹ Shi Chunfeng²

- 1: Faculty of Chinese Medicine, Macao University of Science and Technology; Taipa, Macao
- 2: Third Affiliated Hospital, Second Military Medical University, PLA. Shanghai

Name of the publications:

Journal of Chinese Medicine, 2004, 4 (7) : 577-580

Abstract:

Huang Di Nei Jing divided healthy people into 25 Ying-Yang persons and treated them before discomfort through conditioning their diet and meridian. The key difficulty is the defining of 25 tones, which may be an important reason for the loss of this theory and technology for more than 2000 years. The authors study the 25 tones corresponding to 25 Ying-Yang persons based on the archaeological findings and analyze their textual appellation, calculate and arrange their location in scale by the use of modern acoustics theory.

Keywords :

25 Ying-Yang persons, 25 tones, Huang Di Nei Jing

80. 循經傳感磁療貼的磁場強度變化研究

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- 3: 第二軍醫大學第一附屬醫院

期刊名稱:

中華醫學研究, 2004, 4 (6) : 500-502

內容簡介:

一種特製的磁療貼, 在體外、指捏、敷貼於皮膚表面的經絡走行和非經絡走行區時所測得的磁場強度變化, 表明當該磁療貼直線排列, 間隔 10mm 時, 與單獨磁療貼的初始相比, 磁場強度發生明顯變化, 且具有兩極差異; 敷貼於皮膚經絡走行區, 與體外及非經絡走行區相比, 磁場強度變化顯著, 尤其在手陰經的走行區域, 具有顯著的統計學意義。提示該磁療貼在經絡走行線上形成的磁場梯度, 具有明確的方向性, 有望實現針刺產生的補與泄的作用。

關鍵詞:

磁療貼, 循經傳感, 磁場強度, 經絡

80. A Study of the Intensity of Magnetic Field on a Special Meridian Magnetic Application

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- 2: Third Affiliated Hospital, Second Military Medical University, PLA. Shanghai
- 3: First Affiliated Hospital, Second Military Medical University, PLA. Shanghai

Name of the publications:

Journal of Chinese Medicine, 2004, 4 (6) : 500-502

Abstract:

A special meridian magnetic application finds the variations of the intensity of magnetic field when it is in vitro, nipped by fingers and stuck on skin of meridian and non-meridian. It suggests the variation of the intensity of magnetic field and the difference of the two poles have a statistical significance when the special meridian magnetic application on straight line and interval 10 mm are compared with other conditions listed above. Owing to a definite directivity of the magnetic field, gradient is produced when the magnetic is applied to the meridians. It is hopeful to carry out the effects of the tonic and vent by acupuncture.

Keywords :

Meridian magnetic application, Sensor via meridian, Intensity of magnetic, Meridian

81. 陰陽二十五人的經絡調理

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期刊名稱:

中華醫學研究, 2004, 4(1): 1-8

內容簡介:

《黃帝內經》認為治未病之病是醫道的最高境界，把人分作陰陽五態及二十五種類型，根據其不同類型，調理不同的經脈，達到美顏祛病強身之目的。但是 2000 多年來，由於分型難度太大，對醫生的素質要求太高，且由於經典醫書傳抄以訛傳訛，這種通過調理經脈達到美顏祛病養生的方法，早已經失傳，傳世《黃帝內經》記載的也語焉不詳，錯誤多多。本研究彌補了這一缺憾，糾正前人過失，填補該領域的長期空白。

關鍵詞:

黃帝內經，陰陽二十五人，經絡，五音

81. Conditioning Meridians to Twenty-five People of Ying and Yang in Huang Di Nei Jing

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- 1: Faculty of Chinese Medicine, Macao University of Science and Technology; Taipa, Macao
2: Third Affiliated Hospital, Second Military Medical University, PLA. Shanghai

Name of the publications:

Journal of Chinese Medicine, 2004, 4 (1) : 1-8

Abstract:

Huang Di Nei Jing states it is the top realm where diagnosis and treatment are made before a disease occurs and categorizes healthy persons into 30 types, 5 types and 25 people of Ying-Yang ascertained by the complexions, five-sounds, somatotypes, odors and five flavors, psychology, Yin and Yang, pulse essentials, Zang-Organs and Fu-Organs and seasons. Meanwhile, it points out the way to treat their meridians so that their health could be advanced. The technique has been lost more than 2000 years because it is too difficult to categorize healthy people and the use of the technique poses high requirements on the quality of doctors. This research is intended to correct the past negligence and mistakes included in Huang Di Nei Jing.

Keywords :

Huang Di Nei Jing, 25 people of Ying-Yang, Meridian, Five-sounds

82. 美國醫療專業規範的發展與現狀

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期刊名稱:

中華現代醫院管理雜誌 2004, 2 (5) : 93-96

內容簡介:

近幾年我國糾紛演變為暴力衝突的令人驚訝，本文總結並介紹了美國醫療專業規範的發展和規範，並引用了美國當前醫療專業規範的標準，供我國醫療行業的相關人員參考，以期可以借他山之石攻玉。

關鍵詞:

醫療專業規範，醫患關係，醫療法律，醫學倫理

82. The Development and Actuality of the Medical Ethics in U.S.A

Gao Yetao¹ Zhao Zhengmin²

- 1: Faculty of Chinese Medicine, Macao University of Science and Technology; Taipa, Macao
- 2: Second Affiliated Hospital, Second Military Medical University, PLA. Shanghai

Name of the publications:

China Journal of Contemporary Hospital Management, 2004, 2 (5) : 93-96

Abstract:

It is surprising that many medical tort disputes have evolved into violence in China in recent years. The authors introduce the development and application of medical ethics in the United States of America in an effort to provide a reference for Chinese medical service.

Keywords :

Medical ethics, Medical law, Relationship between the doctor and the patient

83. 從音聲研究看人文與醫學科學的交匯

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期刊名稱:

醫學教育探索, 2004, 3 (教育專輯) : 30-31

內容簡介:

自現代科學誕生以後, 一直把人文置於科學的範疇之外。音樂是人文中的一個重要部分。中國傳統醫學《黃帝內經》認為音聲與人的健康相關, 並根據個體的發音進行診斷與治療。通過對《黃帝內經》音聲部分的整理與研究, 可以發現人文與醫學科學在許多地方可以發生交彙, 互相融合貫通。

關鍵詞:

音聲, 傳統醫學, 《黃帝內經》, 科學

83. The Intersection of Humanities and Modern Medicine from the Perspective of Sound Research

Gao Yetao¹ Wu Lili²

- 1: Faculty of Chinese Medicine, Macao University of Science and Technology; Taipa, Macao
2: Second Affiliated Hospital, Shanghai

Name of the publications:

Research on Medical Education, 2004, 3 (education version) : 30-31

Abstract:

The humanistic research has been removed from modern science since the birth of the latter. Music is an important part of humanistic research. Huang Di Nei Jing from Chinese traditional medicine stated sound related to human health and according to the sound of a person, treatment and diagnosis could be made. Studies on the section of sound of Huang Di Nei Jing, show that humanistic research and modern medicine may intersect in many respects.

Keywords :

Sound, Traditional medicine, Huang Di Nei Jing, Science

84. 以互動教學軟件協助學生認識一種新的英語變體

楊明儀

澳門科技大學基礎教學部

會議名稱:

第十八屆國際語文教育研討會

內容簡介:

許多學習英語的學生因為對於新的英語變體並不熟悉而出現理解上的問題。較早前本人於新加坡進行的一項長期研究表明：在新加坡求學的外地學生，如果多認識新加坡英語，就能漸漸地對這種新的英語變體有更正面的態度。為此，本人研發一套名為《文化差異：認識新加坡英語》的教學軟件，協助學生們認識新加坡英語。本論文旨在闡述此網上互動教學軟件的設計原理，並詳細講述如何利用新加坡著名的電視喜劇節目《鬼馬家族》，來幫助學生認識新加坡文化與新加坡英語。此教學軟件以教育資訊科技上的‘學習物件’理論為基礎，含十個練習題，以互動問答的形式，利用電視片斷，幫助學生瞭解新加坡文化，新加坡英語的特色。由於軟件的畫面生動有趣，說明簡單易懂，學生都對此教學軟件很感興趣。

關鍵詞:

英語學習，教學軟件，教育資訊科技

84. An Interactive Courseware that Helps Students Understand a New English Variety

Young MingYee

General Studies, Macao University of Science and Technology

Name of the publications:

The 18th International Language in Education Conference

Abstract:

Many English learners have comprehension problems when they are exposed to a new variety of English that they are not familiar with. An earlier longitudinal study I conducted in Singapore revealed that international students had more positive attitudes towards Singapore English when they gradually understood it better. For this reason, I developed a courseware named “Cultural Differences -- Understanding Singapore English” to help international students who studied in Singapore understand Singapore English. The purpose of this paper is to describe the design principles and details of this web-based interactive courseware that uses clips from a famous Singapore television sitcom “PCK Private Limited” to introduce the culture and English of Singapore. Developed within the theoretical framework of Learning Objects, this courseware comprises ten lessons that include interactive quizzes of the video clips to consolidate students’ understanding of the characteristics of Singapore English. As non-technical terms and lively graphics are used, students are interested in this courseware.

Keywords :

English Learning, Courseware, Information Technology in Education

85. 資本主義的變異與西方列國的更替

錢乘旦

澳門科技大學基礎教學部

會議名稱:

北京論壇（2004）— 文明的和諧與共同繁榮

內容簡介:

本文討論“大國興衰”與資本主義階段發展的關係。資本主義自產生以來經歷了幾百年的發展變化，已經形成了若干“階段”。資本主義的每一個發展階段上都有一兩個“大國”與之匹配：“大國”既體現著相關階段的特徵，同時又正因為這些國家的制度性創新，而造就了新階段的產生和新老階段的更替。本文通過對近代以來八個公認的資本主義“世界強國”興替過程的考察闡述以上觀點，以期引起學界的興趣。

關鍵詞:

“世界強國”，資本主義發展階段，相互關係

85. Western Powers and Capitalism's Stage - Alternations

Qian Cheng Dian

General Studies, Macao University of Science and Technology

Name of the conference:

Beijing Forum (2004) — The Harmony and Prosperity of Civilizations

Abstract:

It is my point of view that there existed a correlation between the rise-and-fall of the capitalist “world powers” and the capitalism’s stage alternation. A nation became a “world power” when it pushed forward capitalism to a new stage through institutional initiatives while at the same time this power became the representative body of the characteristics of the capitalist new stage. In this article I discussed 8 capitalist powers which rose and fell one after another since capitalism became a world system. With these discussions I hope to stir up more academic interests.

Keywords :

“world powers”, capitalism’s stage alternation, their correlation

86. “終身學習與成人教育”

梁文慧

澳門科技大學持續教育學院

期刊名稱:

《香港與澳門的教育與社會：從比較角度看延續與變化》，第二版 [貝磊、古鼎儀編，香港大學比較教育中心和“Kluwer”學術出版社出版。第 87-97 頁。]

內容簡介:

論文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。本文分析了香港，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

86. Lifelong Learning and Adult Education

Leong Man Wai

School of Continuing Studies, Macao University of Science and Technology

Name of the conference:

Education and Society in Hong Kong and Macao, Comparative Perspectives on Continuity and Change, 2nd Edition [Bray M. and Koo. R. (Editors), published by Comparative Education Research Center of the University of Hong Kong and Kluwer Academic Publishers, pp. 87-97.]

Abstract:

This paper describes the evolution of lifelong learning and adult education in Macao and Hong Kong. It is concerned with all levels of education, putting particular emphasis on higher education. Detailing the reasons for the similarities and differences in the two territories, the paper 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.

Keywords :

Lifelong learning, adult education, Macau, Hong Kong

87. 澳門會展業的優勢和人力資源發展的思考

梁文慧¹ 林中賢²

- 1: 澳門科技大學持續教育學院
- 2: 澳門展貿協會

期刊名稱:

《澳門 2004》，吳志良編，澳門基金會出版

內容簡介:

本文介紹澳門會展業的優勢在於博彩專營權的開放，引進了巨額的外資金和世界先進的經驗和技術，內地與澳門關於建立更緊密經貿關係的安排（簡稱 CEPA），澳門的地理位置等。由於會展業對旅遊業有著促進的作用，發展會展業更是必不可少。鑒於澳門人力資源素質偏低，而會展業的發展需要高技術的人才配合。筆者提出會展業是複合型的產業，需要富有人際溝通技巧和喜歡和不同領域的人交往的人以及提出一系列會展專業人員必備的技巧。同時鉤劃出會展教育和培訓增值的現狀和前景。

關鍵詞:

會展業優勢，會展教育，人力資源發展，會展專業技能

87. The Competitiveness of Macao MICE Industry and Its Human Resources Development Considerations

Leong Man Wai¹ Lam Chong In²

- 1: School of Continuing Studies, Macao University of Science and Technology
- 2: Macao Trade and Fairs Association

Name of the publications:

Macao 2004, Wu Zhiliang (Editor), Macau Foundation (Publisher)

Abstract:

This paper describes the competitive advantages of Macao's MICE industry in the open door policy of gambling licenses. It outlines how the geographical location of Macao makes MICE attractive to huge foreign investments with sophisticated managerial experiences and advanced technologies, as well as the CEPA arrangement. As the quality of manpower in Macao is not proficient enough to cope with the rapid economic development of Macao, the development of MICE industry needs the participation of highly qualified personnel. The authors raise the issue that MICE is an encompassing industry which needs people with talents and sound interpersonal communicative skills, people who are flexible and hardworking. These are just some of the pertinent traits required of personnel if they are to succeed in MICE. The authors encourage that the much needed proficiency depends on the launching of effective education and skills training programs that would improve and enhance such competencies.

Keywords :

MICE advantages, MICE education, Human Resource Development, MICE Professional Competency

88. 《永續澳門會展業優勢的人力資源發展策略》

梁文慧¹ 林中賢²

- 1: 澳門科技大學持續教育學院
- 2: 澳門展貿協會

期刊名稱:

《澳門展貿》創刊號，pp. 10-15，澳門展貿協會出版

內容簡介:

本文簡介了澳門會展業的優勢和會展業發展所需人才的特徵。帶出優化會展旅遊人力資源發展的具體策略。這些策略可被看成一個廣泛的、綜合的和充滿凝聚力的旅遊人力資源發展框架。每一種建議仍需一些特定的條件去覆行，也需要社會、經濟、文化、福利、勞工政策和措施的配合和適當資源的投入。筆者在旅遊環境、勞動市場、社區關係，教育和人力資源發展均提出了一系列因應措施。

此外，具體策略的實施，有賴專業團體的支持、公和私營學府參與舉辦。最終目標是為提供旅客、旅遊業和從業者的共同利益為依歸。

關鍵詞:

會展業優勢，會展業發展策略，人力資源發展，勞動市場，社區關係，教育培訓，旅遊環境

88. Sustaining the Competitive Advantages of Macao MICE Industry- Strategic Development of Human Resources Policies

Leong Man Wai¹ Lam Chong In²

- 1: School of Continuing Studies, Macao University of Science and Technology
2: Macao Trade and Fairs Association

Name of the publications:

Macao Exhibition and Trade Journal, published by Macao Trade and Fair Association, pp. 10-15

Abstract:

This paper briefly describes the competitive advantages of Macao MICE industry. After an analysis of the current status and its future education and training, the authors raise concrete human resources development strategies for the MICE industry addressing the 5 aspects, including tourism environment, labor market, social community relationship, education, and manpower resources development.

The authors conclude that the strategies can be viewed as a framework of synthetic and cohesive MICE human resources development policies. Each policy needs some definite conditions to flourish together with the corresponding social, economic, labor and welfare policies as well as resources.

In order to effectively conduct MICE education and training programs that meet the ever- changing needs of the industry, higher education institutions should conduct a systematic research to identify the most appropriate training methods, training schedules, the most needed training courses, fees, venue, and teaching materials in order to design programs addressing to the market needs.

In addition, the implementation of these strategies is largely dependent upon the support of professional bodies and the public and private schools. The ultimate goal is committed to providing win-win situations for both the travelers and the industry.

Keywords :

MICE advantages, MICE development strategies, Human Resource Development, labor market, community relations, education and training, tourism environment

89. 《整合資源優勢，把握泛珠三角區域合作機遇的澳門旅遊業發展策略思考》

梁文慧

澳門科技大學持續教育學院

期刊名稱:

《濠鏡》，澳門社會科學會出版

內容簡介:

本文概述了澳門的歷史和旅遊產品，進而對澳門旅遊業的優勢與劣勢作出了簡明扼要的分析。突出了澳門旅遊業在泛珠三角區的合作定位。筆者認為澳門應該確定旅遊業在整個澳門經濟的定位以及確定澳門旅遊業在整個區域中的定位。因應世界旅遊業的發展潮流，澳門可以採取獨立發展、聯合發展和互補發展的模式。最後提出其他省區溶入配合澳門旅遊業發展的可步行性建議：一、人力資源開發的合作；二、機場潛力利用的合作；三、區域旅遊高等教育的合作和四、會展業的合作。結論為積極把握“泛珠三角”區域合作的機遇，必將能給中國內地與港澳地區的旅遊合作注入新的活力，進而大力推進澳門與“珠三角”的共贏共榮的區域合作。

關鍵詞:

資源整合，泛珠三角，區域合作，旅遊業開發

89. Integrating the Resources and Grasping the Opportunities of Pan Pearl River Delta District Cooperation – Strategic Considerations of Macao Tourism Development Policy

Leong Man Wai

School of Continuing Studies, Macao University of Science and Technology

Name of the publications:

Hou Keong, published by Macao Society of Social Science

Abstract:

This paper describes the history and tourism products of Macao. The author briefly analyzes the pros and cons of Macao tourism industry. The positioning of Macao tourism is appealing in the Pan Pearl Delta River District cooperation. The author believes that Macao tourism industry should be in the central position of the entire Macao economy as well as in the entire district. Following the world tourism development trends, Macao can adopt the modules of independent development, integrated development and complementary development in different arenas. Finally, the author raises four feasibility studies concerning how other provinces can fit into Macao tourism business development. These feasibilities include: cooperation in human resources development; cooperation in developing airport potential carrying capacities; cooperation in regional higher education exchange; and cooperation in developing MICE industry. To conclude, the cooperation will bring win-win situations and mutual prosperity to the concerned districts and cities.

Keywords :

Resources integration, Pan Pearl Delta River, regional cooperation, tourism development

90. 《香港與澳門終身學習和成人教育的政策和問題比較》

梁文慧

澳門科技大學持續教育學院

會議名稱:

“終身教育的國際化：問題與政策”國際研討會，2004年12月2至4日在香港舉行，由香港專上持續教育聯主辦

內容簡介:

論文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，政策比較

90. Lifelong Learning and Adult Education - Policy and Issues of Hong Kong and Macao

Leong Man Wai

School of Continuing Studies, Macao University of Science and Technology

Name of the conference:

The Lifelong education and internationalization: policy and issues conference, organized by The Federation for Continuing Education in Tertiary Institutions, Hong Kong, from December 2 to 4, 2004

Abstract:

This paper describes the evolution of lifelong learning and adult education in Macao and Hong Kong. It is concerned with all levels of education, putting 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.

Keywords :

Lifelong learning, Adult education, Macau, Hong Kong, Policy comparison

91. 《澳門在人口老化社會的終身教育》

梁文慧 Nancy Guerrero

澳門科技大學持續教育學院

會議名稱:

“2004 年東亞地區高齡教育國際研討會”，由台灣師範大學和台灣成人教育學會合辦，2004 年 12 月 24 至 27 日，台北

內容簡介:

本文概述世界人口的傾向以及澳門人口的特徵。自從澳門在 1998 年踏入人口老化社會的範疇，人口老化的現象日趨嚴重。雖然澳門特區政府提供豐富的資源和社會服務為年長者提供舒適和安慰，但是長者教育在這些社會服務中起著微不足道的角色，至今仍未有正規、系統和全面的課程為長者提供吸取知識，自我增值的機會。筆者引用澳門理工學院長者書院的運作個案和澳門大學校外課程及特別計劃中心的實驗課程，結合世界終身學習的思潮，帶出澳門在人口老化社會終身教育的議題和發展方向。期望這些經驗和實例將增加社會人士對終身教育的認知和能夠凝聚社會各界的支持，令更多有價值的計劃得以實施。

關鍵詞:

長者教育，終身教育，終身學習，人口老化

91. Lifelong Education in an Aging Society: The Macao Perspectives

Leong Man Wai Nancy Guerrero

School of Continuing Studies, Macao University of Science and Technology

Name of the conference:

Conference on the Education for the Aging Population in the East Asia, Organized by the Taiwan Normal Teachers' University and Taiwan Adult Education Association from December 24 to 27, 2004

Abstract:

This paper introduces the world trend of population in relation to the characteristics of the Macao population. Macao has been progressing to a more advanced stage of an ageing society from the time it reached the category of having an aging society in 1998. There is no regular, systematic and comprehensive program for Macao's aged population to gain knowledge. However, the government provides a variety of services for the comfort of senior citizens. Education accounts for a minor part among these services. The creation of the Academy for Senior Citizens (ASC) by the Macau Polytechnic Institute (MPI) and an experimental program provided by the Center for Continuing Studies and Special Programs (CCS), University of Macau, are described. Finally, the paper shares some issues and directions for the future development of lifelong education for an ageing society in Macao with reference to the idea of lifelong learning. Hopefully, the paper could increase awareness on lifelong education and inspire more meaningful plans to be put into action.

Keywords :

Elderly Education, Lifelong Education, Lifelong Learning, Ageing Population

92. 城市的文化建設在於持續學習 — 全民學習： 澳門和上海 “執政為民 — 以人為本” 中的 “學習型社會”

黃枝連

澳門科技大學可持續發展研究所

會議名稱:

“滬澳學術 2004: 城市文化與城市形象論壇”

內容簡介:

本文是作者參加澳門基金會和社會科學界聯合會共同主辦的 “滬澳學術 2004: 城市文化與城市形象論壇” [2004.10.21] 上提出的論文。

其大義為: 澳門和上海的一個共同點是它們同為對外開放的城市; 其特點在於對本土的傳統文化, 內地入境的本土的次文化, 以及外國人帶來的各種西方文化等構成的社會差異性具有較大的容受與承受的能力。比如說, 澳門歷史可視為中葡共管地區, 因此, 是中華大地上的第一個 “一國兩制” 地區; 而 1999 年回歸後的 “一國兩制”, 亦延續了對中西文化和新舊文化的差異性的容忍。至於上海過去十年之突飛猛進, 亦可視之為對內地次文化和外來文化 [包括港澳臺文化] 的接受。

所以, 本文指出, 當上海和澳門致力於建立文化城市和改變其城市形象時, 有一項重要的工夫要做; 即, 對其市民提供全民學習, 持續學習以及終身學習; 使其城市和市民成為 “學習型公民”, 及于實現 “學習型社會”。

這種學習型的政治, 經濟, 社會, 文化的活動, 既關乎一個城市的競爭力, 更是一個城市優質化的, 協調性的可持續發展的一個必要條件。

關鍵詞:

五理系統, 社會情境, UNESCO, 持續學習, 終身學習, 全民學習, 學習型組織, 學習型城市, 學習型政府, 學習型公民, 全球化, 澳門特別行政區, 科學發展觀, 小康社會, 上海文化事業和文化產業, 差異性與差異性因素, 可持續發展

92. Cultural Advancements Lie in Continuing Learning — Mass Learning

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the conference:

Shanghai-Macao Academy 2004: A Symposium on City Culture and City Image (October 21, 2004)

Abstract:

This paper was presented in the Forum on Shanghai and Macao Relations organized by the Macao Foundation and the Shanghai Council of Social Sciences on October 2004 in Shanghai.

It argues that both Macao and Shanghai have been China's frontier cities where traditional Chinese culture and Western civilization confluenced and conflicted for centuries. This has undoubtedly given the two cities a different urban culture from other Chinese cities, featuring more tolerance of diversity. Nevertheless, the competitiveness of Shanghai and Macao lies in their capacity to introduce continuing education and lifelong learning programs to their citizens. The sustainable development of the cities also depends more on their citizen's ability to improve themselves through making good use of various learning programs.

While arguing that the MSAR should take immediate steps to introduce lifelong learning programs to its citizens, the paper also points out that Shanghai's construction of more music halls and museums should go along with public service for upgrading its citizens in knowledge, professional skills and cultural studies.

Keywords :

Collaboration theory system, Social Institutions, UNESCO, Continuing Learning, Lifelong Learning, Mass Learning, Learning Citizens, Learning Cities, Learning Government, Learning citizens, Globalization, MSAR, Scientific View of Development, Moderate Prosperity, Cultural Undertaking and Cultural Industry in Shanghai, Diversification and Diversifying Elements, Sustainable Development

93. 可持續發展在於 “持續學習 — 全民學習” 探索澳門和珠海共同建立 “學習型政府 — 學習型城市 — 學習型社會” 的理論與實踐

黃枝連

澳門科技大學可持續發展研究所

會議名稱:

澳門大學澳門研究中心主辦，“經濟發展中的思維創新學術研討會” [2004.11.19-20]

內容簡介:

本文大義是，澳門特區/MSAR 第一個五年的發展在各個層面已經取得成就；不過，這僅是一個開始。未來五年，MSAR 如果要更上一層樓，需要在旅遊博彩業的優質化和多元化的發展，經濟的適度多元化發展，舊區的重建，公共交通系統的設計與建造，澳門與周邊地區關係的處理，澳門對 “三大經貿平臺” 的開發，以及 “基本法” 的落實和 “一國兩制” 的開發開展，都需要在理論與實踐及政策的層面上做大量的工夫；因此，在加強常規教育之外，更需要引進大量非常規的持續教育，全民學習以致於終身教育，來增加各層面市民的新知識，新視野，新才能。

鑒於中共中央政治局委員的集體學習活動，MSAR 亦可以引入 “學習型政府”，“學習型組織”，終而及于建立 “學習型社會”；此乃長治久安，協調發展之大道也。

學習型活動可以是公眾參與社會發展的一種模式；是可持續發展的必要條件。

MSAR 鄰近的珠海經濟特區，是內地具備立即引進 “學習型政府-學習型社會” 的地方；而它過去幾十年的發展過程十分複雜，後勁不繼；亟需在教育 and 知識方面大為提高。因此，本文建議，澳珠在這件事上進行交流協作；而從博彩業及自由市中獲得利益並享有大量財政盈餘的 MSAR，更可以予以贊助。如此，雙方可能在一更高的層面上，為澳珠緊密關係的建立找到理論與模式；包括橫琴島的共同開發，邊境工業區的經營管理及跨境大橋的落腳點等等，都可能因此找到突破性的行動方案的。

關鍵詞:

以人為本，學習型政府，學習型社會，一次過學習，終身學習，科學發展觀，發展過程的民主參與和群眾路線，電腦走向千家萬戶計劃，澳珠合作，第三制

93. Sustainable Development Lies on “Continuing Learning and Mass Learning”

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the conference:

Symposium on Creative Thinking in Economic Development organized by the Center for Macao Studies of the University of Macao, November 19-20, 2004.

Abstract:

This paper was presented to a seminar on the MSAR development strategy organized by the Center for Macao Study at the University of Macao on November 27, 2004.

It argues that in spite of tremendous achievements in the first five years, MSAR is confronted with serious challenges in the coming decades. The challenges include a) diversifying its gaming and tourism industry in particular, and its economy in general; b) restructuring its old city within a different framework of urban renewal; c) building a public transportation system; and d) dealing with its neighbors including the Pearl River delta region, HKSAR, and Taiwan.

To complete these tasks, the government, social organizations and citizens should involve themselves in various continuing education and lifelong learning programs as advocated by the UNESCO and many other countries. By doing so, public participation in lifelong learning could also become a contributing factor to the MSAR's sustainable development.

The paper also points out that due to its limitations in finance and management skills, the neighboring Zhuhai Special Economic Zone has difficulty in maintaining its development momentum. Therefore, the MSAR is in good position to cooperate with Zhuhai Economic Zone in introducing a “learning government” and a “learning society”. By doing so, both parties might be able to find solutions to a) a joint venture scheme in developing the Hengqin Island, b) better management of the cross-border industrial estate, and c) cooperation in the building of a bridge linking the HKSAR, MSAR and Zhuhai.

Keywords :

Putting People First, Learning Government, Learning Society, Lifelong Learning, Scientific View of Development, Democratic Participation and Mass Line in Development, Computer Popularization Program, Cooperation Between Macao and Zhuhai, The third System

94. 九二，見龍在田，持續發展： 從何厚鏵 <<2005 年度施政報告>> 來探索 澳門特區第二屆政府的施政大計

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期刊名稱:

<<信報財經月刊>>，2004 年 12 月號

內容簡介:

本文乃應香港<<信報財經月刊>>2004 年 12 月號關於澳門特別行政區/MSAR 成立 5 周年專輯而作。

大義是：在“一國兩制”之下的香港特別行政區/HKSAR 和 MSAR，固然以服務其市民為首要的任務，但，亦涉及更高的層面的社會發展。即，港澳兩個特別行政區/SARs 的發展，同境外中國其他地區 [包括台灣地區] 的發展，以致於同國外地區的發展，都必須進行交流協作。

因此，MSAR 必須視“基本法”和“一國兩制”為“制度資源”，從中來探索今後的發展大計；只有如此，特區第 2 屆政府的施政大計才能取得更有創意和更為廣闊的天地的。比如說，對“一國兩制”的開發開展，衍生所謂“第三制”，或可以為一系列發展大計；並濟之以學習型政府和社會，便可以找到可行的理論與實踐及模式的。這包括：a) MSAR 旅遊博彩業優質化，規範化，多元化及近乎國際水平的發展，b) 整體經濟的適度多元化發展，c) 舊區的重建和公共交通系統的建設及其經營管理，d) 澳珠緊密合作，對邊境工業區和橫琴島的共同開發，以及 e) MSAR 與 HKSAR，台灣及周邊地區以致於 10+1/10+3 FTA 關係的處理，等等。

可見，“一國兩制”使澳門處於一個異乎尋常的位置之上；它的“平臺作用”，使它自己的社會發展可以取得更大的可能性，也可能有更大的成就。

關鍵詞:

“一國兩制”，港澳特別行政區及其行政長官，施政報告，澳門特區第二屆政府，旅遊博彩業及經濟的多元化，第三制，澳珠合作，學習型社會，綜合生活質素提升，建立優質社會

94. A Probe into the Administration Programs of the Second Administration of MSAR from the Perspective of the “Annual Policy Address for 2005” by Mr. Edmund Ho

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the publications:

Hong Kong Economic Journal's (December 2004 Issue)

Abstract:

This article was published in Hong Kong Economic Journal's (December 2004 Issue) on commemorating the 5th anniversary of the establishment of the MSAR.

The author argues that with the “One Country, Two Systems”, the MSAR, like the HKSAR, has been placed in a very unique and useful platform on which she can move ahead to introduce various theories, models, and policies to search for more effective and sustainable development.

It is believed that a so-called “third system” can be developed out of the “One Country, Two Systems” and it can be used to solve various problems both in domestic and external areas. They include: a) to diversify the MSAR's gaming and tourism industry and its general economy; b) to introduce urban renewal and a new public transportation system, c) to promote the MSAR's special working relationship with the neighboring Zhuhai Special Economic Zone, especially in the management of cross-border industrial scheme, a joint venture of developing Hengqin Island, and d) to handle the MSAR's relations with the neighboring economies, such as the HKSAR, the Pearl River Delta region, Taiwan and the China and ASEAN Free Trade Agreement/10+1FTA, and China, Japan and Korea and the ASEAN 10+3FTA.

The conclusion of the article is that the MSAR's sustainable development lies in its capacity serving not only interests of Macao's 480,000 citizens but also interests of the East Asia.

Keywords :

“One Country, Two Systems” , HKSAR and MSAR and Chief Executives, Annual Policy Address, The Second Administration of MSAR, Diversification of Gaming and Tourism Industry and Economy, The Third System, Cooperation Between Macao and Zhuhai, Learning Society, Improvement of Comprehensive Life Quality, Building Elegant Society

95. “學習型社會” 是一個 “三跨越發展協作系統”： 從澳門特區 “在地經濟” 重建探索兩岸四地的交流協作

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會議名稱:

雙慶在 2004：澳門 2030 論壇
中華經濟協作系統第十屆國際研討會

內容簡介:

作者利用其自行開發的 “五理系統-社會情境” 的理論與方法論，來探索可持續發展的真諦：最大程度地使社會各階層人士 [特別是弱勢群體] 從謀生的活動開始，能進而參與社會發展；並在此過程中，開發其創造性和積極性。即，促進人的全面發展。

從這裏出發，本文進而探討澳門特區/ MSAR 在兩岸四地率先引進 “學習型公民-學習型組織-學習型社會” 的理論與實踐及政策等層面的問題；並認為，“學習型” 的活動和事業，必須用 “跨越時空-跨越產業-跨越文化交流協作” 和 “產官學三結合” 的形式，加以開發開展；使政府和企業及民眾在其過程中都有一席之地，各盡所能，各取所需。如此，對於有關地區的產業政策及 “在地經濟” 的重建，或可能添加新興產業及相關的產業群。

MSAR “在地經濟” 的重建可能在於，利用旅遊博彩業來對它的 “五大發展平臺” 加以開發；因此，必須引進 “學習型政府” 和培養 “學習型公民”。而它如果要在最大程度上利用境內外-國內外的差異性因素，就得在兩岸四地的框架內，來尋求平穩，綜合，諧調的發展。

如此，MSAR 對其他三個中華經濟體及東亞地區的優質化的可持續發展，或者也可做出比較可觀的貢獻。

關鍵詞:

五理系統，社會情境，“三跨越發展協作系統”，“一國兩制”，“第三制”，澳門特別行政區 [MSAR]，香港特別行政區，兩岸四地，中華經濟體，UNESCO，持續學習，終身學習，學習型公民，學習型政府，學習型組織，學習型城市，學習型社會，變易性，差異化，發展平臺，以人為本，銀髮企業，多媒體資訊-學習系統，科學發展觀

95. Learning Society is a Collaboration System

Huang Chih Lien

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Name of the conference:

2004 Forum: Macao 2030 Forum
The 10th International Conference on the Coordination Systems for the Chinese Economies

Abstract:

The four Chinese economies across the Straits of Taiwan should work together to promote continuing education and lifelong learning programs because these activities can be taken as parts of cultural and educational industries. This multibillion project could include efforts: a) to equip every household in the cities with a computer, b) establish a multimedia system to broadcast learning programs, c) to edit and publish teaching materials and software for learning purposes, and d) to assign a particular day as lifelong learning festival when related competitions, exchange, exhibitions, conferences and visits can be organized.

The paper argues that in addition to business perspectives, lifelong learning programs as advocated by the industrialized nations and mainland China can also be taken as an important mean to get general population involved in the modernization process. And, public participation is undoubtedly crucial to sustainable development for the Chinese economies.

Keywords :

Collaboration system, Social Institutions, Collaboration System, “One Country, Two Systems” , the Third System, MSAR, HKSAR, Four Economic Across the Strait, Chinese Economies, UNESCO, Continuing Learning, Lifelong Learning, Learning Citizens, Learning Government, Learning Organizations, Learning City, Learning Society, Variability, Diversification, Development Platform, Putting People First, Enterprises for Senior Citizens, Multimedia Learning System, Scientific View of Development

96. “公眾參與”與政治情境架構的重組： 從中共十六大四中全會<<決定>> 探索大陸政治文明建設的理論與實踐

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會議名稱:

台灣南投會議

內容簡介:

作者利用其自行開發的“社會情境”和“五理系統”的理論與方法論，以中共十六大四中全會公報 [決定] 為個案，來探討政治系統如何因應社會差異性來做差異化處理；即，避免政治制度和國家功能的肥大化。因此，提出了第一，二，三，四政治之論。如果，能分出“直接”和“間接”政治，對社會活動和社會發展做非政治化和非意型態化的差異性處理，而引進公共行政-公共管理系統，更有利於政府和國家處理由于經濟高速成長及社會變遷所引發的社會抗爭和利益分配等問題；從而達致民主參與的，優質化的可持續發展。

文章指出，政治系統和公務人員及政治人物不可能是萬能的；那麼，公民承擔和公眾參與便是社會發展的必要條件。而在適當參與的過程中才能對其“五理系統”的開發開展，有所做為；實現並發展個人在社會系統和社會發展中的主體性。因此，“公眾參與”是政治文明重建中的重要內容；其形式和質量，對一個地區協調，優質化的可持續發展，是一個不可基本的條件。

關鍵詞:

社會情境，政治情境，五理系統，中共十六大四中全會，差異性因素，社會差異性，政治的差異性處理，執政能力，直接政治，間接政治，第一政治，第二政治，第三政治，第四政治，政治改革，政治文明，公眾參與，政府責任有限論，可持續性發展

96. Public Participation and Reconstruction of Political Institutions

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the conference:

Nantou Seminar on Reform of Public Administration and Local Government

Abstract:

This article was presented in a seminar on reform of public administration and local government organized by the Department of Public Administration and Policy Study at Chi Nan University, Nantou, Taiwan, from December 17-18, 2004.

It argues that since individuality and social differences are reality of life, social institutions, including economic and political institutions, are in no position to satisfy individual and social needs. Therefore, state, government and political institutions are not to be considered omnipotent. Political power and state functions should be more or less limited; i.e., more divisions of political and state functions are desirable. Politics should be categorized into four echelons if they are going to be useful and effective in governance in the coming decades.

The so-called “four echelons of national politics” are: a) essential politics that includes traditional roles and functions of the central government, such as national security, immigration, macro economic policy, legislation, education, social welfare, and etc.; b) public administration and local politics which are administrating real living problems of the ordinary people at grass-root level within the national framework; c) civic and professional bodies and their related activities aimed at advancing group interests; and d) mass media which facilitate communication between the other three echelons.

By doing so, it is believed that while the governments at different levels could relieve themselves from being overwhelmed by political and administrative burdens on the one hand, and, to get the general population and its social organizations involved in governance.

With this re-categorization of politics and governance, public participation in politics as well as in social development would be enhanced. Also, division of political functions and share of political power and responsibility are certainly conducive to the Chinese Communist Party’s effort to promote political reform and new political culture.

Keywords :

Social institutions, Political institutions, Collaboration theory system, the 4th Plenary Meeting of the 16th Congress of CCP, Divergence elements, Social divergence, Disposal of political divergence, Ruling capability, Direct politics, Indirect politics, Political reform, Political culture, Public participation, limited responsibility of government, Sustainable development

97. 文明交流和社會發展中的“歷史資訊學” — 從金國平和吳志良“政治行政異體”論 來探討澳門歷史發展的“模糊情境”與“一國兩制”

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會議名稱:

“二十一世紀中華文化論”國際研討會 [2004.11.23-25]，由澳門大學、澳門基金會、中華炎黃文化研究會、澳門特別行政區政府文化局等聯合主辦

內容簡介:

本文是對金國平和吳志良合著的三本關於澳門的歷史研究和社會發展的論文集的評論；探索歷史研究如何成爲社會發展的資訊和資源。

本文作者企圖提出“歷史資訊學”的概念來探討：一個族群-群體對自己和他人的歷史文化的認識，做爲一種資訊，對其世界觀-歷史觀-發展觀的形成，有重要的作用。而這些觀點一旦形成，將對他們構設社會情境有很大的影響；直接地影響個人對其“五理系統”的開發，以及對社會關係的處理。

在歷史上，中葡人士在其交往中對自我和彼此的認識論發生偏差；所以出現在澳門的是“另類番坊”；一種兩個族群都不能得到正常發展的情境結構。一直到澳門主權回歸中國，基本法和“一國兩制”才使兩個文明進行交流協作，使中葡人士得到一個合理發展的社會系統。

關鍵詞:

“五理系統”，社會情境，東西文明接觸的三個“500年”論，葡萄牙人東來及葡萄牙文化，歷史資訊學，“三跨越”，政治行政異體論，鄭和下西洋，澳門基本法，“一國兩制”

97. Historical Informatics in The Intercourse of Civilizations and Social Development

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the conference:

International Symposium on Chinese Culture in the 21st Century sponsored by the University of Macao, Macao Foundation, the Institute of Chinese Culture, MSAR Bureau of Culture, November 23, 2004

Abstract:

This paper is a review of three books written by Dr. Wu Zhiliang and his teacher, Professor Jin Guoping, on Macao history. Both of them are proficient in Chinese and Portuguese, and they conducted their research for years in Lisbon, Beijing and Macao's archives.

The authors have tried to put Macao history in the context of modern history, i.e., European intrusion to the East, which inevitably led to clash of civilizations. Apparently, the Portuguese and Chinese have learned to accommodate themselves to each other in Macao for the last 450 years by introducing some kind of "joint administration". This is actually the first version of "One Country, Two Systems" in China. Both Chinese and Portuguese residents here are actually offered more options when they deal with various problems emerging in their life.

This paper argues that the unique historical experiences of Macao could be developed into a future perspective that ways of co-existence and mutual appreciation between two very different civilizations are actually reflected in the modern version of the "One Country, Two Systems" as practiced by the HKSAR and the MSAR.

Keywords :

Collaboration system, Social Institutions, Confluence and Conflict of Civilizations, Portuguese Intrusion to the East and Portuguese Culture, Historical Informatics, Cheng Ho's Naval Expedition, Basic Law of MSAR, "one Country, Two Systems"

98. 從文明夾縫中走出來的華人華僑: 從李元瑾著 <<東西文化的撞擊與新華知識分子的三種回應>> 來探索文明沖突中的東南亞華人華僑

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會議名稱:

“華僑華人聚濠江聯誼大會華僑華人論壇” [2004.12.2-3]，由澳門歸僑總會、澳門特區政府社會文化司、澳門科技大學及澳門貿易投資促進局等合辦

內容簡介:

本文是對李元瑾所著 <<東西文化撞擊與新華知識分子的三種回應: 邱菽園, 宋旺相, 林文慶的比較研究>> 進行分析研究; 對書中提出的十九世中葉至二十世紀中葉華裔傑出人士在東西文明撞中的生存發展之道, 加以評論。

本地因素, 國際因素及中國因素在世紀之交發生變化時, 星馬統治精英及華人華僑都必須與時俱進, 更新其回應模式. 隨著中國持續性高速成長, “中國因素” 為東盟地區發展添加有積極性作用的差異性因素; 也給華人華僑在文明重建上, 一個從文明夾縫中脫身而出, 登上文明重建高地的機遇。

任何有意義的社會發展及文明挑戰, 必須對上下內外各層面人士的生存發展大計, 對個人 “五理系統” 的開發開展, 都可以提供一定的參與和創新的機會; 並獲得應有的利益。否則, 便不可能有優質化的可持續發展。

關鍵詞:

世界華人, 海外華僑, 華族研究, “跨越時空-跨越學科-跨越文化” 研究系統, “跨越時空-跨越產業-跨越文化” 發展協作系統, 挑戰與反應, 三種回應模式, 社會情境, 五理系統

98. The Overseas Chinese in Between Civilizations

Huang Chih Lien

The Institution for Sustainable Development, Macao University of Science and Technology

Name of the conference:

Sodality of Overseas Chinese in Macao and Overseas Chinese Forum, Sponsored by Macao Association of Returned Overseas Chinese, MSAR Department of Social and Cultural Affairs, Macao University of Science and Technology and Macao Department of Trade and Investment Promotion in December 2-3, 2004

Abstract:

This is a review of Dr. Lee Guan Keng's book on Responding to Eastern and Western Cultures in Singapore: A Comparative Study of Khoo Seok Wan, Lim Boon Keng and Song Ong Siang. It deals with Singaporean Chinese's models of response to the British rule between 1850s and 1950s. Apparently, any effective model should properly combine English and Chinese socio-cultural systems so as to provide people with a better way of living. Dr. Lee, who received her PhD degree from the University of Hong Kong under the guidance of Prof. Wang Gungwu, is currently a director of Center of Chinese Studies at Nanyang University of Science & Technology in Singapore.

The conclusion of the review is that, if the Chinese communities in Singapore, Malaysia as well as in other parts of the ASEAN are going to enjoy their sustainable development, they must be able to take a diversity approach toward cultural differences. That is, how to strike a balance between the emerging influences of the new Chinese civilization and those of the Western civilization. Also, a dialogue of civilizations is much more helpful to the relations between the ASEAN Chinese and China as well as that between China and the ASEAN in the coming decades. Thus, it gives the Chinese communities an opportunity to play a crucial role in creating a global civilization.

Keywords :

World Chinese, Overseas Chinese, Research on Chinese Community, Challenges and Responses, Social Institutions

重要演講與文章

Major Talks and Articles

重要演講

1. David N. Smith, “New Challenges for Foreign Investment and Foreign Investment Policy: Managing Globalization”, Chulalongkorn University, 曼谷, 泰國, 2004 年 1 月 22 日
2. David N. Smith, 主講題目: “Managing Legal Risks in a Globalized Business Environment”
第五屆管理國際會議—21 世紀的管理科學與全球戰略, 澳門科技大學, 2004 年 5 月 4 日
3. David N. Smith, “Global Energy Issues and the Energy Industry”
Diamond Key International Leadership Seminar, 墨爾本, 澳洲, 2004 年 5 月 13 日
4. David N. Smith, Keynote Speech: “There Is Always the Unexpected: Transnational Companies in the Developing World: What Can Go Wrong?”
AME Pacific Rim Conference 2004, 墨爾本, 澳洲, 2004 年 5 月 14 日
5. David N. Smith, “Globalization and China’s Energy Policy”
2004 Director’s Conference of the China Main Cities Information Network Association, 南京, 中國, 2004 年 11 月 21 日
6. David N. Smith, “Lawyers, the Corporation, and Foreign Direct Investment”
南京師範大學, 2004 年 11 月 22 日
7. David N. Smith, “Implementing WTO and Foreign Investment Policy: the Role of Local Governments”
南京市政政府, 2004 年 11 月 23 日
8. David N. Smith, “How to Be a Business Leader: Are You Ready?”
Peter Drucker 論壇, 南京大學, 2004 年 11 月 24 日
9. Rajesh Sharma, “Banking Supervision in China, Hong Kong and Macao”, presented at Round Table Symposium on *International Financial Services: Diverse Approaches in a Globalized Environment*, University of the Pacific-McGeorge School of Law, 山克拉門都, 美國, 2004 年 11 月 5 日
10. Rajesh Sharma, “Commentary on Geographical Indications and Developing Countries of Asian Region”, Regional Dialogue on TRIPS and Sustainable Development, 由 UNCTAD, ICTSD 及 香港大學主辦, 香港, 2004 年 11 月 8 至 9 日
11. Rajesh Sharma, “International Commercial Arbitration from African Perspectives”, 由 African Centre for Legal Excellence for the government officials from East and Central African Countries 主辦, 坎帕拉, 烏幹達, 2004 年 10 月 1 日
12. Rajesh Sharma, “China’s Experience with SEZs: Lessons for India”, 由 Indian Chamber of Commerce Hong Kong for Indian Government Officials 主辦, 香港, 2004 年 9 月 4 日
13. Rajesh Sharma, “Dealing with Chinese Law”, for lawyers of Denton Wilde Sapte, 香港, 2004 年 8 月 11 日
14. Rajesh Sharma, “White Collar Crime-Global Perspective”, 由 African Centre for Legal Excellence for the government officials from African Countries 主辦, 坎帕拉, 烏幹達, 2004 年 8 月 27 日
15. Rajesh Sharma, “Copyrights, Trademarks, Geographical Indications and Enforcement under TRIPS”, 由 WTO and HKU for government officials from Asia-Pacific Countries 主辦, 香港, 2004 年 7 月 14 至 15 日

16. 鄭其昌, 題目: “中醫治療不孕症”, 於不孕症中醫治療的學術交流會上發表, 主辦機構為香港中文大學中醫學院, 2004 年 4 月 14 日
17. 鄭其昌, 題目: 從中醫藥防治 SARS 成效探討中醫治療熱病的思路, 於 2004 澳門國際中醫藥學術研討會上發表, 主辦機構為澳門特別行政區政府衛生局及國家中醫藥管理局對臺港澳中醫藥交流合作中心, 2004 年 8 月 29 日
18. 鄭其昌, 題目: 中醫治療不孕症, 於 2004 年度升學與就業講座上發表, 主辦機構為澳門高等教育輔助辦公室, 2004 年 9 月 19 日
19. 鄭其昌, 題目: 澳門中醫藥現狀與發展, 於國際現代化中醫藥及健康產品展覽會暨會議上發表, 主辦機構為香港貿促局, 2004 年 8 月 13 日
20. 鄭其昌, 題目: 杏林苦與樂, 於 2004 年度升學與就業講座上發表, 主辦機構為澳門高等教育輔助辦公室, 2004 年 9 月 19 日

Major Talks

1. David N. Smith, “New Challenges for Foreign Investment and Foreign Investment Policy: Managing Globalization”, Chulalongkorn University, Bangkok, Thailand, 22 January 2004
2. David N. Smith, Keynote Speech: “Managing Legal Risks in a Globalized Business Environment”, The 5th International Conference on Management, Macao U. of Science and Technology, 4 May 2004
3. David N. Smith, “Global Energy Issues and the Energy Industry”, Diamond Key International Leadership Seminar, Melbourne, Australia, 13, May, 2004
4. David N. Smith, Keynote Speech: “There Is Always the Unexpected: Transnational Companies in the Developing World: What Can Go Wrong?”, AME Pacific Rim Conference 2004, Melbourne Australia, 14 May, 2004
5. David N. Smith, “Globalization and China’s Energy Policy”, 2004 Director’s Conference of the China Main Cities Information Network Association, Nanjing, PRC, 21 November 2004
6. David N. Smith, “Lawyers, the Corporation, and Foreign Direct Investment”, Nanjing Normal University, 22 November 2004
7. David N. Smith, “Implementing WTO and Foreign Investment Policy: the Role of Local Governments”, Nanjing Municipal Government, 23 November, 2004
8. David N. Smith, “How to Be a Business Leader: Are You Ready?”, Peter Drucker Forum, Nanjing University, 24 November, 2004
9. Rajesh Sharma, “Banking Supervision in China, Hong Kong and Macao”, presented at Round Table Symposium on *International Financial Services: Diverse Approaches in a Globalized Environment*, University of the Pacific-McGeorge School of Law, Sacramento, USA, 5 November 2004.
10. Rajesh Sharma, “Commentary on Geographical Indications and Developing Countries of Asian Region”, Regional Dialogue on TRIPS and Sustainable Development, organized by UNCTAD, ICTSD and HKU, Hong Kong, 8-9 November 2004.

11. Rajesh Sharma, “International Commercial Arbitration from African Perspectives”, organized by the African Centre for Legal Excellence for the government officials from East and Central African Countries, Kampala, Uganda, 1 October 2004.
12. Rajesh Sharma, “China’s Experience with SEZs: Lessons for India”, organized by the Indian Chamber of Commerce Hong Kong for Indian Government Officials, Hong Kong, 4 September 2004.
13. Rajesh Sharma, “Dealing with Chinese Law”, for lawyers of Denton Wilde Sapte, Hong Kong, 11 August 2004.
14. Rajesh Sharma, “White Collar Crime-Global Perspective”, organized by the African Centre for Legal Excellence for the government officials from African Countries, Kampala, Uganda, 27 August 2004.
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16. Cheang Kei Cheong, “The therapy of infertility by TCM”, The Academic Communication Meeting of TCM therapy of infertility, organized by The college of TCM of Hong Kong Chinese University, 14 April 2004.
17. Cheang Kei Cheong, “Discussion on the Thought of Traditional Chinese Medicine Curing Pyrexia from the Effect and Achievement of SARS Prevention and Treatment using Traditional Chinese Medicinal therapy”, organized by Department of Health, Macao SAR and Exchange & Cooperation Center of Taiwan, Hong Kong, Macao State Administration of TCM of P.R.C., 29 August 2004.
18. Cheang Kei Cheong, “The therapy of infertility by TCM”, The Speech of placement and entering higher school 2004, organized by The Assist office of higher education Macao, 19 September 2004
19. Cheang Kei Cheong, “Present state and develop of Macao TCM”, International Conference & Exhibition of the Modernization Of Chinese Medicine & Health Products, organized by The bureau of Hong Kong commerce and promotion, 13 August 2004
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2. David N. Smith, “Educating Lawyers: Graduate Approach Makes Legal Sense”
South China Morning Post, 2004 年 7 月 17 日
3. Rajesh Sharma, “Improving India-Pakistan Relations”, Macao Post, 2004 年 11 月 29 日
4. Rajesh Sharma, “Indian Budget 2004: Economic Development with Human Face”, interview given for
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1. Xu Aoao, “Core Studies and General Studies Are Equally Important”, Macao Daily, 27-29 August 2004.
2. David N. Smith, “Educating Lawyers: Graduate Approach Makes Legal Sense”
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Kung Pao, China Medicine, 7 May 2004.

博士/碩士學位論文精選

Selected Ph.D. and Master Theses

I 博士論文 Ph.D. Theses

1. 話音保密通信安全性研究與實現

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內容簡介:

話音通信在現今社會中被廣泛使用，但通話較易受到別人竊聽。一種具高安全性的話音保密系統在政治、軍事及商業上都顯得特別重要。話音保密系統一般分模擬的頻域置亂系統、時域置亂系統及數字密碼器等，其中，數字密碼器提供最佳的話音通信安全。現今數位話音加密產品較少，國外高保密的數字加密產品也不適用於國家資訊安全領域的應用。

本論文介紹的 MUST 話音保密系統，是採用一種新的 256 比特分組密碼演算法-MUST、偽隨機數產生器演算法-MUST-RND，並採用高安全性的會話密鑰傳送方法，把由偽隨機數產生器產生的會話密鑰傳送到被叫的電話終端，該密鑰在通話時作實時加密及解密之用。由於通話在通信網絡上進行，作者採用了 ITU-T G.726/G.729 編解碼器以減少話音在通信帶寬上的佔用，使其能透過公用電話網甚至 IP 電話網進行通話。

在 MUST 話音加密系統中，關鍵技術之一無疑是加密演算法，它既要求安全，還要求快速。MUST 分組密碼演算法的明文、密文都是 128 比特，密鑰長 256 比特。測試結果表明 MUST 是高效的，雪崩效應良好。說明密文是明文及密鑰的極其複雜關係。

話音保密要求通話過程對數字化的話音作實時加密及解密，如處理過程的速度過慢，則會影響通話的質量，甚至於不能通話。MUST 話音保密系統已在美國德州儀器 TMS320VC5402 數字信號處理器(DSP)上實現，通話質量級別達平均意見分(MOS) “良” 級。

關鍵詞:

分組密碼，公鑰密碼，混合密碼，偽隨機數產生器，數字密碼器，數字信號處理器

1. Research and Implementation on Security of Secure Speech Communications

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Ph.D. of Science

Faculty of Information Technology

Abstract:

As speech communications become more widely used and even more vulnerable, the necessity of providing some form of privacy or, in political, military and business purposes, a high level of speech security communication system is dramatically increasing. There are different categories of scramblers used for secure speech communication, for example, Frequency Domain, Time Domain and Digital Scramblers. However, Digital Scramblers provide the highest security. The digital speech security communication systems are not popular. Those developed by foreign countries are not suitable to be adopted in the realm of our national information security.

This thesis introduces the MUST secure speech communication system which mainly composes of a new 256-bit block cipher – MUST and a pseudorandom number generator - MUST-RND. A high secure public key cryptosystem is employed to transmit the session key, which is generated randomly for real-time speech encryption. The author also employs the ITU-T G.726/G.729 Codec to reduce the network bandwidth to adapt the system works on Public Switched Telephone Network (PSTN) and Voice Over IP (VoIP).

The key technique of secure speech systems, with no doubt, is a high-speed and secure block cipher. The MUST block cipher is employed in this application, both the plaintext and ciphertext are 128 bit; the key is 256 bit. The MUST is efficient and has the excellent ‘Avalanche Effect’.

The audio quality of secure speech communication systems will be reduced if the encryption or decryption processing is not working at real-time. Since almost all speech security systems reduce the audio quality of the voice transmission, it is important that the application ensures the level of degradation is not too high. However, the MUST secure speech system has been realised on the Texas Instruments TMS320VC5402 Digital Signal Processor (DSP) and the Mean Opinion Score (MOS) is ‘good’.

Keywords:

Block cipher, public key cipher, hybrid cipher, pseudorandom number generator, digital scrambler, Digital Signal Processor

2. 人力資本投資中的教育投資問題研究

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內容簡介:

知識經濟競爭的焦點是人才，人才的派樣靠教育，教育的發展需要投資。本文運用規範研究和實證分析相結合的方法，以中國的教育投資為切入點，以教育投資是人力資本投資為前提，對人力資本投資中的教育投資的理論與現實問題進行了系統研究。通過對制約中國人力資本投資的教育投資的因素分析提出問題，最終提出中國人力資本投資的教育投資的管理創新以解決問題。

人力資本投資的基本要素包括勞動者的知識、技能和體力等。凡是能提高勞動者的知識、技能和體力的投資均可稱為人力資本投資。人力資本分為正規的教育投資、在職培訓、醫療衛生保健和勞動力的國內流動費用。

現代經濟增長主要來源於人力資本儲量的增長，人力資本投資是人力資本形式的主要內容，其投資和收益是一定的正相關關係。在人力資本的投資中最關鍵的是用於正規教育和在職培訓的費用。同樣的投資，用在教育上要比用在其他方面的作用更大。

教育投資是人力資本投資的核心和主體，教育投資帶來的收益遠比對非人力資本投資更有益於經濟的持續增長。人力投資是推動經濟增長的最重要的動力源泉，發展中國家經濟落後的根本原因不在於物質資本匱乏，而在於人力資本投資稀缺，教育投資不足是人力資本投資稀缺的主要原因。

經濟是教育發展的物質基礎，教育的發展取決於經濟發展水平，教育投入越多，為受教育者提供的教育機會就越多。經濟越發達，社會和個人對教育的需求也就越旺盛。教育的發展從直接因素來說，是教育供給與需求這對矛盾共同作用的結果。目前中國教育供給與需求矛盾突出，教育供求落差大，其主要表現為教育投資缺短，處於教育投資供給小於教育投資需求的失衡狀態。這種矛盾在農村教育和高等教育領域表現得尤為突出。

教育投資不足與分配錯位、個人教育投資成本——收益關係失衡、就業機制扭曲與人力資本虛置和浪費、教育投資負擔與補償機制不健全、教育信貸與學生資助制度發展滯後和終身教育體系尚未構建等是制約中國教育投資的主要因素。

構建合理的教育投資負擔與補償模式、建立人力資本的激勵機制、建立多層次的教育培訓體系、完善中國教育信貸制度、構建終身學習體系，促進人力資本投資中教育投資的管理創新。

關鍵詞:

人力資本投資，教育投資，制約教育投資的因素，教育投資管理創新

2. A Study on Education Investment in Human Capital Investment

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Abstract:

Talent is a country's key to competing in the knowledge economy, and it can only be developed through education, which in turn requires investment. This thesis studies the theories and principal problems in Chinese education investment by employing scientific research and the analysis of authentic materials. The factors that hinder Chinese human capital investment are mentioned and analyzed. The solutions are then put forward, of which the most important is to innovate the management of education investment.

- 1、 Human capital investment basically includes workforce knowledge, skills and health. Therefore, all the investment that can improve workforce knowledge, skills and health can be considered as human capital investment. Human capital investment constitutes of education investment, vocational training, health care and the cost of the flow of domestic labor.
- 2、 The growth of modern economy originated from the accumulation of human capital. Human capital investment is the main part of human capital management. Since investment and returns are directly related, human capital investment which focuses mainly on regular education and vocational training is more essential than investment in other fields.
- 3、 Education investment is the core of human capital investment. The gains from education investment are far more beneficial to the sustainable growth of a country's economy than the gains from non-human capital investment. Human capital investment provides the important momentum to a country's economy. The reason for a developing country's backwardness is not because of the scarcity of materials, but the lack of investment in education and human capital. The main reason for the lack of education investment is the shortage of human capital investment.
- 4、 The development of a country's economy lays the foundation for education and decides its development. Increasing the investment in education can create more job opportunities. The more advanced the economy is, the greater its demand for education. Unbalanced supply and demand is one of the direct factors that hinder the development of education. Currently, this problem in the Chinese education system is a prominent one-there is a shortage of education investment and the supply is less than the demand. This problem is even worse in rural areas and in tertiary education.
- 5、 The main factors that discourage Chinese education investment are: shortage of education investment, misallocation of investment funds, an imbalance in the ratio of costs and returns spent on an individual's education, an ineffective employment system, waste and stagnancy of human capital, the lack of a financial assistance scheme for needy families and absence of a system of lifelong learning.

The innovative management of education investment can be enhanced by the rational construction of the education loan system, a compensation model for the costs of education, the dynamic flow of human capital, setting up a training system at different levels and the introduction of the lifelong learning system.

Keywords:

Human capital investment, Education investment, Factors that hinder education investment, Innovative management of education investment

3. 公司治理結構：理論、制度的核心內容研究

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內容簡介：

公司治理結構，既是一個法學課題，又是一個經濟學課題，也是一個社會學課題。本文的出發點和目的是試圖揭示公司治理結構理論、制度的核心內容，以期推動公司治理結構研究的深入並促進我國公司治理結構制度的完善。

本文首先提出了股東有限責任制度是公司治理結構重要的制度基礎，正是有了股東有限責任制度，才有了公司兩權分離的現實及兩權分離的理論，公司兩權分離的現實及其理論，才又導致了股東與公司經營者間的委託代理及代理成本問題理論的產生。上述制度和理論共同構成了現代公司治理結構的客觀基礎。而這些制度和理論共同揭示了公司治理結構制度安排的核心內容是有效控制公司的經營者。公司社會責任理論的勃起，僅在公司治理目標上引起紛爭，並沒影響到有效控制公司經營者是公司治理結構的核心內容這一結論的確立。

現代社會的法律，都蘊含著明確的現代理念，亦即法律價值與價值追求。作為整體的現代法律，承載著人類全面追求自由、安全、公平、正義、效率的美好理想，但在不同的法律部門，在全面兼顧法律理念的同時，又有著自身價值取向的側重的和優先的價值目標追求，各個單行法亦如此，各個單項的法律制度更是如此，法律正是在各個法律部門、各個單行法和各項法律制度不同的價值追求的衝突和配合中實現整體法律理念和價值追求的和諧統一。公司法是營利組織的組織法和行為法，不管是政府規制也好，公司自治也好，都必須首先確保公司這一營利組織的理性目的的實現，同時兼顧公平和交易安全。公司法理念和價值取向一旦確立，作為實現公司法理念與價值取向的驅動器和運作平臺的公司治理結構及其運作制度的理念與價值取向便自然而然地凸顯出來。公司治理結構制度理念與價值取向的明晰，為公司治理結構制度分析和制度安排的完善提供了方向和座標。

公司應當為誰所有？又應當為誰而治？的確是公司治理結構領域爭論的一個熱點話題。這個問題的討論對公司治理所追求的目標影響很大，頗具理論和實踐意義，非常重要。但這個問題的討論，沒有影響和動搖公司治理結構有效控制經營者的核心內容。通過頗具代表性的幾種不同公司治理結構制度安排模式的分析，除了公司治理結構制度安排追求的治理目標和具體實踐有所差異外，在公司治理結構制度安排的核心內容——有效控制公司經營者方面，卻是異乎尋常的一致。公司法和治理結構的演進、完善、甚至大規模的公司法改革，都是圍繞實現公司治理結構的這一核心內容而進行的。可見，完善公司治理結構制度安排，有效控制公司的經營者，提高公司運作效率，不但是公司治理結構制度安排的核心內容與追求的核心目標，而且已經成為公司法的核心內容與追求的核心目標。

各主要國家公司治理結構控制經營者的制度安排的現狀和特點，都源于其歷史文化傳統、資本市場發育程度、股權結構狀況、政治法律制度等社會條件。實踐證明，這些不同模式的公司治理結構都取得了很大的成功。但隨著社會經濟、政治、文化生活條件的變化，也都暴露出了一定的問題和漏洞。這些問題和漏洞，一方面表現為制度本身的漏洞與不完善之處，另一方面表現為與發展了的社會經濟、文化、政治生活條件的不適應。為此，各國都在學習他國的成功經驗，根據本國國情發展和完善自己的制度，及時克服制度本身的缺點，促進公司健康發展。通過這種比較研究，為我國公司治理結構控制經營者制度安排的改革與完善提供了可資借鑒的方法和經驗。

我國公司企業制度建立的時間不長，而且是在整個社會和經濟體制轉軌過程中建立起來的，公司治理結構的理論研究雖然取得了很多成果，但總體不夠深入。公司治理結構的制度框架雖然

確立，但很不完善。因此公司治理結構制度表面化和形式化，股東大會、董事會、監事會形骸化，公司經營者受不到有效控制，內部人控制和內部人掠奪令人觸目驚心。公司治理結構制度的應然性和實然性反差

太大，公司治理結構制度實施質量低劣，公司治理效率低甚至無效率。這種狀況危害了公司的健康發展，導致公司存在的理性目的難以實現，也給社會帶來了種種損害，因此我國公司治理結構制度急待改革和完善。

我國公司治理結構存在的核心問題是公司經營者得不到有效控制，既沒有有效的監督約束，也沒有有效的激勵約束，因此經營者獨裁專橫、恣意濫權、掠奪所有者財富、經營管理腐敗已成爲一種普遍現象，導致公司治理結構制度安排的核心內容無法實現、核心目標丟失。公司生活存在如此嚴重的問題，除了法律制度有諸多缺陷漏洞的原因外，還有更深層次的政治生活條件、經濟生活條件、文化傳統原因，現實社會生活條件排斥了現代公司治理結構法律制度精神與理念的實踐，影響著現代公司治理結構法律制度的深層認同和社會效果。正如土壤、氣候等自然環境條件不接受異地生物品種一樣，我國現有社會環境條件與現代公司治理結構制度安排的核心內容、核心目標實現的應然的社會環境條件相差甚大，致使我國公司治理結構徒有其形而無其神。因此，解決公司治理結構有效控制經營者的核心問題，完善公司治理結構法律制度固然重要，但改造其生存和有效發揮作用的社會政治、經濟、文化生活條件則更爲重要。

現代公司治理結構制度的有效運作和公司治理結構核心內容的貫徹落實以及實現公司的高效率，必須有完善的可操作的對公司經營者的監督約束和激勵約束制度，因此，應該改革和完善我國股東大會運作制度，中小股東利益保護制度，董事會制度和監事會等對經營者的監督約束制度以及對經營者的激勵約束制度，更爲重要的是改善我國現存政治生活條件所形成的政企不分、公司經營者官本位化以及只對政府負責，不對公司和投資者負責的問題，解決我國經濟生活條件所導致的公司國有股一股獨大問題，實現公司所有者多元化、公司股權結構合理化，在所有制結構上國家資本要逐步退出競爭性領域，以使公司治理結構制度植根于現代經濟生活條件之中。同時，還必須改善法治環境，樹立起法律神聖、法律至上、依法行爲的社會習慣和現代文化。只有如此，公司治理結構法律制度才能有效運作，公司治理結構有效控制經營者的核心內容和核心目標才能貫徹與實現。同時公司運作才能高效率，公司的自身目的和社會價值才能得以實現。

關鍵詞：

公司治理結構，理論，制度，核心內容

3. Corporation Governance Structure: A Research on the Core Content of Theory and Mechanism

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Abstract:

Corporation governance structure is not only about law, but about economics and sociology as well. This dissertation is an attempt to manifest key points of the theory and system of corporation governance structure. Its goal is to further the research on corporation governance structure and to contribute to the development of China's system of corporation governance structure.

This dissertation describes the system of shareholders' limited liability, which is the system basis of corporation governance structure. It is such a system that brings about the reality of separation between ownership and management. In both reality and theory, this separation of ownership from management

results in the entrustment and proxy between shareholders and the corporation's managers and, consequently, in the theory of proxy costs. The above system and theories jointly form the objective basis of modern corporation governance structure. They presume that the most important function of corporation governance structure is to control managers effectively. The development of the corporation's social liability theory has generated discussions about the corporation governance structure's objectives; but it did not alter the hypothesis that controlling managers effectively is the key element of corporation governance structure.

The law of modern society embodies explicit concepts, namely, legal values and the pursuit of value. Modern laws, as a whole, codify the ideals that human beings seek freedom, security, fairness, justice and efficiency for everyone. However, in various legal specializations, laws place their emphasis on different value orientations and priorities of the pursuits of value. Each law is a separate case; so is each separate legal institution. In the conflict and coordination of the different values inherent in each legal department, each separate law and each legal system, the law, as a whole, realizes the harmony and unification sought by legal principles. Corporation law is the law of organization and conduct for institutions that seek profits. Whether by governmental regulation or the corporation's self-governance, some force must ensure that fairness and transactional security are under consideration, while the overall aim of the corporation is realized.

Once the idea and value orientation have been established, the concept of a corporation governance structure and its operation (as the vehicle of corporate law), come up naturally. The system values of the corporation governance structure provide standards for the analysis of the corporation governance structure.

To whom should a company belong? And for whom should it be governed? Indeed, this is a controversial topic in the field of corporation governance structure. These issues are of great importance; with both theoretical and practical ramifications, they determine the selection of the objectives sought by corporation governance. However, discussions of this problem do not change the key concern of corporation governance structures - the effective control of managers. Through analyses of system patterns of several representative corporation governance structures, this dissertation concludes that, excepting some differences of governance objectives and individual practices, they hold identical views on the effective control of managers. The development of company law, even those situations involving large-scale company law reforms, centers on corporation governance structure. Therefore, perfecting the system of corporation governance structure, controlling the company's managers effectively and enhancing the company's operating efficiency are not only key objectives of the system plan of corporation governance structure, but also fundamental concerns of company law.

The situations and characteristics of current system plans for controlling managers in the developed countries stem from their historic and cultural traditions, degree of development of their capital markets, state of shareholder's rights structure, political and legal systems, and other social conditions. Events have proven that these various patterns of corporation governance structures have been very successful. However, with changes in social, economic, political, and cultural conditions, some problems and loopholes are exposed. These problems and loopholes demonstrate the imperfections of the systems themselves. Additionally, they highlight their inconsistency with the existing social, economic, cultural and political conditions. Therefore, these countries are learning from one another's successful experiences, developing and improving their own systems in accordance with their individual situations, and overcoming their systems' defects to promote the healthy development of companies. Using comparative research, this dissertation documents these methods and experiences. It will examine specific applications of corporation governance structures, i.e., controlling managers.

The company, as an element of a free enterprise system, was adopted in China only recently. Essentially, this system was established during the shifting of the whole social and economic regime. Despite the fact that much research has been achieved in the field of corporation governance structure, it is not sufficiently broad or deep. Although the framework of corporation governance structures has been established, it is far from being perfect. The incomplete development of the corporation governance structure system, the lack of oversight by the shareholders, board of directors and the supervisory board, the ineffective control over the corporation's management, plus insider trading and corruption are shocking. The contrast between "should be" and "is" in corporation governance structure systems is striking. The low degree of implementation of corporation governance structure systems and the deplorable inefficiency of corporation governance jeopardizes the company's healthy development. This complicates the realization

of the company's goals (and continued existence) and, of course, does a variety of harms to society. Therefore, corporation governance structure systems badly need reforming and perfecting in China.

The fundamental problem with corporation governance structure is the lack of effective control over managers. Without effective supervisory restraint, managers can be autocratic and domineering, abusing their power freely, plundering the owners' property and encouraging management corruption. The above conditions have become a familiar phenomenon. They cripple the corporation governance structure and make it impossible to attain company goals. The reason why these practices become such serious problems for the corporation is that, besides exposing many defects and loopholes within the legal systems, some deeper level political and economic conditions and cultural traditions are the primary causes. Social realities sometimes challenge the legal system of modern corporation governance structures and their theoretical basis. As such, they can affect the recognition and positive social benefits of the legal systems of modern corporation governance structure. Just as soil, climate and other natural situations don't easily accommodate species from other regions, corporate governance systems from other regions may encounter resistance when applied to the current corporation governance structure in China. The present system sometimes merely imitates the spirit of other systems. Current social conditions in China are very far from the "should be" (ideal) environment. Thus, despite the importance of solving the key problems of controlling managers and perfecting the legal system as related to corporation governance structure, transforming the political, economic and cultural conditions in which the corporation governance structure exists and functions effectively is of even more importance.

The effective operation of a modern corporation governance structure system, the implementation of key elements of corporation governance structure and the optimization of the company's efficiency depend on a system that combines encouragement of the managers with simultaneous restraints. Therefore, it is essential to reform and perfect the systems for conducting shareholders meetings, protecting for the interests of small shareholders, regulating boards of directors, creating supervisory boards to supervise managers, and formulating a system that combines encouragement with restraint upon managers. More importantly, it is imperative to improve the situations formed under the existing political environment where it is presumed that the enterprise is indivisible from the government, that the company's managers possess a bureaucratic orientation and believe they're responsible to the government but not to the corporation and investors. It is also important to solve the problem of the state-owned share being so disproportionately large as to minimize the control of the company by individual investors. This condition reduces the effectiveness of the system of shareholder's rights. Concerning corporate ownership, state-owned capital should gradually be withdrawn from competition with private funds. This shift is necessary to have a corporation governance structure system rooted in modern economic realities.

Meanwhile, the situations ruled by laws should be extended, and social customs and modern cultural values such as the sacredness of law, the supremacy of law, and conduct dictated by law should be universally accepted. Only under these conditions can a legal system of corporation governance structure work effectively. When these conditions are in place, the key objectives of corporation governance structures, i.e., controlling managers effectively, can be implemented and realized. This will allow the corporation to work efficiently and the objectives (profit) and social value of the corporation itself can then be realized at the same time.

Keywords:

Corporation governance structure, Theory, Mechanism, Core content

4. 行政補償法研究

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內容簡介:

與立法和行政法學其他領域相比，中國行政法學界對行政補償的研究相對滯後，甚至對行政補償的基本概念、理論基礎和體系結構都缺乏系統研究。之所以如此，一是由於行政法學界長期以來忽視了對徵收、徵用行爲的研究，僅僅在研究導致行政補償的原因時用一個“合法行爲”一筆帶過；二是中國行政法學界在相當一個時期內研究的“行政徵收”是指稅費課征，而不是法學界通常所說的“徵收”或“徵用”；三是立法上把“稅費課征”和對土地、財產的“徵收”、“徵用”都用“徵收”或“徵用”這一術語來表述，極易造成誤解。

本文側重於行政補償的基礎性研究：

一是對行政徵收和行政徵用的研究。行政補償伴隨著行政徵收、徵用而來，又隨著行政徵收、徵用的擴張而擴張，以致超過行政徵收、徵用的範圍，甚至與行政賠償相重疊。從某種意義上說，不研究行政徵收和行政徵用，行政補償便是“無本之木”、“無源之水”，西方國家學者把徵收、徵用與補償視爲“唇齒條款”或“聯結條款”，原因也正在於此。

二是要厘清稅費徵收與徵收徵用的關係。筆者認爲，爲了避免發生誤解，今後在立法上和學術研究上把收稅和收費行爲表述爲“課稅”和“課費”十分必要，既能避免誤解，又能和憲法上的用語相協調，更符合法學界和中國人傳統的用語習慣。我國行政法學界把課稅和課費行爲作爲具體行政行爲的一種納入行政法學體系是必要的，儘管稅法可以作爲一個獨立的法律部門存在，但其基本原理來源於行政法，其課稅行爲所適用的程式以及救濟手段等內容都與行政法無二。在把稅費課征行爲納入行政法體系的同時，我們更應當把政府基於公共利益的需要剝奪和限制私人權利的行政徵收和行政徵用行爲納入行政法學體系。

三是對行政補償的概念和理論基礎的研究。儘管學術界對行政補償的概念眾說紛紜，但概念的研究離不開理論的支持，本文認爲行政補償概念的界定應以特別犧牲理論爲基礎，它泛指行政主體對於私人所遭受的特別犧牲予以的填補與回復，不僅包括合法的公權力行爲造成的特別犧牲補償，還包括私人爲公共利益主動實施無因管理而受到特別犧牲的補償。然而，在現代社會國家觀的影響之下，即使私人所遭受的損失並非是特別犧牲，國家也可以對其損失給予救助，以保證其基本的生存權利。在德國、日本及臺灣等國家和地區，在特定的情況下對於私人所遭受的非特別犧牲的救助被稱之爲社會補償。諸如防止危險而產生的損失補償、暴力犯罪受害者的補償、戰爭及政治受難者補償等。但嚴格來講，社會補償從理論基礎、原則、程式和救濟等諸多方面都不同於典型意義上的行政補償，主要是德國和日本公法上的概念，應當歸於社會保障的範疇，由社會保障法加以調整。

四是關於行政補償體系、原則、標準和方式問題。我國行政法學界在論述行政補償問題時，習慣於從補償範圍和標準兩方面來論述，但對於何爲補償範圍，何爲補償標準未作明確地界定。嚴格地說，補償範圍和補償標準之間存在著許多交叉，有時很難將兩者明確區分開來。比如間接損失，既可將之歸於範圍問題，也可將之歸屬於標準問題。在其他國家，學者們大多不是從這兩個角度來論述，我國一些學者似乎在某種程度上也放棄了這種研究思路。然而，爲了尊重這種似乎是約定俗成的論述思路，方便於學術交流，筆者仍從這兩個方面論述。但筆者在此首先對補償範圍和標準進行界定：補償範圍解決的是私人能否獲得補償的問題，側重於說明國家在總體上承擔補償責任的種類，實際上就是行政補償的體系；補償標準解決的是給予受損人多少補償的問題。依照這種界定，進而將間接損失作爲補償標準的一個問題來研究。還有一個重要的問題是補償的原則，實際上補償原則與補償標準解決的是同一個問題，即給予私人補償的數額問題，因此

海外學者往往將補償標準作為補償原則的一部分來論述。至於行政補償的方式，從各國的情況來看大多是以金錢補償為主，其他方式為輔。

五是行政補償程式問題。依據行政補償的類型，可以把行政補償程式概括為公用徵收補償程式和其他補償程式，其中各國規定較為完善和探討較多是前者，本文所論述的補償程式也主要是公用徵收補償程式。公用徵收補償作為一種公權力主體的公權力行為，其運作必須嚴格遵守法律規定的程式。完整、科學的公用徵收補償程式作為一種制約機制，能夠保障行政補償正確實施，更有利於保證被徵用人的補償權利得以充分、及時、有效的實現。完善公用徵收補償程式的法律意義還在於保護權益受害人運用程式權利對抗公權力主體的違法行為，減少公權力主體出現違法和不公正補償的機率。

六是行政補償訴訟問題。行政補償訴訟是補償權利人贏得正當補償，抵抗公權力侵犯的司法屏障。從各國行政補償訴訟制度的模式設計來看，無不在行政補償的各個環節賦予了當事人通過司法程式解決與補償有關糾紛的權利。因此，借鑒國外行政補償訴訟制度的成功經驗，完善我國行政補償訴訟制度十分必要。

除了對行政補償的基本理論問題進行系統研究之外，本文在最後部分還專門以土地徵用和城市房屋拆遷為例，對我國目前徵用補償領域存在的突出問題展開實證分析，以期對我國土地管理法、城市房屋拆遷條例的修改以及行政補償立法的完善有所助益。

關鍵詞：

行政補償，行政徵用，基本類型，理論基礎，憲法依據，補償體系，公共利益，補償方式，補償原則，補償計算，補償程式，補償訴訟

4. A Research on Administrative Compensation

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Abstract:

Compared with legislation and other domains of administrative law, the study of administrative compensation by Chinese academia has lagged behind so much that those basic issues like concepts, theoretical grounds and structure, etc have been unsystematically studied. There are three reasons lying behind this phenomenon. Firstly, administrative requisition and condemnation, which are only mentioned in the reasons of administrative compensation in short, are ignored for a long time. Secondly, administrative requisition used in Chinese academic circle limits itself to assessment of taxes, not the popular meaning in law term. Thirdly, in rulemaking assessment of taxes and acquisition of land or property are expressed by the same words in Chinese, which is very misleading. Thus this paper will emphasize particularly on basic research.

The first is the research on administrative requisition and condemnation. Administrative compensation goes with administrative requisition and condemnation. Sometimes the scope of compensation expands over that of requisition and condemnation and even includes the compensation for illegal administrative actions. In some sense administrative requisition and condemnation are sources of compensation. That is the reason why western scholars name their relationship as “lip and tooth clause” or “united clause”.

The second is the definition of the relationship between assessment of taxes, administrative charge and other kinds of condemnation. In order to avoid being misunderstanding, every taking should be fixed in one term and be unanimous with the constitution. The fact that Chinese academia circle regards assessment of taxes and other kinds of administrative charge as specific administrative actions is necessary. Though tax law exists as an unattached department, its fundamental principles root in administrative law,

and the process and means of relief of the latter are applicable, too. So government actions concerning the deprivation and limitation of private rights for public interests need should be included in the system of administrative law.

The third is the research on concepts and theoretical grounds of administrative compensation. Though there are various concepts in the circle, research on concepts should have the support of theoretical grounds. The author argues that the ground of concepts should be special sacrifice theory, which generally refers to the average and recovery given by administrative body to victims who suffered special sacrifice for not only legal actions but also voluntary service for the sake of public interest. Under the influence of the popular view in our country, governments remedy the loss to guarantee their basic right to existence, though the loss is not special sacrifice. In German, Japan and Taiwan, remedy to the nonspecial sacrifice under certain circumstances is named social welfare on emergency basis such as compensation for damages caused by averting danger, for victims of violence, war and politics sufferers, etc. Yet in a strict sense social welfare is different from administrative compensation in theoretical grounds, principles, process and remedy as well, mainly because concepts of public law in German and Japan belong to the category of social security and are regulated by social security act.

The fourth is about the scope, principles, standards and ways of administrative compensation. On discussing administrative compensation, we are used to dissertating from two aspects: the scope and standards; yet the concepts of them have not been defined. In fact the scope and standards overlap. It is difficult to divide them very clearly, like indirect loss which belongs to either the scope or standards. Instead much foreign research has not followed the method. Recently some scholars in our country have abandoned this method. To defer to this established method and be convenient to communion, the author also chooses it, but emphasizing the scope solves if a private person can be compensated or not; standards solve how much he will be given. Another important issue is principles of compensation. In fact standards and principles together settle the amount of compensation. So foreign researchers regard standards as part of the principles. As for ways of compensation, most countries give priority to money.

The fifth section is about the process. According to types of compensation, there are processes applicable for public uses and other uses. This article mainly discusses the former, mentioning that the execution of power must strictly abide by law process. Integral and scientific process will not only ensure compensation legally and in reason but also guarantee the owners' right of compensation fulfilled fully and in time. The significance of perfecting the process is also to ensure victims to confront the illegal actions by administrator and compensator through using the tool of process, at the same time to decrease the rate of unjust compensation.

The sixth is about litigation of administrative compensation. Litigation of administrative compensation is the judicial barrier for persons who are entitled to compensation to gain just compensation and resist infringement of power. Examining patterns of litigation of compensation abroad, each step has entitled the party concerned to right of settling compensatory dispute through judicial procedure. It is necessary for perfecting our relevant system to use their successful experience for reference.

Finally, in addition to exploring systematically the basic research, the author makes a positive study on typical issues in the present area by examples of acquisition of land and dismantlement of city buildings, in hope that they will contribute a little to the amendment of land administration law and regulations of dismantlement of city building as well as to perfection of rulemaking about administrative compensation.

Keywords:

Administrative compensation, Administrative condemnation, Primary types, Theoretical ground, Constitutional grounds, The system of compensation, Public interests, Ways of compensation, Standard of compensation, Calculation of compensation, Procedure of compensation, Litigation of compensation

5. 請求權及其衝突研究

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內容簡介:

請求權是民法中的樞紐性概念和救濟性法律制度。它是民法和民事權利的生命力所在；是溝通公法與私法的橋樑和紐帶；是實現私法自治和私權保障的重要手段；也是民法規範體系化、法典化的核心和關鍵。請求權理論和制度產生以來，基於理論創新和真理探究的客觀規律，人們對其理論地位和制度價值的認識，有一個逐步深化的過程。所以，目前學界對請求權及其衝突的研究還存在不少值得進一步探討的問題。在我國著力於民法典制定的今天，對該問題的研究具有極為重要的理論和現實意義。因此，文章針對國內外有關請求權問題的研究現狀，採用歷史法學、比較法學、系統法學和實證法學的方法，對請求權的基本理論、衝突規制等一系列法律問題進行了系統研究。

文章首先通過導言提出了目前請求權研究中存在的四個主要問題，介紹了本文研究的基本思路和主要觀點，強調了研究該課題的理論和現實意義。然後，文章分五部分對請求權及其衝突問題進行了系統研究。

第一部分(第一章)主要研究了請求權制度的產生及其意義。文章通過對請求權產生、發展的歷史回溯，力求從歷史沿革、理論發展和制度變遷上，研究請求權制度產生的客觀基礎、歷史過程和理論意義。其目的在於，進一步提升請求權理論的學術價值，為下面的研究奠定基礎。

第二部分(第二、三章)是對請求權基本理論的研究。其中，主要對請求權的性質、基礎和類型劃分進行了深入探討。同時還研究了請求權與訴權、訴訟標的和既判力的關係。文章認為，請求權並非本權利的固有權能和效力作用，而是一種與本權利相對應的、實體法上的救濟權；請求權的基礎既不是其對應的本權利，也不是其對應的法律關係，而是其賴以產生的請求權法律規範；將請求權劃分為物權請求權、債權請求權、人身權請求權和知識產權請求權等並不科學。應當從救濟權的角度，將其分為防禦請求權、保全請求權和補救請求權三種。請求權與訴權有別，與訴訟標的和既判力具有十分密切的聯繫。實體法與程式法理論必須相互溝通銜接，才能共同實現對社會關係的合理調整。

第三部分(第四章)是對請求權衝突的一般性理論研究。其中，主要探討了請求權衝突與規範衝突、權利衝突的聯繫和區別，從理論上對請求權衝突的內涵、外延進行了科學界定，並對請求權衝突進行了學理上的分類。文章認為，請求權衝突是指兩個以上相互關聯的請求權同時並存，又不可能或者不應當同時完全實現時產生的一種法律現象。其可能因規範衝突所致，亦可因事實衝突所為；可以是一種絕對衝突，也可是一種相對衝突；可以發生在訴訟前、訴訟中，也可以發生在執行階段。

第四部分(第五、六章)是對請求權衝突法律規制的具體研究。其中，主要研究了規制請求權衝突的請求權競合制度、請求權聚合制度和請求權競存制度。基於作者對請求權及其衝突的基本看法，文章在這三種制度的研究中，均提出了自己的一些獨到見解。筆者認為，請求權競合是指同一法律事實同時滿足了兩個以上法律規範的構成要件，導致同一權利人對同一義務人同時享有兩個以上請求權，而數個請求權所救濟的法益完全重合或部分重合的法律現象。請求權聚合是指因同一法律事實的發生，導致權利人可基於不同的請求權規範對一個或幾個義務人同時享有數個請求權，在不違背損益相當原則的前提下，其請求權有可能完全得以實現的法律現象。請求權競存是指數個權利人對同一義務人或同一義務人所有的同一項財產同時享有請求權，但數個請求權在事實上不可能同時完全得以實現的法律現象。在這部分研究中，文章特別重視將實體法理論與程式法理論相銜接、將實體法制度與程式法制度相配套。

第五部分(餘論)是本文研究的結論性內容。其主要是從請求權基本理論出發，探討請求權及其衝突理論對我國民法典制定的影響。限於篇幅，文章主要研究了請求權理論對民法典體系結構的影響；對民法典制度設計、尤其是請求權制度設計的影響；對健全完善衝突解決機制和模式的影響。筆者期望，本文的研究能對我國民法典的制定有些許貢獻。

關鍵詞:

請求權，性質，基礎，分類，訴訟法，衝突，規制，民法典

5. Study on Rights of Claim and Their Conflict

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Abstract:

Right of claim is a legal system for remedies. It is the source of civil rights' vitality, the bridge connecting public law and private law, the main means for people to decide on their owns, and the key to systematize the institutions in civil law. Since it is coming into being people have been understanding better and better its status in civil law theory and its function as a legal regime. Anyway there are still many issues about the right to be discussed more deeply. What is more it makes the study on these issues more urgent so that we are trying to draw up the civil code of our own. The dissertation thoroughly discusses a series of issues about the basic theory and conflict regularization of rights to claim by means of comparison, systematic analysis, and so on.

In the preface the author puts forward four main questions on rights of claim, which are being discussed by Chinese scholars in the field of civil law at present. Then the author explains his main ideas and his train of thoughts, emphasizing the importance of doing such research in both theory and practice. After that the author studies rights of claim and their conflict in his article, which contains four parts.

The first part (chapter I) mainly deals with the history and influence of the institution. By going over the right's first appearance and its development the author shows its objective basis , evolving course and theoretical significance and enhances the academic value of the theory on it.

In the second part (chapter II III) the author carries out research on the basic ideas about the right. The author thoroughly expounds the right's nature, basis and types. At the same time he also studies the relationship between the right of claim and litigious rights, objection of action and effects of established judgments. The author insists that the right of claim does not exist as a natural feature of a civil right but a substantive remedial right, which is in correspondence with the right going with it. The basis of a right to claim is neither the right nor the legal relationship both protected by the claim, but the provisions vesting people the right to claim. The author also declares that it is not scientific to classify rights to claim as claims on real rights, claims on creditor's rights, claims on personal rights and claims on intellectual property. In author's opinion rights for remedies should fall into three types: defense claims, saving claims and remedy claims. The right of claim is different from litigious rights and closely connected with object of action and effects of established judgments. Only when the theory of substantive law well linked up with that of procedural law can social relationship be adjusted effectively and evenly.

The third part (chapter IV) is mainly about general theory on the right to claim. In this part the author approaches the relation and difference between the right of claim and rules conflict and rights conflict, making clear the intension and extension of the concept and reasonable types of rights conflict. The author believes that conflict of rights to claim is a kind of legal phenomenon in which there are two claims co-existing but repelling each other because of rules conflict or legal fact conflict. It may be a kind of absolute conflict or a kind of relative conflict and it may happen before the litigation, during the litigation or in the course of execution.

How to regularize claims conflict is discussed in the fourth part (chapter V VI). In this section the author deliberates on three main types of claims of conflict: co-existing but repelling claims, collected claims and co-existing but orderly claims. From his own understanding and knowledge the author advances some new ideas about claims conflict. In his opinion co-existing but repelling claims means more than two claims one obligee has on one obligor at the same time because of the same legal fact and the benefit of these claims coincide completely or partly. Collected claims means more than two claims one obligee has on the base of one same legal fact on one or more obligors according to different claim norms and all these claims could be satisfied if the principle of balanced gains and losses is obeyed. Co-existing but orderly claims are claims that more than one obligee have on the same obligor or on his certain property, and as a matter of fact, these claims cannot be satisfied at the same time completely only because they are in certain order.

The last part is the conclusion of the author's study. He analyses the effect that the theory of rights to claim and their conflict will have on making Chinese civil code. Due to the length of the article he expounds the influence of study on claims conflict may have on the systematic construction of our civil code, the designation of civil institutions, especially the rights to claim and on how to make perfect the device for conflict settlement. It will be the author's great pleasure if his study could contribute to new Chinese civil code.

Keywords:

Right of claim, Nature, Basis, Classification, Procedural law, Conflict, Regularization, Civil code

II 碩士論文 Master Theses

1. 加密與糾錯級聯碼的研究與實現

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內容簡介:

在信道上通信的安全實際上包括有兩方面的內容:其中一方面是防止隨機幹擾所引起的傳輸出錯,另一方面是防止第三方竊聽,偽造或破壞,解決的方法都是通過編碼:糾錯碼和密碼。這兩種編碼的功能完全不同,方法也各異。一是糾錯檢錯,另一是保密,是兩個完全不同的學科,內容迥異。

在密碼學發展的歷史上,曾經出現過利用糾錯碼構造公鑰密碼的事。如果成功的話,便可產生出一種兼具糾錯和加密能力於一身的編碼方法,然而它並不成功,已被淘汰。

但通信既不能沒有加密,也不可缺少糾錯,本論文是討論糾錯與加密級聯碼的設計。所謂級聯碼,也不等於糾錯碼和密碼的簡單結合。

本文通過詳細分析考證後,得出級聯碼的構造模式,並且以能糾 3 個錯的 BCH 碼和 MUST*密碼設計出一個級聯碼,其中 MUST*是根據 MUST 密碼系統的設計思想衍生出來的另一個” MUST 家族”中的新成員,其速度比 MUST4 又提高了一步。

最後以軟件實現了該級聯碼系統,進而把軟件程式移植到硬體晶片中去,並採用帶高速處理能力的數字信號處理器 DSP 作為演算法的運算單元,而和主機端通訊則採用 USB 介面,整個系統達到實用的目的。

關鍵詞:

MUST 密碼, BCH 碼, DSP, USB

1. The Study and Implementation of Encryption & Error-correcting Cascade Code

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Abstract:

When the information is transmitted over a communication channel, its safety includes two aspects: one is to eliminate the errors caused by random noise, the other one is to avoid the information from wiretapping, fabricating or damaging. The solution for them is coding: correcting code and cipher. They have two different functions and are implemented in different ways. One is used to check and correct the errors. The other is used to keep the secrecy of information. They are two totally different subjects and belong to distinct concepts.

In the history of cryptology, people have tried to use the correcting code to form a public key cryptosystem. If succeeded, a new coding method with error-correction and encryption function would be developed. However, this idea did not prove to work and has been abandoned.

Information cannot be transmitted without any encryption and error-correction considering safety regards. This thesis is to study and construct an error-correcting and encryption cascade code, which is not a simple combination of error-correcting code and cipher.

This paper gives a detailed analysis of and investigation into this topic. A construction model for the cascade code will be proposed. According to this model, a cascade code formed by MUST* cipher and BCH code which can correct 3 errors is developed. MUST* cipher is a new member of MUST family and designed following the main concept of MUST cipher system. It has a higher speed than the original MUST4 cipher.

The software implementation of the cascade code system is finished. Then, the software program is transplanted into a hardware chip. The high-speed digital signal processing (DSP) CPU is used to form the operation unit. The interface between DSP and Host Computer is USB interface. This makes the whole system more practical.

Keywords:

MUST Cipher, BCH code, DSP and USB

2. 以互聯網為基礎的跨平台地理信息系統之研製

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內容簡介:

地理信息系統(Geographic Information System 簡稱 GIS)是一項以電腦為基礎的地理信息技術，是管理和研究空間資料的技術系統，在電腦軟硬體支援下，它可以對空間資料按地理座標或空間位置進行各種處理、對資料的有效管理、研究各種空間實體及相互關係。通過對多因素的綜合分析，它可以迅速地獲取滿足應用需要的資訊，並能以地圖、圖形、標示符號或資料的形式顯示處理的結果。

隨著互聯網(Internet)的蓬勃發展及普及，各種電子商業活動，各類的民生服務都在網上趨生。各地政府部門亦不斷將服務電子化，藉著網路無遠勿界的特性，令重要資訊、重要服務等不再受時間及地域的限制，為市民提供很大的便利。其中一項便民的服務，便是在網上提供地理資訊訊息的查詢。各 GIS 廠商致力開發基於全球資訊網 (World Wide Web) 的相關地理資訊產品 (簡稱 Web-GIS)，使電子地圖走向大眾化及網路化，人們不需要有任何地理系統方面的知識都可以輕易地上網取得所需的地理資訊，例如街道查詢，商業中心的地理位置查詢等等。澳門政府因應社會的需求及服務的完善，也發展了澳門地理資訊系統及澳門網上植被分佈系統。

雖然 Web-GIS 在近幾年才開始發展，但它的發展速度非常快，目前已成功地應用到很多不同的領域中，利用互聯網以達到圖形及資料之傳播與交流，且由於網路有效率的傳送內容、地圖、圖形和其他相關訊息而形成互動。使用者在任何地方只要透過互聯網瀏覽軟體 (Browser)，就能獲得許多豐富的地圖資訊，多家著名的 GIS 廠商已推出了 Internet 上的 GIS 解決方案。

儘管各間著名地理信息系統開發公司提供了很好的 Web-GIS 解決方案，但它們特徵風格各異，開發方法、運用條件、使用平臺、模型和檔案格式不大相同，且當中的主要技術是不公開的，造成了平臺的發展受軟件所限制，且當那些公司推出了新軟件後，往往要跟著購買新軟件來進行系統轉移。如此一來，系統的開發及維護成本，開發人員的對軟件知識上的培訓支出便成為系統發展上的一大障礙。因此，開發一套與伺服器平臺獨立、操作及開發簡單易學、使用層面廣、有效平衡地圖資料計算負載及快速回應的 Web-GIS 系統將能把 GIS 更進一步地引入 Internet 世界，使 GIS 充分利用和發揮互聯網的優勢。本論文的重點便在於研究及開發這樣的一個系統，並探討現在流行的各種 Web-GIS 實現技術的優缺點，以利將來對 Web-GIS 系統作更深入，更複雜的應用開發研究。

關鍵詞:

地理信息系統、網上地圖、Web-GIS、Java Applet

2. The Development of a Cross-platform Web-based GIS System

Lin Wen Da

Master of Science

Faculty of Information Technology

Abstract:

GIS, short for Geographic Information System, is a computer-based technology capable of capturing geographical referenced information. It is a computer software designed to collect, manipulate, analyze and display spatially referenced data by referring to location. GIS has the ability to relate different information in a spatial context and come to a conclusion about its relationship. Through integrated analysis, information can be quickly obtained. Results can be displayed in many different forms, such as maps, graphics, signs or data format.

Due to continuous development and wider application of Internet, different sorts of electronic business transactions and services are done through Internet. This also leads to the rise of electronic-governments. Through Internet, information is no longer limited by time or place. Besides, since information can be published on the Internet, people can get their information more easily. Owing to this, many GIS companies have started developing GIS products based on World Wide Web (Web-GIS), aiming to make electronic mapping more common and easy to access. People can obtain geographic information without any GIS knowledge. In order to respond the need of the society, and to provide better service, Macao government has also set up website for GIS and Plants distribution.

Web-GIS has developed rapidly in these few years. At present, Web-GIS has been successfully applied to many different areas. Users can receive lots of geographic information on the Internet. Also, many well-known GIS companies have launched Web-GIS solutions set on the Internet.

Even though many well-known GIS system companies provide great Web-GIS solution, their styles, modes and even the data model and file formats are quite different from each other. Besides, since most of the GIS companies do not want to disclose their key technologies. This in return has limited the development of the GIS system, and also leads to a situation that whenever a company has launched a new software, one has to buy it in order to go through a system transfer. As a result, costs on system developing, safeguarding and skill training have become an obstacle to the development of Web-GIS. Therefore, a quick respond and user-friendly GIS can bring Internet into fully play and make good use of it. In order to get prepared for further research and development of the GIS, this thesis is to explore and investigate the GIS, and study the strong and weak points of all different kinds of Web-GIS techniques.

Keywords:

Web-GIS, Web Mapping, Java, Interactive Applets

3. 素數的確定性判定和大數模冪快速算法

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內容簡介:

長久以來，尋找一個有效的方法去判定所給的大數是否為素數，不但在數學上有重大的理論意義，鑑於近代密碼學的興起，並採用大素數參與運算以防禦攻擊，加強密碼系統的安全性，使素數的研究更成為有實際意義的研究題目。

2002 年 8 月印度的 Manindra Agrawal, Neeraj Kyal 和 Nitin Saxena 在所發表的“Primes is in P”中提出了一個可以在多項式運算時間內確定性判定素數的方法 AKS，而 AKS 為取其三者名字的第一個字元而命名的，本論文在理論和實踐上探討其有效性。

RSA、ElGamal 和 Diffie-Hellman 等現今流行的密碼系統中不論是加密、解密或是數字簽名等過程主要是採用模冪運算 (Modular Exponentiation) 來實現的，所以模冪運算的速度對密碼系統的效率有重大的影響，為此這篇論文探討了 Binary Method 和幾種預處理方法，分別在運行時間和模乘次數上進行分析比較。

在大數運算方面，Binary Method 的速度較差，但是對 $2n + 1$ 形式的大數測試效果較佳，而應用預處理方法可減少模冪次數，進而提高大數模冪運算的速度。

上述幾種演算法是基於模冪運算時把指數 e 化為二進制數表示形式並分解為一系列的模乘運算而完成的，其中蒙哥馬利模乘 Montgomery Multiplication Method 針對計算機的特點，通過移位運算代替除法運算，以加快模乘的速度。

關鍵詞:

素數測試法，AKS 素數測試法，Miller Rabin 概率素數測試法，模冪運算，蒙哥馬利模乘

3. Deterministic Primality Test and Fast Modular Exponentiation

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Abstract:

Mathematicians have been concerned to find an efficient method for testing whether a given number is prime for a long time. Modern cryptography has developed rapidly, and its security mainly depends on the difficulty in factoring a very large number. Therefore most of the public-key algorithms require plenty of large prime numbers. As a result of this, the primality testing plays an important role in the public-key cryptographic system.

In August 2002, Manindra Agarwal, Nitin Saxena and Neeraj Kayal at the Computer Science and Engineering (CSE) Department of the Indian Institute of Technology Kanpur (IIT-K), announced a new deterministic primality test (AKS). Compared to Miller Rabin probabilistic test, one of the most popular primality tests nowadays, the AKS gives the correct results with provably polynomial run-time.

Many cryptographic systems mainly depend on the computation of modular exponentiation of large numbers to perform encryption and decryption of data and digital signature, such as the RSA and ElGamal public-key algorithm, the Diffie-Hellman key exchange scheme and Digital Signature Standard (DSS) of the National Institute for Standards and Technology. Therefore, how to accelerate the modular exponentiation is one of the main factors affecting the performance of cryptographic systems.

In the second part of the thesis, the fundamental Binary Method and several preprocessing methods are discussed and compared in detail. According to the results of the experiments, the fastest implementation is obtained using preprocessing.

The above algorithms perform the modular exponentiation using a series of modular multiplications. The Montgomery multiplication method is one of the most efficient algorithms in modular exponentiation, which computes division by shifting operation in the field $GF(2k)$, and it is inherently fast on computer. Therefore it can work significantly faster than the normal modular multiplication.

Keywords:

Primality Testing, AKS Primality Test, Miller Rabin Probabilistic Test, Modular Exponentiation, Montgomery Modular Multiplication

4. 數字圖像信息隱藏中的複數基編碼及其應用研究

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內容簡介:

數字圖像信息安全，是伴隨著計算機網路和多媒體技術的迅速發展而產生的新問題。數字圖像信息安全是數學、密碼學、信息理論、計算機視覺以及其他計算機應用技術的多學科交叉的研究課題。

本文研究是將秘密文本信息，公開的文本信息、圖像信息及聲音信息(以三者取其二的組合方式)，利用特定的複數基編碼將秘密資訊及兩個公開資訊轉換成複平面的三個座標點，並借助平面幾何三角形中點的性質，求取該三角形重心座標值，利用重心座標值，建立兩幅位圖圖像儲存，透過上述的編碼方式，秘密的文本信息可用兩個公開信息，及附加的座標資訊來完全表達。於是信息發送者可利用這種方式進行加密；透過網絡分批發送給接收者，接收者取得相應的四個信息檔案後，進行相應的複數基逆變換處理，從而取得相應的秘密信息。本文實現了文本信息、圖像信息及聲音信息的多種匹配方式的資訊轉換，大量實驗表明演算法是有效的。

本文研究的編碼與解碼模式，可望將其應用到網絡信息分存中去。

關鍵詞:

數字信息，複數基，編碼，信息隱藏

4. Investigation and Application of Digital Image Data Hiding Using Complex Number-Base Encoding

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Abstract:

Digital image data security is a new research topic, which appears and develops along with the rapid progress of Internet and multimedia. Digital image information security involves mathematics, cryptography, information theory, computer vision and other computer applied techniques.

This paper studies the encryption of secret text data by transforming the combination of a secret text data and two public data (either text, image or audio), into three points on plane-geometric, through a specific complex number-base. The coordination of barycenter of those points is acquired, depending on trigonometric properties. Two bitmap-images are developed and saved from the coordinate of the barycenter. According to coding algorithm above, secret text data can be substituted by two public data and an additional coordinate. Sender encrypts and distributes the secret text data to recipient through network by this method. Recipient can retrieve and read the secret text data by decrypting these four data files in correspondent complex number-base. Numerous experiments are completed about text data, image data and audio data transforming based on this algorithm. The results illustrate the mentioned coding algorithm as successful.

It is expected that the above coding model could be used in network transfer of information.

Keywords:

Digital Data, Complex number-base, Coding, Data hiding

5. 對個人所得稅徵收管理的研究

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內容簡介:

個人所得稅是調節公民收入的重要經濟杠杆，它不僅可以增加財政收入，而且可以緩解社會分配不公的矛盾，被公認為良稅種之一。我國個人所得稅的發展歷史並不長，在經濟發展中發揮著舉足輕重的作用，其中有些功能是其他稅種無法替代的。為此，對個人所得稅徵收管理的研究，尤其是研究存在問題與強化措施就更具有價值性。

本文以個人所得稅的徵收管理為研究物件，以加強個人所得稅管理對策為研究目標，從制約個人所得稅徵收管理有效開展的問題分析討論入手，在研究分析國內外新的征管理論與經驗基礎上，提出加強徵收管理的具體對策。文中首先介紹了個人所得稅概論，為研究奠定了一個理論基礎；其次對個人所得稅作用體現進行了分析，指出其是極具發展潛力和價值的良稅種；再次，重點介紹美國、澳大利亞、日本等發達國家個人所得稅徵收管理的先進做法，比較出了我國應借鑒的具體方面；還有，在深入分析基礎上，剖析了當前個人所得稅徵收管理中產生諸多問題原因及影響；最後，從我國國情出發，借鑒國外征管經驗，本著實際與可行的原則，有針對性地提出了加強個人所得稅徵收管理的具體對策。

關鍵詞:

個人所得稅，徵收管理，問題，對策

5. Study on the Management of Individual Income Tax Collection

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Abstract:

Acting as an important economic lever to adjust citizen's income, Individual Income Tax is widely recognized as one of the good taxes not only to increase revenue but to alleviate the unjustness of social distribution. Although Individual Income Tax has a short history of development in China, it has played a pivotal role in economic development with some of its functions irreplaceable by other tax categories. It is therefore of great value to study the management of Individual Income Tax collection and of more value to study its existing problems and strengthening measures.

Taking the management of Individual Income Tax collection as the object of study, the paper aims to strengthen the measures of Individual Income Tax management. With an analysis of issues that restrain the effective management of Individual Income Tax collection, and on the basis of a study and analysis of new theories and experiences of Individual Income Tax collection and management both in China and abroad, this paper puts forward concrete measures to strengthen the management of Individual Income Tax collection. Firstly, the paper provides an outline of Individual Income Tax to lay a theoretical foundation of the study. Secondly, it analyzes the functions of Individual Income Tax and points out that it is a good tax of great potential and value of development. Thirdly, the author introduces modern practices in Individual Income Tax collection and management in developed countries with an emphasis of those practices in the United States, Australia and Japan, of which China should make use. Fourthly, the paper provides a penetrating analysis of background and effects of many current problems that exist in the management of Individual Income Tax collection in China and finally puts forward concrete suggestions and measures to strengthen the management of Individual Income Tax collection and in accordance with the principles of feasibility and practicability.

Keywords:

Individual Income Tax, Management of Tax collection, Restraining issues, Measures

6. 澳門特別行政區在國際民用航空組織的法律地位

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內容簡介:

澳門民航管理制度形成較晚，在澳門基本法中也只是一條簡單的規定。澳門基本法第 117 條規定，“澳門特別行政區政府經中央人民政府具體授權可自行制定民用航空的各項管理制度”。在澳門基本法制定時，澳門國際機場仍在構建階段(1993 年 3 月 31 日)。就澳門特別行政區與國際民用航空組織的關係問題，只能從基本法第五章和第七章“對外事務”的條文中引進具體分析。

在選題和資料搜集過程中，筆者曾產生一定之混淆：究竟是從法理學，航空法，國際民用航空法，國際法，還是從法律人格，法律行爲，法律效力等那一方面入手？澳門特別行政區之民用航空事業在珠江三角洲一帶起步較遲，相應地可供參考資料也乏善可陳。因此，航空法看起來對這個論文題目有很大之吸引力。但在資料搜集後，發現它的出現又基於國際民用航空組織規條之執行。規條之執行又與國際法內條約簽定雙方權力能力及效力串聯。至此，論文寫作思路便轉入：國際民用航空組織在國際法中之法律地位如何確定？澳門特別行政區在《澳門特別行政區基本法》下之法律地位是否與國際民用航空組織之規條相適應，從而確立其應有之法律地位？

論文最終是研究：澳門特別行政區在《澳門特別行政區基本法》倡導下之“一國兩制，澳人治澳，高度自治”籍其與國際民用航空組織之法律關係而彰顯其獨特之構思與實踐。論文末段，亦嘗試申述澳門特別政區航空法，航空管理制度之立法與第 5 航權之開放所引出之問題。

關鍵詞:

澳門特別行政區，民用航空，國際民用航空組織，法律地位

6. The Legal Status of MSAR in the International Civil Aviation Organization

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Abstract:

The formation of Macao SAR Civil Aviation Management System is founded late, which is even stipulated only by the Clause 117 of the Macao SAR Basic Law. The Clause 117 of the Macao SAR Basic Law stipulates that The Macao SAR Government could constitute various Civil Aviation Management Laws under the formal authorization of the Central Government of PRC. On 31/03/1993, during the constitution of Macao SAR Basic Law, the Macao International Airport was still under construction. The relationship between The International Civil Aviation Organization and Macao SAR can be analyzed by and through Chapter 5 and Chapter 7 on “Foreign Affairs”.

While fixing the thesis title and collecting information, the author had some confusion about whether it should be based on Law Theory, Air Law, International Aviation Law, International Law or Legal Status, Legal Behavior or even Legal Effect. Due to the late starting up of the Macao SAR aviation business in the Pearl Delta, the availability of related material is limited. Air law looks attractive to this thesis title. After material collection, it has been found that the formation of Air Law was from the execution of the regulations of ICAO; moreover, such execution is co-related with the rights and responsibilities of the treaty signing parties under the International Aviation Law. Upon this stage, the logical thinking of this thesis writing changes to: how about the legal status of ICAO in the International Law? Whether Macao SAR, under the Macao Basic Law, can have its legal status by fulfilling its rights and responsibilities of the regulations of ICAO?

The final analysis and investigation of this thesis are on: The Macao SAR can magnify its unique formation and execution under “one country two systems, management by Macao citizens, high degree of autonomy ” of the Macao Basic Law. By the end of this thesis, it tries to discuss the following issues: Air Law of Macao SAR, The Aviation Management System of Macao SAR and problems derived from the 5th Air Freedom.

Keywords:

The Macao Special Administrative Region, Civil Aviation, The International Civil Aviation Organization, Legal Status

7. 論合同不履行方的補救權

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內容簡介:

合同不履行方的補救權制度是在合同法的發展過程中產生的一種新的制度，屬於履約的範疇，此制度有利於合同的維持、能提高合同履率、減少經濟浪費。補救權制度起源于英美法系，並且發展時間較短，我國合同法沒有規定，我國學者也鮮有論及，所以有必要對該制度進行研究和探討。

本文主要運用比較法研究方法，比較分析了美國、德國的相關制度；用法解釋學的研究方法著重分析了補救權制度的內涵、外延；最後從法經濟學的角度分析了補救權存在的合理性。

本文除前言和結語外，共包括三章：

第一章在分析了美德兩國相關制度的構成要件的基礎上，進一步分析了兩者的區別和兩種制度的缺陷，最後結論：本文採用《聯合國國際貨物銷售合同公約》和《國際商事合同通則》有關補救權制度的立法模式。

第二章是本體論，本文認為補救權是對已經發生的“不履行”行為本身的補救，而不是對“不履行”行為的結果的補救。補救權的行使屬於合同履行的範疇，是合同履行的一個環節，與英美法系中的合同救濟制度是不同的範疇。並以此為立論基礎分析了補救權的概念、要件、性質、前提條件、補救通知、補救的形式、補救的適當性以及合同當事人雙方的權利義務。

第三章是補救權的經濟學分析，本文認為只要不增加整個合同的成本，一項選擇的成本就假定為零。補救權可能會或多或少的增加履行的費用但不會提高整個合同的成本，因為補救履行的費用屬於合同履行階段的風險成本，因此假定補救權的成本為零是合理的。並在此基礎上通過成本分析、邊際分析和博弈分析論證了補救權存在的合理性。

關鍵詞:

補救權，不履行，成本，收益

7. A Study on the Right to Remedy by the Non-Performing Party of the Contract

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Abstract:

The system of the right to remedy by the non-performing party of the contract is a new institution of the contract law, which belongs to the scope of the performance of contract. The system is of benefit to the preservation of the contract, to enhancing the rate of performance of contract, to decreasing the economic waste.

This paper analyses the same system of America and Germany with the means of comparative law. It emphasizes the intension and extension of the system with the way of interpretation of law. It also illustrates its rational existence with the method of economic analysis of law.

This paper consists of three chapters besides Introduction and Conclusion part. The first chapter analyses the building requisites of the same system of America and Germany. And then it discusses the differences and shortcomings of the American and German systems. Based on these, this paper will discuss the system of the right to remedy in accord with the United Nations Convention on Contracts for The International Sale of Goods (CISG) and the Principles of International Commercial Contracts (PICC). The second chapter discusses some elementary problems of the right to remedy, including its definition, requisites, legal nature, premises, notice of cure, proper forms of cure and so on. The third chapter expounds the right to remedy through economic perspective, including the theory of cost and profit, marginal utility and game theory.

Keywords:

Right to remedy, Non-performing, Cost, Profit

8. 略論辯訴交易之引進與改造

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內容簡介:

辯訴交易是美國刑事訴訟中的一項非常重要的訴訟制度，其價值取向就在於能更好地節約訴訟成本、降低由對抗制的訴訟模式所帶來的訴訟風險。因此，辯訴交易被西方學者推崇為訴訟程式公平的重要體現。這種起源於美國的制度逐漸被世界各國所普遍認可，並迅速成為世界範圍內的司法實踐。現今這一制度也引起了我國刑事訴訟法學理論界的廣泛關注。2002 年 4 月，黑龍江省牡丹江鐵路運輸法院首次適用“辯訴交易”審結了一起故意傷害案，從而開創了我國辯訴交易的先河，使“辯訴交易”能否在我國實施在全國範圍內引起激烈爭辯。其實我國的一些刑事法律制度及刑事政策中蘊涵著辯訴交易的精髓，只是他們在對制度化的要素要求上還不夠明晰。本文旨在通過對辯訴交易的考察，提出在我國現行的訴訟制度中吸納辯訴交易的合理精神，完善訴訟制度，確立我國特有的“辯訴交易”程式。

筆者在分析辯訴交易概念的基礎上，對辯訴交易的類型和利弊分別進行闡述。通過對我國引進辯訴交易制度必要性與可行性的思考，分析在移植引入過程中可能遇到或存在的障礙，提出相應的解決辦法。進而對在改革我國現有刑事訴訟制度的同時，分步設立有中國特色的辯訴交易程式進行探究。

關鍵詞:

辯訴交易，訴訟效率，訴訟成本，簡易程式，普通程式簡化審

8. Introduction and Reconstruction of Plea Bargaining

Lin Jie

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Abstract:

Plea bargaining plays an important role in American criminal lawsuit system because it is valued as a cost-effective means to better the cost of lawsuit and reduce the risks created by the confrontation in lawsuit cases. Scholars in western law society unanimously agree that plea bargaining reflects the fairness of procedural lawsuits. Therefore, originating in American lawsuit system, plea bargaining has been adopted widely in many other countries of the world and come to be used in judicial practice. Currently, Chinese community of criminal lawsuit theory has paid great attention to the system of plea bargaining when a local court of railway transportation in Mudanjiang City of Heilongjiang Province first adopted plea bargaining and successfully settled a case of intent injury. This case has aroused a nation-wide critical discussion over the adoption of the above mentioned system in judicial practice in our country. In fact, the essence of plea bargaining can be reflected in some rules of our country's criminal law and policies, but we haven't put it as a formal term stipulated in our law system because it hasn't met the criterion we set. Through analysis and research, the thesis addresses that the good points of plea bargaining system should be adopted to better our current lawsuit system and establish Chinese own plea bargaining system.

In the article, the author discusses the definitions of each sort of plea bargaining and clarifies the merits and demerits respectively. While analyzing the feasibility of introducing the system and the necessity of adoption, the article offers reasonable solutions to currently occurred or possibly met problems when we introduce the system, and performs a research on the process of establishing Chinese own plea bargaining system added to current criminal lawsuit system.

Keywords:

Plea bargaining, Litigation efficiency, Litigation cost, Summary procedure, Simplified trial in general procedure

9. 論全國人大常委會對澳門基本法的解釋及其意義

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內容簡介:

自 1999 年 12 月 20 日澳門從葡萄牙管制下回歸祖國，並成為中華人民共和國的特別行政區之後，根據澳門基本法的規定，澳門特別行政區由中央人民政府管轄，在“一國兩制”的條件下實行高度自治。

澳門基本法是一份嚴謹的憲制性文獻，在制訂之前曾對澳門居民進行長期而廣泛的諮詢，而在執行時又充滿了靈活性。按照中華人民共和國憲法和《澳門基本法》的有關規定，《澳門基本法》的解釋權屬於全國人大常委會。然而，全國人大常委會不可能經常性地解釋基本法；在獲得全國人大常委會的授權後，除了外交與國防事務之外，澳門特區的法院可以對基本法關於特區自治範圍的條文進行解釋。

本文顯示中央政府如何尊重澳門特區的高度自治，當然，這一切需要建立於“一國”的基礎上，與此同時，中央政府與澳門特區之間也要建立起互相信任。這是非常重要的，如果只是片面地強調“兩制”而忽略“一國”的重要基礎，國家的利益就會受到損害。

關鍵詞:

全國人大常委會，澳門基本法，解釋法律

9. Interpretation of the Basic Law of MSAR by the Standing Committee of NPC and its Significance

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Abstract:

Since the 20 December 1999, Macao has become a special administrative region of PRC and enjoyed a high degree of autonomy, under the principle of “one country, two systems”.

The Basic Law of the Macao SAR, as a constitutional document, was deliberately drafted in general terms to allow flexibility. The interpretation right of Macao Basic Law is reserved by the Standing Committee of NPC, although clarifications will not be made too often. In terms of the interior affairs, Macao SAR government can hold interpretative rights authorized by the Standing Committee of NPC, except the areas of foreign and defense affairs.

This thesis is intended to show that how the Central Government respects Macao's high degree of autonomy after it bestowed such autonomy on the SAR in the first place. Of course, mutual trust should be created between the Central Government and MSAR. China's national interests will be damaged if emphasis is laid only on “two systems” and “one country” neglected.

Keywords:

Standing Committee of NPC, Basic Law of Macao SAR, Interpretation

10. 試論《澳門組織章程》在澳門法制史上的地位 及其對法律本地化的影響

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內容簡介:

《澳門組織章程》是直接體現葡萄牙對澳門的管治的法律，其適用必然伴隨葡萄牙對澳門管治的結束而終止。儘管《澳門組織章程》已經成為廢止的法律，但其在澳門法制史上卻佔有重要的席位，它不但標誌著澳門殖民時期法律體制的結束，並逐漸體現出澳門法律體制本地化的一個開端，同時亦是澳門在過渡時期裡起著重要管治作用和肩負與《澳門特別行政區基本法》銜接的歷史使命的法律檔。

本文以《澳門組織章程》為研究對象，在結合內容的具體分析的基礎上，探討其在澳門法制史上的地位及其對澳門法律本地化的影響。文中首先介紹了《澳門組織章程》的歷史的沿革及其制定過程；其次對《澳門組織章程》「總則」、「本身管理機關」、「司法」、「財政」、「當地行政」及「補充及過渡規定」內容上進行了具體分析，從而瞭解《澳門組織章程》的結構、性質和特徵；再次，在環顧澳門法制的演變進程和結合《澳門組織章程》內容分析的基礎上，指出《澳門組織章程》在澳門法制轉型所起的開端作用，逐步擺脫以往的葡國法律直接移植或通過對原來適用於葡國的法律加以修訂，然後再適用於澳門的法律的方式，而是開始按照澳門實際情況進行立法，這種澳門法律本地化的轉變；最後，指出《澳門組織章程》對立法、司法和其他法律部門的影響，從而評價其在澳門法律本地化的歷程中所起作用 and 為澳門回歸後法制上的銜接的價值。

關鍵詞:

澳門法制史，澳門組織章程，澳門法律本地化

10. The Status of the Organization Charter of Macao in the Legal History of Macao and its Influence Upon the Localization of Laws

Lu Hong Wei

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Abstract:

The Organization Charter of Macao (Carta Orgânica da Província de Macau) is a law embodying Portuguese rule over Macao and its validation was inevitably terminated at the time Macao handed over to China. Even though the Organization Charter of Macao is abolished, it has taken up an important position in Macao legal history. It does not only mark the end of colonial rule in Macao but also reflect a fresh start of Macao legal system. In the meantime, it is an important document witnessing Macao's transition from Portugal to China.

The object of this thesis is the Organization Charter of Macao, by analyzing case by case, analyzing its role in Macao legal history and the effect on the current Macao laws. Firstly, this thesis introduces the history and the process of formulation of the Organization Charter of Macao. Secondly, in order to understand the structure, properties and characteristics of the Organization Charter of Macao, the author analyzes the general rules, self-management organs, judicature, finance, and local executive, supplement and transit regulations. Thirdly, on the basis of an analysis of the development of Macao legal system and the content of the Organization Charter of Macao, the author points out the effect of Macao Organization regulation in the development of Macao legal system, Many current Macao laws are based on the modifications and improvements of the Organization Charter of Macao. Finally, the author points out the effect of the Organization Charter of Macao on legislation, judicature and other legal departments and presents his comments on its value to the current Macao legislation.

Keywords:

Macao legal history, The Organization Charter of Macao, Macao Law

11. 中外法律援助制度若干問題之比較研究

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內容簡介:

中國第一部有關法律援助的全國性專門法規《法律援助條例》於 2003 年 7 月 21 日頒佈，於 2003 年 9 月 1 日起施行，標誌中國法律援助制度的基本建立。中國法律援助制度的建立和發展，是中國自改革開放以來，在人權和法制領域中取得的、在國際社會得到幾乎是一致公認的、最重要的成就之一。本文以該《條例》為中心，探討中國法律援助制度的基本內容和特點，並與境外、國外的相關制度和經驗進行比較研究。

筆者在本文的導論中，根據中外法律援助的共性，提出法律援助的定義和三個基本特點。然後，在第一章中，筆者提出對中國法律援助制度的發展劃分階段的新的三分法，並扼要提示中國法律援助制度在三個基本方面與西方制度的異同。

在第二章中，筆者討論法律援助制度的本質特徵和普世價值，說明中外都確認提供法律援助服務是政府責任。中國法律援助制度的建立與發展在一定程度上吸收借鑒了國外境外的先進理念，但在根本上是中國國內法制改革、社會進步的必然產物。

在第三章中，筆者提出中國法律援助制度採用了混合立法模式的觀點。筆者繼而指出，中國法律援助制度在管理模式上仍然具有“四統一”的特徵，因為該原則在《條例》頒行之後實際上繼續適用於由政府法律援助機構管理的法律援助工作。筆者還提出，雖然《條例》規定了由政府法律援助中心的專職人員、社會律師和社會團體等其他社會力量提供法律援助服務的混合模式，但目前的法律援助實際上主要依靠廣大社會律師提供的義務勞動，這是關係到未來發展的一大問題。

在本文第四章中，筆者提出在法律援助資金短缺、人員不足的情況下，應當優先保障刑事法律援助。筆者指出，《條例》關於刑事法律援助範圍的規定超過了《刑事訴訟法》規定的範圍，是對中國刑事訴訟制度的重大改進。但是，需要研究如何進一步貫徹聯合國《公民權利和政治權利國際公約》和《關於律師作用的基本原則》等規定的國際標準。筆者主張，落實政府對法律援助的財政責任，是中國法律援助事業繼續發展的關鍵所在。筆者建議，在各地的法律援助經費中，政府撥款都應當至少達到二分之一以上。對於貧困地區，建議參考國外經驗，由中央或者上級政府提供財政支援。

最後，筆者在本文結論中指出，中國法律援助制度的建立和形成，其速度之快為世界法制史所罕見，這是中國廣大法律改革者和法律援助工作者發揮聰明才智，從國情出發，使中國法制與國際先進標準迅速接軌的生動體現。中國在建立並完善法律援助制度的過程中，需要繼續借鑒這些國家的經驗，同時更需要深入研究中國的國情，不斷探討發展改善具有中國特色法律援助制度的途徑。

關鍵詞:

法律援助，條例，責任，管理

11. On Legal Aid – A Comparative Study of Several Issues of Chinese Legal Aid System

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Abstract:

On July 21, 2003, China's first national regulations on legal aid, the Legal Aid Regulations, were promulgated. The landmark regulations, which became effective on September 1, 2003, signified the formation of a legal aid system in China. The development of legal aid has been one of the most significant achievements made in China's legal reform and advocacy for human rights, widely recognized in the international community. Centering on the Regulations, this thesis provides a discussion on the substantives and characteristics of the Chinese legal aid system as well as a comparison between the Chinese legal aid system and the legal aid systems in other countries and regions.

In the Introduction, the author compares legal aid systems in various jurisdictions in order to develop a universal definition of "legal aid system" and its basic characteristics.

Chapter 1 presents an overview of the Chinese legal aid system. It starts with a review of the history of legal aid in the People's Republic of China. In the opinion of the author, the current legal aid system is a result of a three-phase evolution that started in the late 1970s. The author then examines the main aspects and key features of the Chinese legal aid system. This is presented through analysis of the basic differences and similarities between the Chinese and the western systems. The highlighted overview in Chapter 1 also touches upon some basic problems existing in the Chinese legal aid system, which leads to further discussions in the other chapters.

In Chapter 2, the author discusses the universal nature and values of legal aid systems, demonstrating that China and other countries share the consensus that legal aid is the responsibility of the government. Although the Chinese legal aid system has learnt and borrowed advanced theories from other countries, it is an inevitable product of the legal reform and social progress in China.

In Chapter 3, the author states that the Chinese legal aid system takes a mixed model of legislation. Furthermore, the author points out that the governance model of the Chinese legal aid system is characteristic of "four unifications", because the principle of "four unifications" still applies to legal aid governance practice after the promulgation of the Regulations. The Regulations stipulate a mixed model of service delivery provided by professional staff of legal aid centers, lawyers, social groups and other social organizations. However, the current service delivery of legal aid relies largely on volunteer work of lawyers, which is an obstacle to further development of legal aid.

In Chapter 4, the author holds that legal aid priority should be given to criminal cases when there is a lack of legal aid funding and insufficient manpower. According to the author, the scope of legal aid for criminal cases identified in the Regulations exceeds the scope in the Criminal Procedural Law, which is a major improvement to the Chinese criminal procedures. But we need to do research on how to further implement the International Covenant of Citizens' Rights and Political Rights of the United Nations, the Basic Principles of Lawyers' Roles and other international standards. The author states, the key to continued development of the Chinese legal aid system is for the government to fulfill its financial responsibilities. The author suggests that of the legal aid funding, the government should contribute at least half of the total funding; the central or local government should learn from legal aid experience from foreign countries and provide financial support to legal aid work in poverty areas.

At last, the author concludes that the establishment and development of the Chinese legal aid system are beyond other countries in the world, which shows that the Chinese legal system is rapidly closing its

gap with the advanced international standards. China should continue learning from other countries' experience to explore a best way to develop and improve the Chinese legal aid system with its own characteristics.

Keywords:

Legal aid system, The Regulations, Responsibility, Governance

III MBA 論文

MBA Theses

1. 中國紹興市城市化進程中的人才聚集戰略

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內容簡介:

人才聚集是中國大陸城市在城市化進程中共同面臨的一個共同課題。人才聚集是城市化進程中諸要素—資本集聚、產業集聚、人口集聚等中最重要的要素，是人力資源管理諸環節中重要一環。而從一個城市或從宏觀層面來研究該問題，目前在中國尚不多見。本文從紹興市的實際出發，以經營城市的理念，從城市的角度對人才資源管理中人才聚集的一些問題進行了深入研究。

本文共分四章，第一章主要闡述了人才與城市化之間的關係，從理論的角度分析的人才集聚的內在經濟學機理；第二章從紹興市城市化的進程和人才隊伍的現狀入手研究了人才集聚在紹興城市化進程中的必要性和意義；第三、四章結合紹興的實際情況和人才集聚理論提出了紹興人才集聚的目標和人才集聚的戰略措施。

在實際工作中，人們對人才集聚的作用和方法已經有了一定的感性認識，但從理論上對此問題研究還有一些不足。本文的研究將理論的研究與實際結合，具有一定的創新，從人才具有高增值、創造邊際遞增收益的特徵，其供求曲線在傳統微觀經濟學相應範式上發生變異這一觀點出發，應用經濟學的原理分析了人才集聚的均衡機制、收益機制和效率機制，結合理論分析的結論與紹興市人才隊伍的現狀及紹興經濟發展的實際，提出了可行的人才集聚的戰略措施。而這些措施，對其他城市也有一定的借鑒意義。

關鍵詞:

城市化，人才，集聚戰略

1. Talent Accumulation Strategy in the Course of Urbanization of Shaoxing China

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Abstract:

Talent accumulation is a common problem, which is faced by the cities in Mainland China during urbanization process. It is the most important one of all the elements in this process including capital accumulation, industry accumulation and population accumulation. And it is also the key part in human resource management. However, discussing this issue from the angle of one city or macro-layer is rarely seen in current China. Based upon the reality of Shaoxing, with the conception of running a city, from the angle of a city, this article studies in depth some issues of talent accumulation in human resource management.

This article is divided into four chapters. The first chapter mainly expounds the relationship between talents and urbanization, and analyzes the inherent economic theory of talent accumulation from a theoretical angle. The second chapter discusses the necessity and significance of talent accumulation in the process of Shaoxing's urbanization, starting with Shaoxing's urbanization and the reality of its talents. The third and fourth chapters combine the reality of Shaoxing city and talent accumulation theory, and on this basis, propose the aim and strategy of Shaoxing's talent accumulation.

In practical work, people already master some perceptual knowledge of the functions and measures of talent accumulation, but the author combines research with the reality, which is somehow creative. This article comes up with the agreements that talents have the high quality and create increasing marginal profits, and that talent supply-demand curve changes in the relative mode of traditional micro-economy. Then the article uses economic principle to analyze the balance mechanism, effect mechanism and efficiency mechanism of talent accumulation. At last, the article combines the results of theoretical analysis and the reality of Shaoxing's economy development and its talents as well, and then provides the practical strategy and measures of talent accumulation. All these measures will also have practical significance to other cities.

Keywords:

Urbanization, Talent, Accumulation strategy

2. 中國大陸連鎖店加盟連鎖經營策略及風險防範研究

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內容簡介:

隨著經濟的全球化和貿易的自由化，加盟連鎖經營不只是一種快速發展的經營方式，而正成爲一種經營戰略，被一些知名企業所運用。加盟連鎖在我國還是一個新生事物，在實際應用過程中出現了許多亟待解決的問題，如對加盟連鎖經營所需的環境缺乏瞭解，缺少高知名度品牌企業，風險防範不重視等。

根據文獻檢索的結果，國內學者在這方面進行深度研究的極少。爲此，本文在採用問卷調查、電話採訪、神秘人暗訪的形式對得意事企業集團加盟連鎖經營改進策略。

筆者著眼於未來，立足於中國的國情，從連鎖業態的創新入手，通過加盟連鎖經營與直營經營的比較以及對國外發達國家、中國臺灣地區連鎖店加盟連鎖經營的現狀的研究，旨在借鑒學習發達國家的成功經驗，推動中國大陸連鎖企業的發展，規範中國大陸連鎖店加盟連鎖經營體系，培育可持續發展趨勢研究分析有助於剖析中國大陸宏觀、微觀上存在的問題與不足，在此基礎上本文提出了在實際發展中推動加盟連鎖經營的幾點思考。得意企業集團加盟連鎖體系的研究細化了加盟連鎖體系品牌經營、商圈評估、人員培訓、促銷等常用經營策略問題。本文的最後部分對加盟連鎖經營的風險也進行了研究，並對相應的防範措施進行了探討。

關鍵詞:

連鎖店，加盟連鎖經營，經營策略，風險防範

2. Research on Business Strategy and Risk Prevention of Franchising Operation in Mainland China

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Abstract:

With the international of economy and freedom of trade, franchising is not only considered as a quick development approach of doing business, but also is being as business strategy by some reputable enterprises. Franchising, as a new notion, has many issues to deal with for us, such as the incomprehension about our franchising condition, the scarcity of notable enterprises, paying little attention to the risk prevention etc.

According to document index, studying deeply on such aspects has hardly been found in China. On the basis of studying the condition of De Yi Shi Company by means of questionnaire, telephone interview and mystery shopping, this dissertation puts forward the improving tactics.

Bases on the innovation of chain stores and on the national actual condition, by the comparison between franchising dealing and company own dialing in chain business and by researching the current condition of franchising dealing of developed countries, author tries to draw on the successful experience and further the development of national chain enterprises and then tries to explore a chain model, which would be suitable to continuous development for the standardization of whole franchising system. In the meantime, the studies on the development process, the current condition and the development trend of national franchising contribute to analyze the problems lied in the national franchising. An empirical study of De Yi Shi Company opens out many issues of franchising such as brand dealing, commercial sites evaluating, employee training and promotion. In the last part of this paper, some risks of franchised outlets are researched and the relative preventive measures are also discussed.

Keywords:

Chain Stores, Franchising, Deal Tactic, Risk prevention

3. 久隆集團人力資源管理研究

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內容簡介:

本文圍繞如何建立現代企業人力資源開發管理體系，從理論到實踐進行了分析闡述。全文共分四章：第一章，導論，闡述了本論文研究的背景、研究的意義、研究的思路和研究的方法。第二章，闡述現代企業人力資源管理的理論與實務。從大量與此有關的論著中，將人力資源管理的帶普遍性的理論以及操作的實務予以歸納、提煉，使人明確現代企業人力資源管理現狀進行了解剖分析。該集團是徐州市民營企業的一面旗幟，對人力資源管理較重視。初步建立了人事管理的正常秩序，但也存在諸多問題，正處於傳統的人事管理向現代企業人力資源管理的過渡中。第四章，是本文的重點，依據對久隆集團的人力資源管理現狀現狀的剖析，理論聯繫實際，提出了構建久隆集團現代企業人力資源管理體系綿對策建議。重點是要根據久隆集團的企業總體發展戰略，制定為之服務的人力資源開發管理戰略；建立科學完善的人力資源管理體系；特別要加強企業文化建設力度，使企業文化深入人心，激勵全體員工眾志成誠，奮發向上，實現“創建一個永續發展的偉大公司”的願景。

關鍵詞:

久隆集團，人力資源管理，對策研究

3. Research on Human Resource Management in Jiulong Group

Wang Jin

Master of Business Administration

Faculty of Management and Administration

Abstract:

The main theme discussed in this dissertation is about how to build a developing and administrative system for modern enterprise human resource (HR). The whole article explains this from theory to practice.

There are four chapters in this dissertation. Chapter one is the introduction, which explains the research background, methodology and purpose. Chapter two is to analyze the theory and practice of HR management in modern enterprises. Lots of articles, which are related to enterprise HR management, have been studied to conclude and abstract the general theory and daily practice in HR management in Jiulong Group which is a representative of Xuzhou private enterprises. Jiulong Group pays lots of attention on HR management, but problems still come out even though the ordinary HR management system has already been built up for years. Jiulong Group is in a key interim of transforming from traditional HR management to modern management. Chapter four is the key part in whole article. It gives Jiulong Group some suggestions on constructing modern HR management system by analyzing the present situation of Jiulong Group HR management system. This chapter's contribution in general is to design a HR management developing system to fit the long term overall development strategy of the group; to establish a self-contained HR management system; to strengthen the company culture and make it understood by all employees and ensure them to be inspired and encouraged. The target for all is to "create a persistent developing company".

Keywords:

Jiulong Group, Human Resource Management, Research

4. 農業產業化進程中農業龍頭企業核心競爭力研究

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內容簡介:

本文將企業核心競爭力理論應用於農業產業化進程中農業龍頭企業的經營管理研究。本文首先對企業競爭力理論中各種不同觀點進行了梳理，總結了企業核心競爭力的含義、構成體系和實踐應用經驗。在此基礎之上確立了農業龍頭企業核心競爭力培育的原則，建立了適用於農業龍頭企業核心競爭力培育的“核心三角”框架，提出了農業龍頭企業培育核心競爭力的“三二一”模式，即“以技術創新為本，以組織創新為依託，以市場創新為導向，圍繞三個創新培育企業核心人才，依靠核心人才培育學習型組織，同時加強生產基地建設和農戶培訓”的模式。經過浙江千萬縷公司的實踐檢驗，這一模式對農業龍頭企業培育核心競爭力，增強企業市場競爭力確有成效。

關鍵詞:

農業產業化，農業龍頭企業，核心競爭力，浙江

4. On the Core Competence of the Key Agricultural Enterprises in the Process of Agricultural Industrialization

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Abstract:

This paper explores the management of the key agricultural enterprises in the process of agricultural industrialization applying the core competence theory. After reviewing various viewpoints on the core competence, this paper summarizes the definition of core competence, identifies its structure constituents, and epurates its practice experience. Then this paper gives some suggestions on the principles of how to strengthen core competence, sets up a suitable “core triangle” core competence frame for the key agricultural enterprises, and advances a model to develop the core competence called “321 Model”. Putting this model into practice, the Zhejiang Countless Silk Company really strengthened its core competence.

Keywords:

Agricultural Industrialization, Key Agricultural Enterprises, Core Competence, Zhejiang

5. “燒鵝仔”品牌經營研究

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內容簡介:

談到飲食文化，恐怕世界上難以找到一個國家可與中國媲美。然而說到今日中國的餐飲品牌，卻令身為中國人的我們不容樂觀。自改革開放以來，中國人民的生活水平日益提高，餐飲業作為社會進步與經濟發展到一定階段的產物，得到了迅速的發展。13 億中國人的大市場成了外國餐飲企業的聚寶盆，於是各路諸侯紛紛進軍，讓尚且稚嫩的中國餐飲業有些措手不及。

中國餐飲業要敢於直面國外巨頭的進攻，高舉適應我們民族餐飲業旗幟，佔領市場的“主陣地”，這是時代賦予中國餐飲業不可推卸的責任。“燒鵝仔”品牌的誕生和發展，及“燒鵝仔”品牌對我國餐飲業逐步向現代化、品牌化的方向邁進，推進行業的品牌戰略實施，促進連鎖規模健康發展，提高企業的經營管理水平和服務質量是重要的一環。

“燒鵝仔”作為中國餐飲業中的特許連鎖企業之一，開創了一種酒樓與現代超級市場相結合的嶄新模式—自選自配，口味自定。在北京乃至全國多個地區取得經營上成功，被稱為是中國餐飲業的“燒鵝仔現象”。

本文圍繞燒鵝仔的品牌經營，分析餐飲業的競爭態勢與餐飲業的品牌經營，探討燒鵝仔品牌發展特色及其不足，揭示燒鵝仔品牌的目標消費者是中青年消費者，以及在這一定位基礎上的品牌定位和品牌戰略，建立以“現代人永遠的廚師”品牌核心價值。進而探討實現這一品牌定位和核心價值的對策，包括打造知名度策略、提升美譽度策略、培育忠誠度策略，建立品牌聯想等實質性的方法和措施。

本文對“燒鵝仔”品牌經營所做的研究，對我國餐飲業如何更好地適應經濟全球化和 WTO 的挑戰，推動行業的品牌經營有一定意義。

關鍵詞:

品牌，品牌經營，品牌戰略，品牌定位，燒鵝仔

5. Research on Brand Management of Shaoezai

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Abstract:

Speaking of dietetic culture, there is almost no country better than China in the world. But the situation of the brand of catering in China is not so optimistic as we hope now. Since the implementation of reform and opening-up, people's living standard has been improving day by day. At the same time, the catering has been developing quickly as a result of the development of society and economy. The catering market in China with a population of 1.3 billion is becoming a paradise for foreign enterprises in catering trade. Then all types of catering brands in the world start their brand expansion, which poses great challenge on Chinese catering trade.

There is long way to go to strengthen the Chinese catering trade and respond to competition from international catering brands, so Chinese catering trade should improve its level of management as soon as possible. During the course of modernization and brand management of Chinese catering trade, the brand "Shaoezai", is being established and developed, its experiences, including enhancing the level of management and service, administrating brand management, adapting chain business, have great significance to the whole trade in China.

As one of the licensing chain enterprises in China, "Shaoezai" initiates a new business pattern which integrates supermarket into restaurant and the taste is optional, which achieves great success in Beijing and many other parts of China. That is called "Shaoezai spirit".

On the basis of analyses of competition situation of catering trade and the brand management in catering trade, this paper reviews the history of "Shaoezai", especially the characteristics and limitations in its brand management. Then the paper advances that "Shaoezai" should aim to middle-aged and young consumers. Based on that, the brand positioning and brand strategy are established, and the core value of the brand is taken as "Modern Chef". In the end, the author presents his advice to achieve the goal for Shaoezai brand management, including measures like establishing its high reputation, increasing its good reputation, cultivating the consumers' firm fidelities and constructing the association of the brand "Shaoezai".

The study of "Shaoezai" brand management has important realistic significance to helping the catering trade in China to face challenges of economic globalization and WTO, and promoting the brand management and competition in the sector.

The main theme discussed in this dissertation is about how to build a developing and administrative system for modern enterprise human resource (HR). The whole article explains this from theory to practice.

Keywords:

Brand; Brand Management, Brand Strategy, Brand Positioning, Shaoezai

6. 上海北方集團物業管理運行機制規範化研究

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內容簡介:

中國第一部物業管理專業法規—《物業管理條例》的頒佈實施，為完善物業管理市場機制和管理機制提供了法律依據。政府行業監管部門、開發商、業主、物業管理企業等行業鏈中各環節的行為有了明確的法律準則。在《物業管理條例》的約束和指導下，物業管理市場機制和企業的管理機制必將日趨成熟和規範。

從代表政府實施傳統福利性房產管理的事業單位脫胎換骨為“自負盈虧、自我發展”經營性企業的轉制物業公司，雖然成功實現了機制轉換和體制改革，成為一個獨立於社會的經營性經濟組織，但面對廣大業主日益增長的服務需求和日趨激烈的市場競爭，依然面臨著企業生存、發展的嚴峻考驗。積極進行物業管理運行機制規範化的探索研究，建立完善現代物業管理企業制度，努力提高管理服務的滿足程度，已經成為轉制物業管理企業整合優勢、謀求戰略擴張的突破口。

本文以上海北方集團所屬轉制物業管理企業為研究物件，結合作者長期的工作經驗和體會，以最大限度滿足顧客（業主）的合理期望為前提，以現代企業管理理論為指導，以企業發展擴張為目標，對轉制物業管理企業的歷史演變及現狀作了具體的分析和研究。本論文共分四章：第一章介紹了物業管理企業運行機制基本原理和作用以及分析比對了傳統房產管理和物業管理的本質區別，界定了企業運行機制的概念及其在物業管理中的特徵；第二章分析了上海北方集團所屬轉制物業管理企業體制機制的歷史演變過程以及各階段的管理經營狀況；第三章探討了上海北方集團所屬轉制物業管理企業發展和完善中存在的主要制約因素並對產生這些因素的原因作了剖析；第四章提出了改進和健全上海北方集團所屬轉制物業管理企業運行機制的對策措施，主要是：物業管理市場化、規範化，構造創新體系等。

論文的主要目的是為上海北方集團物業管理企業的發展擴張服務。面對激烈的市場競爭，物業管理企業唯有不斷地優化規範自身的運行機制，不斷地將創新制度融入到企業的經營管理，不斷地滿足市場需求，才能實現企業進步和持續發展，才能達到企業的生存、發展、擴張的目標。

關鍵詞:

轉制物業企業，運行機制規範，對策研究

6. A Research on Normalization of Property Management System of Shanghai North Group

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Abstract:

The first property management law, Regulations on Property Management has been promulgated, providing the law gist for perfecting property marketing and management systems. Rules have been created for supervisory departments, developers, property owners, property management companies. With the restriction and direction of property management system of enterprises will be improved and standardized.

The enterprise has been transferred from as government-owned enterprise which managed traditional welfare house property to a system-transferred property enterprise which is “responsible for its profit and loss、developing on its own”. Although the system has transferred and reformed, and become a self-governing business organization, it is faced with a severe test of survival and development to meet the developing service demand of property owners and market competition. Researching for standardization of property management system and improving the service satisfaction have become breakthroughs for the system-transferred property enterprise to make conformity advantage and strategical promotion.

This thesis makes a detailed analysis of the history evolvement and current situation of the property management enterprise in transition, based on a research into the enterprise in transition attached to Shanghai North Group, the author’s long-time working experience, satisfying the expectation of customers (owners) as precondition, modern enterprise management theory as direction, the development and expanding of the enterprise as target,. The whole thesis consists of four chapters: Chapter One introduces the basic principle and function of property management, analyzing the essential differences between traditional housing management and property management, determining the concept of enterprise management system and its characteristic of property management; Chapter Two analyses evolvement process of the history and business management situation on each stage of the enterprise attached to Shanghai North Group; Chapter Three expatiates factors during the development and improvement of the enterprise and analyzes the reasons that bring about problems; Chapter Four puts forward countermeasures of standardization of property management system of Shanghai North Group, like property management market, standardization, and creating innovation system.

The purpose of this thesis is to serve the development and improvement of the enterprise. Facing intense competition, the property management enterprise should optimize its own function system, integrate innovation into its business management, meet the market demand consistently, so as to create advancement and continual development and reach the target of survival, development, expansion of the enterprise.

Keywords:

Property management enterprises in transition, Standardization of function system, Research for countermeasures

7. 中國 OTC 市場的發展與營銷對策研究

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內容簡介:

世界 OTC 市場發展迅速，呈現不斷上升的趨勢，OTC 作為安全有效的藥品，易於為廣大消費者服務。我國 OTC 市場起步晚，目前還是一個新興、有待開發的市場。由於我國在 2001 年 12 月 1 日正式加入 WTO，OTC 市場面臨更大的機遇和挑戰。對於目前我國 OTC 市場的發展狀況分析以及如何深入開發 OTC 市場，是我國醫藥生產與經營企業特別是 OTC 企業必須認真研究的問題。

爆發在今年年初的這場非典型肺炎疫情，不僅暴露了公共衛生體系的不健全，同時也揭示了 OTC 市場的不完善。如何改善 OTC 市場的現狀，是我們亟待解決的問題。本文就是通過揭示 OTC 市場目前存在的問題與機遇以及分析營銷案例，探討中國醫藥市場中 OTC 的營銷手段與方法，以期對醫藥市場的營銷對策做出進一步的探索和挖掘。

本文主要運用了個案分析法，通過二手資料的統計與分析，以 OTC 營銷額及組成結構，增長幅度等指標作為研究工具，用以支援研究。以 OTC 市場的現狀及兩種不同的市場營銷方法為主要研究物件，對研究物件採用了目標判斷式抽樣。本文的邏輯結構是歸納式的，通過 OTC 市場的各個側面進行的觀察分析再歸納成基本原則以指導 OTC 市場的開發。

首先，在簡潔概括我國藥品生產與經營的基礎上，深入的分析我國 OTC 市場發展中存在的機遇和挑戰。通過市場銷售資料進行深入的市場分析，用以指導 OTC 企業的發展方向。

其次，結合文獻簡單介紹了 OTC 的背景資料，摘要回顧了我國 OTC 市場的發展以及 OTC 作為特殊商品對營銷體系的要求。概要介紹了國外非處方藥發展現狀和一些國家的觀點。

再次，通過三九醫藥及吳太集團 OTC 藥品的銷售成功點與失敗處，揭示中國目前 OTC 生產與經營企業所面臨的問題。

最後，就第三章中暴露的問題提出 OTC 產品的定位與挖掘市場營銷對策，嘗試解決目前存在的問題與拓展市場的方法。

結論部分，細述我國醫藥行業目前面臨的挑戰，發展 OTC 市場是我國醫藥市場適應世界潮流而動的一個良好機會。

關鍵詞:

OTC，中國醫藥市場，市場營銷，營銷對策

7. A Study of Market Development and Sales Strategy of the Chinese OTC

Li Qiang

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Abstract:

OTC, a safe and efficient pharmacy, is convenient for the customers. While the world OTC market is booming fast, the Chinese OTC market is still a new potential one. After December 1st, 2001, China's successful entry to the WTO, OTC market is facing more challenges and opportunities. The statistics and analysis of the hospital and retail pharmacy, as well as the explorations and marketing strategies of the OTC market, are the problems that Chinese pharmaceutical manufacture and management enterprises should think over.

Especially the SARS that spread almost the whole country early this year shows the problems of the public sanitary and the OTC market. There is an urgent question for us, that is, how to make OTC market develop better.

This article is the exploration, description and explanation of the OTC market situation and the sales methods measured by the sales income, its structure and the growth level etc. Taken as the main research point, the OTC market situation and marketing strategies are measured by target-judging sampling. It uses the non-involved research way and the conclusion logic structure. That is to instruct the OTC market by the basic rules concluded by the research.

Firstly, the article analyses the opportunities and challenges in the current Chinese OTC market on the basis of the conclusion of the pharmacy production and management. The article also covers the accurate market analysis of the market by the market data, which will be a guideline for the OTC companies' development.

Secondly, it has highlighted the Chinese OTC market's future development and the current sales situation in the book concerned. The book also introduces the OTC development situation and the view in some foreign countries.

Thirdly, the article shows the problems in the OTC market and the problems that OTC factory owners are facing through the analysis of the success and the failure of SANJIU Group and WUTAL Group.

Lastly, it tries to solve the current problems and enlarge the market in the OTC product value and the market management strategies.

In conclusion, the article describes the challenges Chinese pharmacy market trade is facing in details. It is a good chance for the Chinese market to keep up with the world trend to explore the OTC market.

Keywords:

OTC, Chinese pharmaceutical market, pharmacy market, sales strategy

8. 嘉興 DHL 營銷策略研究

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內容簡介:

在市場經濟條件下，任何一個行業的任何一個企業都不是孤立存在的，速遞業同樣如此。嘉興的快件市場由在個層次的快件供應商組成，第一梯隊由 DHL，FEDEX，UPS 和 TNT 這四家國際大公司組成，第二梯隊由一些在個別國家和地區擁有較高知名度的速遞公司組成，如：OCS 和 EMS 等，第三梯隊由本地的貨代公司及民營速遞公司組成。

三個梯隊速遞公司各有優勢，相互之間的競爭日趨激烈，對嘉興 DHL 來說，制定正確的營銷策略，以此提升公司的競爭力，在嘉興速遞市場穩居第一梯隊大翹楚地位，成為值得研究的課題之一。

本文採用理論研究的方法，調查研究的方法和理論與實際相結合的方法，對嘉興 DHL 公司的內外部環境和營銷策略的制定進行定量和定性分析，為公司的長期發展制定策略提供參考，同時也希望拋磚引玉，對在從事市場營銷第一線的朋友有所啟發。

本文認為，在中國，隨著越來越多的經濟貿易專案與世界接軌，國際間貿易量激增，市場對速遞的需要迅速增長，越來越多的公司看中了這塊蛋糕，都想來分一瓢羹，競爭異常激烈。面對如狼似虎的競爭對手，嘉興 DHL 只有冷靜地審視自己，理清思路，充分利用自身擁有的內外部資源，保持並不斷創造自身獨特的競爭優勢，才能實現成為嘉興市場速遞業的業界翹楚的戰略目標。為達到並實現此目標，嘉興 DHL 要制定全面正確的營銷策略。具體分為如下幾個方面：利用服務營銷和品牌策略開拓市場；通過 CRM 來管理顧客，提高客戶的忠誠度；未雨綢繆，建立危機管理體系，提高公司的抗風險能力。最終使得嘉興 DHL 發揮出最大潛力，在滿足本地顧客需要的同時滿足競爭的需要。

關鍵詞:

嘉興 DHL，競爭，營銷策略

8. The Research of Marketing Strategies of JXG-DHL

Du Jian Qing

Master of Business Administration

Faculty of Management and Administration

Abstract:

The express market in Jiaying is made up of 3 different levels of service suppliers. The first level consists of DHL, FEDEX, UPS and TNT, all of which are international companies; the second level is made up of some express companies which have the higher popularity in the certain nation or region, such as OCS and EMS, etc; and the third level is made up of some local cargo agencies and some express companies run by private capitals. Under the condition of market economy, no enterprise from any business can exist in isolation, including express companies; they compete with each other, depend on one another and make common improvements. This article uses the method of integrating theory with practice to make a qualitative analysis for JXG-DHL's present inside and outside environment and the marketing strategy. It offers a decisive consultation for a long-term development for the company. And the author also hopes it can cast a brick to attract jade and give some inspiration to the friends who are engaged in the forefront of marketing.

This article thinks, nowadays, with the rapid development of express business and the drastic competitive situation, only if JXG-DHL makes the full use of its own resources and characteristic competitive advantages, can it realize its strategic target of becoming the No.1 in the express service industry in Jiaying city. In order to realize the target, JXG-DHL should adopt service marketing and brand strategy to expand its market; use CRM to manage customers and increase their loyalty; take preventive measures and establish crisis management system to improve the anti-risk ability of the company, and eventually make JXG-DHL develop its biggest potential not only to meet the demand of the local customers but also meet the demand of the competition.

Keywords:

JXG-DHL, Competition, Marketing strategy

9. 西安精細化工廠技術人員薪酬激勵研究與設計

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內容簡介:

西安精細化工廠隸屬中國石化集團西安石油化工總廠，是九十年代迅速發展起來的新型現代化國有企業，主要從事精細化工產品、改性瀝青防水卷材產品的生產和銷售。

西安精細化工廠屬於精細化工行業，隨著我國成功加入 WTO，以及我國市場經濟改革的逐步深入，我國精細化工行業也面臨著來自於國內及國外的多方面競爭。西安精細化工廠也越來越感覺到競爭的壓力。而企業的競爭歸根結底是人才的競爭，技術人才是西安精細化工廠的核心資源。本文通過分析西安精細化工廠技術人員薪酬激勵現狀，對技術人員的技術職稱評定、績效考核以及薪酬結構進行了改進，通過這些改進，在不增加技術人員薪酬總額的情況下，提高了化工廠技術人員的薪酬激勵性。本文不僅為西安精細化工廠技術人員薪酬激勵提供了良好的解決方案，也為化工行業技術人員的薪酬激勵問題研究提供了有益的探索。

第一章對相關理論進行了綜述，這方面的內容包括現代激勵理論概述、薪酬的界定及組成、常見薪酬結構概述以及薪酬激勵的過程等。

第二章，本文對化工廠技術人員的薪酬激勵現狀進行了問卷調查，並發現了薪酬激勵存在的問題。在此基礎上，本文提出了技術人員薪酬激勵的設計框架。

第三章，本文對化工廠技術職稱評定進行了改進，主要包括指標體系設計、權重設計和評定量表設計。

第四章，本文對化工廠技術人員的績效考核進行了改進，主要包括量化績效考核指標設計、績效考核量表設計以及考核成績計算模型設計。

第五章，本文對技術人員的薪酬結構進行了改進，首先介紹了寬帶薪酬思想，然後對技術等級工資表進行了改進，然後對等級工資的調整方式進行了改進，下來設計了季度獎金，並對年終獎進行了改進，最後提出了實施新型薪酬體系應該注意的問題。

關鍵詞:

精細化工廠，技術人員，薪酬，激勵機制

9. The study and Design on Technical Personnel's Salary Motivational Mechanism of Xi'An Meticulous Chemical Plant

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Abstract:

Xi'an Meticulous Chemical Plant is a sub-factory of the general factory of SINOPEC Xi'an. It is a new-type and modernized state-owned enterprise that developed rapidly in the 1990s, engaged mainly in the production and sale of the meticulous chemical products, waterproof rolls of material products of modified pitch.

Xi'an Meticulous Chemical Plant belongs to the meticulous chemical industry. With China's entry into WTO, and the gradual deepening reform of its market economy, the meticulous chemical industry faces both domestic and international competitions in many aspects. Xi'an Meticulous Chemical Plant also gradually feels the pressure of the competitions. The competition between the enterprises is ultimately the competition for talents and the technician is the key resource of Xi'an Meticulous Chemical Plant.

Through analyzing the current salary incentive system for technical staff in Xi'an Meticulous Chemical Plant, this dissertation proposes improvements in evaluation of professional titles, the performance appraisal and the salary structure. With these improvements, the technical staff in Xi'an Meticulous Chemical Plant can be motivated without increasing the total amount of salary. This dissertation not only provides good solutions to the salary incentive of the technical staff in Xi'an Meticulous Chemical Plant, but also offers helpful exploration to the study on salary incentive of the technical staff in the chemical industry.

Chapter One, the dissertation provides a general introduction to the modern motivational theories, the salary definition and composition, the common salary structures, the salary incentive process and so on.

In Chapter Two, this dissertation investigates with questionnaire on the current situation of the technical staff's salary incentive in chemical factories, and discovers problems in salary incentive mechanism. Based on this, a designed frame of the technical staff's salary incentive is proposed.

Chapter Three, this dissertation improves the technical evaluation of professional titles for the chemical plant, including the index system designing, the weight designing and the evolution form designing.

Chapter Four, the dissertation improves the performance appraisal for the technical staff, which includes the quantified performance appraisal index designing, the appraisal form designing and the scoring model designing.

Chapter Five, the dissertation improves the salary structure for the technical staff. Firstly, the paper introduces the thought of broadband salary, then improves the payroll of industrial grade, and also the way of adjusting the grade salary. What follows is that the quarterly bonus is set and the annual bonus is improved. Finally, the dissertation points out some problems that should be paid attention to while the new salary system is implemented.

Keywords:

The Meticulous Chemical Plant, The technical staff, Salary, The incentive mechanism

10. 上海飛聯紡織有限公司經營戰略的研究

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內容簡介:

上海紡織工業是近代工業和工人階級的搖籃之一，對中國工業的發展和工人階級的成長，起過歷史性的作用。在相當長的時間裏，紡織工業是上海的支柱產業，利稅大戶，至今仍是出口大戶，又是上海吸納勞動力的大行業，對上海的經濟發展和社會穩定作出過歷史性貢獻。

上海紡織工業曾經有過自己的歷史輝煌，如今卻面臨著嚴重的困難和挑戰。長期以來，上海紡織工業創造的利潤，悉數上繳國家，而國家對上海紡織工業的政策扶持或技術改造投入卻很少，以至上海紡織工業在 80 年代登上歷史的巔峰之後，就一直呈停滯、下滑趨勢。進入 90 年代後，形勢日益嚴峻，生產下降，利潤滑坡，虧損面擴大，虧損額增加，一批企業瀕臨破產，大量職工下崗待業。到 2003 年上海紡織工業的棉紡生產規模已不到巔峰時的 28%。

中國加入 WTO 後，對我國紡織工業帶來了很大的機遇，但同時也帶來挑戰。隨全球貿易的不斷發展，國際國內市場的界限日趨模糊，市場競爭將日趨激烈，特別是對上海這樣國際大都市的紡織工業來說，面臨著更嚴峻的困難。在中低檔產品市場上面臨著國內低勞動力成本生產企業的衝擊，在高檔產品上又遇到國外企業的競爭壓力，因此上海的紡織企業面臨著國內國外雙重壓力競爭。在這種背景下，上海的棉紡企業如何積極參與競爭，並在競爭中立於不敗之地，是我們面臨的一個急迫而又現實的課題。

本文以上海飛聯紡織有限公司為背景，從企業經營戰略研究為切入點，研究分析上海飛聯紡織有限公司通過選擇什麼樣的經營戰略以求在上海大都市求得生存和發展的思路和策略。

全文共分五章，第一章主要是介紹了上海飛聯紡織有限公司的概況，對企業的發展歷程，企業的特點，企業的規模及企業合資的背景作了簡述，其目的是為以後進行企業內外部環境分析和制定經營策略作鋪墊。第二章主要是對企業的外部環境作了分析，從宏觀環境和行業競爭環境兩個層面以及中國進入 WTO 後對中國紡織業帶來的影響，國際國內市場對上海紡織業的衝擊，原料、出口退稅、勞動力成本等多個角度進行了分析，為後面章節中對企業的機會與威脅分析及企業經營思路打基礎。第三章主要是從上海飛聯紡織有限公司內部環境的層面作了分析，指出了企業在經營機制、勞動力成本、技術裝備待方面所處劣勢和不足，同時又看到了企業優勢的一面，其目的是為企業選擇經營戰略提供依據。第四章主是要論述上海飛聯紡織有限公司在競爭中應採用何種適用企業特點的經營戰略思路，構思了公司使命和戰略目標體系，並對公司的目標市場和產品定位作了設想。第五章主要是採用理論聯繫實際方法，根據企業內部存在的問題，結合發達國家紡織工業的發展經驗，提出了上海飛聯紡織有限公司要在上海這個國際大都市中求得生存和發展應採取的經營策略和措施。

關鍵詞:

紡織企業，市場競爭，經營戰略，質量領先，差別化

10. Study on Business Strategy for Shanghai Feilian Textile Co., Ltd.

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Abstract:

As one of the cradles for modern industry and working class, Shanghai Textile Industry has played a historically important role in the development of China's industry and the growth of the working class. For quite a long time, Textile Industry has been the backbone of Shanghai industry, the big taxpayer and the great exporter even up to this day. It is also a significant industry absorbing large labor force, so it has made great contributions to the economic development and social stability of Shanghai.

Magnificent as its past was, Shanghai Textile Industry is now facing severe challenges and obstacles. For a long period, the profit created by Shanghai Textile Industry has been handed in to the state; however, the state gave little policy support and technological reform to Shanghai Textile Industry. As a result, Shanghai Textile Industry has been in the tendency of stagnation and slipping down since it climbed the pinnacle in the 1980s. And the situation has been even worse since the 1990s: production fell, profit declined, losses expanded and increased, many enterprises went bankruptcy and lots of workers were laid off. By 2003, the production scale of the cotton spinning of Shanghai Textile Industry has been reduced to less than 28% of that in the peak time.

China's entry into the WTO brings forth great opportunities as well as challenges to Chinese textile industry. As the booming of trades in global context, the boundary between markets at home and abroad has been blurred day by day, and the competition will become fiercer and fiercer. It is particularly difficult for the textile industry to survive in Shanghai, such an international metropolis. Shanghai textile enterprises are faced with double pressures from both international and domestic markets. In the market of medium- and low-level products, they are challenged by the domestic enterprises with advantages in low-labor cost; in the market of high-level products, they encounter the competition of foreign enterprises. Under the circumstances, how Shanghai cotton spinning enterprises should take active part in the competition and to be the eternal winner of the game becomes an urgent and realistic issue to cope with.

Taking Shanghai Feilian Textile Co., Ltd as an example and starting with the study on enterprise business strategy, this thesis studies and analyzes how Shanghai Feilian Textile Co., Ltd's can survive and develop in such a large city as Shanghai through choosing the correct business strategy.

This thesis consists of five chapters. Chapter One provides a brief introduction to the Shanghai Feilian Textile Co., Ltd, the company's development process, characteristics, scale and background of its joint venture, paving the way for the following analyses of the company's internal & external environments and business strategy making. Chapter Two analyses the company's external environment from the aspects of macro-environment & industrial competition, as well as by multi-angles including the influence of China's entry into WTO on textile industry, impact of international & domestic market upon Shanghai's textile industry, raw materials, export drawback and labor cost etc. This chapter provides foundations for the SWOT analysis of the company as well as the operating thoughts in the following chapters. Based on the analysis of internal environment of Shanghai Feilian Textile Co., Ltd. Chapter Three points out the disadvantages and shortages of the company in terms of operational mechanism, labor cost, technical equipment etc., and at the same time discovers the advantages of the company, attempting to provide basis for the company in the selection of business strategies. Chapter Four discusses which business strategy & solution Shanghai Feilian Textile Co., Ltd should adopt, fitting the characteristics of the company; designs company mission and strategic objective set and conceives target market & product positioning for the company. By combining theory with practice, based on the company's internal problems and integrating developed countries' experiences in textile industry, Chapter Five proposes the very business strategies & policies that Shanghai Feilian Textile Co., Ltd should adopt in order to survive and grow continuously in this international metropolis— Shanghai.

Keywords:

Textile companies, Market competition, Business strategies, Quality first, Differentiation

11. 商業銀行中間業務發展研究

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內容簡介:

在經濟全球化的浪潮中，中國金融業也在逐步與國際接軌，逐步融入世界。但從現狀來看，國內商業銀行與國外商業銀行的業務發展上缺存在著較大的差距，特別是在中間業務發展上差距更大，並且這種差距還是全方位多角度的。因此研究加快發展國內商業銀行的中間業務，不僅成爲一個重大課題，也是一個亟待解決的現實課題。

本文以國內商業銀行的中間業務如何求得健康發展作爲研究物件，在結合實際的基礎上，對國內商業銀行中間業務發展的若干問題作了具體分析和探討。文中首先介紹了商業銀行中間業務的涵義、性質、特徵、分類和發展中間業務的意義、作用；其次對國內商業銀行中間業務發展現狀作了分析，對發展中存在的問題進行了剖析。文章認爲，國內商業銀行存在的主要問題有：規模和總量偏小，品種和結構單一，內部管理失範，同業競爭無序，社會認同度低，發展很不均衡等等，這些問題不解決，我國商業銀行中間業務就難以求得發展；再次，分析了制約國內商業銀行中間業務發展遲緩的主要原因，主要受歷史因素影響、傳統觀念的影響、電子化投入不足方面的影響、社會環境的影響、監管體制缺乏的影響以及商業銀行自身管理水平的影響等等；最後從九個方面對如何促進國內商業銀行中間銀行業務的發展提出了建議和對策：一是要營造一個寬鬆的外部環境；二是切實轉變經營觀念；三是提升從業人員素質；四是構建一個充滿生機和活力的激勵機制；五是加快電子化步伐；六是建立有效的市場營銷體系；七是建立健全對中間業務的內部管理和風險控制體系；八是加大創新力度；九是不斷提高收益水平。

本文重點以國內經濟較發達的東南沿海地區商業銀行中間業務發展現狀爲樣本，旨在通過對國內商業銀行中間業務發展緩慢原因的分析研究，提出適合當前國內商業銀行中間業務發展的基本思路，促進經濟較發達地區、帶動經濟次發達地區商業銀行中間業務的加快發展。

關鍵詞:

商業銀行，中間業務，發展，對策

11. Study on Development of Intermediary Business in Commercial Banks

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Abstract:

In the wave of the economic globalization, Chinese finance industry is gradually in line with the international market. However, the current situation shows there is great gap between the business development of commercial banks at home and those abroad, the intermediary business in particular and the gap is all-direction and multi-angle. Therefore the study on accelerating the development of domestic commercial banks not only becomes a significant topic, but also requires urgent solution.

This paper focuses on the study—how the intermediary business of domestic commercial banks can develop healthily and analyzes and expounds some problems in the development based on the reality. In the paper, the author first introduces the definition, nature, characteristics, categories of the intermediary business of commercial banks and the significance of developing it. Secondly, the current situation of intermediary business of domestic commercial banks is analyzed and some problems in the development are discussed in detail. The problems pointed out in this paper are: scale and total amount are too small; variety and structure are single, internal management is unregulated, the horizontal competition is out of order; the social recognition is low, the development is uneven, etc. Without solving these problems, the intermediary business of the domestic commercial banks cannot develop well. Then, this paper analyzes the main causes hindering the development of intermediary business of domestic commercial banks: the historical factors, traditional thinking, insufficient electronic investment, social environment, lack of supervision mechanism and the management of the commercial banks themselves, etc. and finally, the paper proposes some suggestions and counter measures for developing intermediary business of domestic commercial banks in nine aspects: to loosen the external environment; to change the idea of business management; to improve the quality of employees; to build an incentive mechanism of vitality; to accelerate the pace of electronic development; to establish an effective marketing system; to build and complete the internal management and risk control system; to promote creativity; and to increase profits continuously.

This paper takes the sample of the intermediary business of commercial banks on the southeast coast of China where economy is fairly developed. From the analysis of the stagnation causes of the domestic commercial banks, this paper puts forward a basic train of thought suitable for the current situation of the domestic commercial banks, so as to promote the development of intermediary business of domestic commercial banks in both economically developed areas and not-so-developed areas.

Keywords:

Commercial bank, Intermediary business, Development, Counter measure

12. 旌旗席殊 B—TO—C 電子商務模式研究

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內容簡介:

1995 年，我國大陸第一家網上書店中國書店在網上開通；1997 年初，杭州市新華書店建起了我國新華書店系統的第一家網上書店。1999 年底至 2000 年上半年，國內網路公司、風險投資公司掀起一股創辦網上書店的熱潮。2000 年的短短幾個月內，投資 1000 萬元以上的網上書店就超過 10 家，而提供中文網上書店業務的網站就已超過 100 家。不少人認為，加入 WTO 後出版物市場的開放已成定局，圖書發行業將進入殘酷的網上爭奪時代。

2000 年 3 月 28 日北京席殊書屋有限公司引進新加坡 MPH 公司等風險投資 3000 萬元人民幣，成立了北京旌旗席殊電子商務有限公司，在大力發展特許加盟連鎖店的同時推出了旌旗席殊網上書店（www.jingqi.com）。

旌旗席殊在原來席殊書屋傳統業務的基礎上，憑藉自身豐富的市場經驗和精通圖書零售業經營規則的優勢創建起我國圖書業的全新商業模式——“旌旗席殊網上書店、特許加盟連鎖店、圖書俱樂部”三位一體的互動經營。

正是由於採用了這種模式，自 1996 年到 2002 年底，僅用了六年時間，席殊書屋由最初只有 10 家直營店的小型連鎖店發展到共有 560 家加盟連鎖店、40 萬好書俱樂部成員、年銷售額 2.5 億的國內最大的民營全國性連鎖書店，所處地理位置覆蓋全國 30 個省市自治區的 400 多個城市。

本文對旌旗席殊的 B-to-B-to-C 電子商務模式作了詳盡的描述，從經營模式和利潤來源兩個方面入手，對旌旗席殊的成功之處進行深入的分析研究，對企業將如何使電子商務與特許加盟連鎖這種傳統商業模式有效融合進行了闡述；圍繞著企業內部發展電子商務所需的支援，對經營過程中存在的問題和不足進行分析並提出解決的建議。是從理論上對電子商務如何結合中國國情、如何結合傳統商業的一次探索。

關鍵詞:

電子商務，旌旗席殊，特許加盟連鎖

12. Research on B—TO—C E-commerce Pattern of Jingqi Xishu Books

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Abstract:

In the year of 1995, the on-line “China Bookshop” was in operation, which was the first E-book store in the mainland. At the beginning of 1997, the first on-line Xinhua Bookshop was brought to net customers in Hangzhou. From the end of 1999 to the first half of 2000, network-corps as well as risk investment corps raised an upsurge of establishing E-book stores across the country. In so short a period of 2000, there sprouted more than 10 E-book stores each with the investments exceeding ¥10 million. Moreover, there were more than 100 web sites providing Chinese book-shopping service. Many people believe that since the entry into WTO, the opening of publication market has been finalized, and that book-issuance industry would step into an E-world era with fierce competition.

On March 28th, 2000, Beijing Xishu Books Ltd. Corp. brought in venture capital ¥30 million from MPH in Singapore and founded Beijing Xishu E-business Ltd. Corp. While making vigorous efforts to promote franchising alliance chain shops, it started Jingqi Xishu E-bookstore. (www.jinqi.com)

Based on traditional business operation, Beijing Jingqi Xishu Ltd. Corp. resorted to its rich experience and familiarity with book-retailing and therefore established a brand new business pattern—interactive management bringing E-book stores, book clubs and franchising alliance chain stores into a trinity.

Thanks to this new pattern, it only takes Xishu Books six years (from 1996 to the end of 2000) to develop from originally small-scale chain stores consisting of no more than 10 outlet shops to the biggest nongovernmental one in the whole country. It is made up of 560 chain shops with 400,000 club members. Its yearly sale amounts to ¥250 million. Xishu Books’ market covers over 40 cities in 30 provinces and municipalities.

This paper gives a vivid description to Xishu Books’ B-B-C E-business pattern. It starts with two facets—management pattern and source of profit and makes thorough analyses and investigations on the success of Xishu Books. It expounds on how to get E-business effectively combined with traditional commerce pattern (franchising and chain stores). It centers round the support that the enterprise needs to develop E-business and concerning about the problems and shortages in the operation, it makes analyses and provides solutions. Generally speaking, it is a new exploration into how to combine E-business with the current situation of China and traditional business in a theoretical approach.

Keywords:

E-commerce, Xishu Books, franchising alliance chain

13. 中國內地股票市場風險若干問題研究

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內容簡介:

股票市場的風險是指因政治，經濟的宏觀因素，股份公司的微觀因素，以及技術和人為因素等個別或綜合作用於股票市場，致使股票市場的股票價格大幅波動，從而給投資者帶來經濟損失的風險。隨著我國社會主義市場經濟的發展不斷引向深入，股票市場已經成為國民經濟、優化市場結構的核心內容。

我國股票市場成立僅僅十多年時間，目前還處於一個不發達狀態，不發達的股票市場中存在的風險要比完善股票的市場中存在的風險大得多。相關的法律、法規、制度還沒有完全建立，健全。上市公司的運作還不夠規範；資訊披露的管理還需要加強；股民的素質需要提高。

本文針對當前我國股票市場常見的風險存在方式，以及對整個證券市場及國民經濟健康發展帶來的危害進行實證分析、揭示，目的是幫助一般投資者能從中得到啓示。

本文共分為四章。

第一章, 系統介紹本文的寫作思路、研究物件，以及運用的研究工具等。

第二章, 介紹股市風險的種類及衡量指標。

第三章, 詳細的論述及剖析中國現階段股市非系統性風險的成因以及當前中國股市風險的表現形式與特點。

第四章, 詳細的論述及剖析中國現階段股市系統性風險的特點及成因，指出當前中國股市的系統性風險是由制度造成的。

關鍵詞:

欺詐行爲，股市風險，風險防範，證券市場

13. Study on the Risk of Chinese Mainland Stock Market

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Abstract:

The risk of stock market refers to the risks of investor's economic losses caused by the great fluctuation of the stock prices in the stock market due to macroscopic factors of politics and economy, microscopic factors in stock companies, technological and human factors which act on the stock market individually or jointly. With the deepening of the development of our socialist market economy, the stock market has become the core of the national economy and the optimized market structure.

China's stock market has been established for only over a decade, so it is undeveloped. The risks in the undeveloped stock market are much greater than those in the complete stock market. The relevant laws and regulations as well as systems haven't been established completely. The operation of the listed companies has been regulated; management of information disclosure should be strengthened; and the quality of shareholders should be improved.

This paper provides empirical analysis and disclosure towards the common risk patterns in China's stock market and the harm brought to the whole securities market as well as the healthy development of national economy, for the purpose of giving some hints to the ordinary investors.

There are four chapters in this paper.

Chapter 1 systematically introduces the train of thought of this paper, the research object, and the research tools applied.

Chapter 2 introduces the types of stock market risks as well as the evaluation index.

Chapter 3 expounds and analyzes the causes of the non-systematic risks in China's current stock market, and the exhibition patterns and characteristics of the risks in China's stock market.

Chapter 4 expounds and analyzes the characteristics and causes of the systematic risks in China's current stock market and points out the systematic risks in the stock market is a result of the current systems.

Keywords:

Cheating behavior, Stock market risks, Risk prevention, Securities market

14. 楠溪江風景名勝區旅遊開發戰略研究

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內容簡介:

浙江省永嘉縣的楠溪江國家重點風景名勝區，具有水秀、岩奇、瀑多、村古、灘林美五大特色，融險、奇、秀、幽為一體，以其清純奇絕、風韻獨具的田園風光而名聞於世。除了奇山秀水以外，沿江星羅棋佈的古建村落更為楠溪江增添了一筆濃濃的文化色彩，在這一地區發展旅遊事業有著自然和文化雙重得天獨厚的優勢。但是由於種種原因，以前當地的旅遊事業並不如人所預料的如溫州經濟那樣繁榮，甚至可以說與其國家級風景名勝區的稱號並不相稱。為此，筆者從楠溪江風景名勝區的概況與基本特徵入手，講述了楠溪江名勝區的開發總體戰略原則，進而闡述了楠溪江風景名勝區景區產品的設計思路，最後著重介紹了楠溪江風景名勝區品牌創建策略。以期使讀者對楠溪江風景名勝區的開發戰略能有一個總體的把握與瞭解，並對相關主管部門更好地開展楠溪江風景名勝區的市場營銷工作，提供了積極的建議和思路。

本文研究的主要方法是採取理論和案例相結合的分析方法，雖然對楠溪江風景名勝區的旅遊開發戰略原則作了介紹，但筆者的側重點在旅遊產品的開發設計和品牌創建上，因為光談戰略原則和理論，會給人以“假、大、空”的印象，這對實際工作無任何實際意義。旅遊產品開發設計和品牌創建策略是旅遊開發戰略中必須涉及的兩個問題，其中尤其是品牌創建策略如何在旅遊開發工作中實施，更是一個當前旅遊學界熱衷的問題。為此，筆者根據自己的實踐和研究，並結合其他行業品牌推廣的經驗，提出了具有操作價值的楠溪江風景名勝區旅遊產品開發設計思路和品牌創建策略。據此，筆者研究的初步結論是：目前楠溪江風景名勝區旅遊開發的關鍵是在產品設計和品牌創建上，只有做好上述兩項工作，才能使楠溪江風景名勝區的開發有實質性的進展。

關鍵詞:

楠溪江風景名勝區，旅遊產品開發，品牌創建，戰略

14.Strategy Research on Travel Development of Nanxi River

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Abstract:

Nanxi River in Yongjia County, Zhejiang, is a national scenic spot, characterized by elegant water, peculiar rock, many waterfalls, and archaic villages with unique style. Besides the elegant mountains and water, the archaic villages scattering along the river add to the culture of Nanxi River. Hence, there are advantaged nature and culture conditions to develop tourism in this area. However, due to many reasons, the tourism is not so prosperous as people expect, which even doesn't match its title of national scenic spot.

Therefore, this thesis starts with the introduction of Nanxi River's basic characteristics, then identifies the whole strategic principles of development of Nanxi River, the thought of developing the tourism products, and finally puts forward the brand establishment strategy. The purpose of this thesis is to help readers understand the development strategy of Nanxi River scenic spot, and to provide some suggestions for relevant administrative authorities to market Nanxi River better.

The main research method of this thesis is case analysis, introducing the whole strategic principles of development of Nanxi River beauty spot, meanwhile focusing on the design of tourism products and brand establishment strategy, which are the essential issues of travel development strategy. Particularly, how to implement brand establishment strategy is an issue that attracts most attention of the whole travel industry currently. So the author proposes some ideas to develop the travel industry products and brand establishment strategy of Nanxi River beauty spot with maneuverability, according to the experiences and researches on the brand expansion in other industries. The initial conclusions are drawn: at present, the key problems to develop travel industry of Nanxi River beauty spot are product design and brand establishment. Only when the two problems are resolved effectively, there will be material progress in the development of Nanxi River beauty spot.

Keywords:

Nanxi River beauty spot, Travel industry product development, Brand establishment, Strategy

15. 溫州休閒服飾虛擬經營實證研究

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內容簡介:

隨著電腦網路技術的空前發展及資訊時代的來臨，虛擬經營作為企業有效借助外部力量和整合外部資源的現代管理模式，已經越來越廣泛地被運用到企業經營活動當中。虛擬經營突破了企業原有組織的界限，僅保留企業中最關鍵的功能，共同合作、共同創造競爭優勢，而將其他功能虛擬化。虛擬經營以其自身無可比擬的優越性適應了虛擬經濟的發展。

但同時，我們也必須看到，虛擬經營在我國仍處於初級聯階段，因而企業在運用實施虛擬經營的過程中必然會產生這樣那樣的問題。因此，本文從闡述虛擬經營的基本理論入手，分析了溫州休閒服飾企業實施虛擬經營的必要性和可行性，並以其典型代表高邦為例，對溫州休閒服飾企業實施虛擬經營的實踐進行了實證分析，並提出了一套具有較強操作性的虛擬經營策略。這對於剛剛步入虛擬經營初級階段的溫州休閒服飾企業來說有著非常巨大的借鑒意義和現實指導意義。

本文主要採用實證性研究方法，即以高邦集團為主例，結合必要的理論分析，將問題談深、談透，並且為企業提供了一套具有較強操作性的虛擬經營策略。

關鍵詞:

虛擬經營，休閒服飾，實證研究

15. An Empirical Study of Virtual Operation of Sportswear in Wenzhou

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Abstract:

As the unprecedented development of the network technology of the computer and the arrival of information age, Virtual Cooperation has been used more and more frequently in the enterprises' operations. Virtual Cooperation has just reserved the most important function of the enterprise so that enterprises can cooperate with each other while the other functions of the enterprises are just virtualized. Obviously, Virtual Cooperation is a new mode that is full of superiority so it can make itself adapt to the development of the virtual economy.

But at the same time, we must notice that Virtual Cooperation has been put in practice not for a long time. Therefore, I wrote this thesis to try my best to find out how to solve these problems. Firstly, I expounded the basic theories about Virtual Cooperation and then I made an analysis about the necessity and the feasibility of Wenzhou Sportswear Enterprises to carry out Virtual Cooperation. Thirdly, I took KOBRON (the representation of Wenzhou Sportswear Enterprises in Virtual Cooperation) for example to make a demonstration analysis about the practice of Wenzhou Sportswear Enterprises in Virtual Cooperation. According to this, finally, I found out some Virtual Cooperation strategies for Wenzhou Sportswear Enterprises.

Demonstration analysis is the main method used in this thesis. And I have also collected some data and other cases for reference.

Keywords:

Virtual operation, Sportswear, Empirical study

16. 興盛房產開發公司營銷戰略研究

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內容簡介:

作為國民經濟的基礎產業和支柱產業，房地產業素有永遠的朝陽產業之稱，它對國民經濟的其他行業具有巨大的拉動作用。據粗略估計，房地產業如果增長 10 個百分點，就可帶動國內生產總值增長 1 個百分點。為此，各城市都非常重視房地產業，紛紛制定、完善相關政策法規，鼓勵和扶持房地產業的發展，在這方面，瀋陽亦不例外。

自從 1986 年瀋陽房地產市場復蘇以來，在經歷了十幾年的大起大落、大悲大喜之後，房地產業獲得了巨大的發展，並已成為瀋陽經濟發展新的增長點。但與此同時應看到，一方面，世界經濟一體化以及科技進步的快速發展引起產品技術更新速度加快，使企業所面臨的生存環境不確定性和複雜性大大增加；另一方面，由於國家住房消費體制的調整，市場秩序的規範，消費者日趨成熟，使市場競爭日趨激勵。在這種情況下，企業為了生存和發展，必須對周圍環境中的各種因素進行深入分析，制定一個較長期的市場營銷戰略來指導企業的營銷活動，從而確立自己的競爭優勢，達到企業的目標。

為此，本文依據相關的戰略管理和營銷管理理論，以興盛房產開發公司的營銷戰略為題展開研究。本文首先對瀋陽興盛房產開發公司和房地產市場營銷戰略理論做了簡要概述，然後依次對興盛開發面臨的外部環境和擁有的內部條件進行了分析，並運用 SWOT 方法分析歸納出興盛面臨的環境所帶來的機會與威脅及其自身的競爭優勢及劣勢。在此基礎上，制定出旨在規避和轉化其競爭劣勢，能夠發揮其優勢的市場營銷戰略，即目標市場戰略，市場營銷組合戰略，關係營銷戰略，綠色營銷戰略。最後，提出了最有可操作性的戰略實施和控制手段。

關鍵詞:

房地產，住宅市場，興盛開發公司，營銷戰略

16. Research on Marketing Strategy of Xingsheng Real Estate Co. Ltd

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Abstract:

As a foundation and supporting industry in economy development, real estate industry has been considered as a promising industry, which can make huge contribution to other industries' development. It is approximately estimated that GDP can grow up by 1 percent if real estate industry increases by 10 percent. So many big cities pay more attention to real estate industry, and have established various supporting policies to stimulate real estate industry. In this way, Shenyang is not an exception.

Since its recovery in 1986, Shenyang real estate industry has expanded greatly after it experienced ups and downs. But at the same time, we should acknowledge that world economy integration and science development are bringing enterprises with more uncertainty and complexity; on the other hand, adjustment in house-consuming system, formalization in market order and consumer's maturity, all these factors make real estate market more competitive. Under these circumstances, in order to survive and develop, enterprises must deeply analyze all kinds of factors around, make long-term marketing strategy guiding marketing activities, sequentially build up its own competitive advantages and achieve its goals.

The thesis chooses Xingsheng Real estate Ltd Co. (hereinafter called the company) as a research object, puts forward an approach to strengthen enterprise core competency by better marketing strategy. Firstly, the thesis briefly introduces general situation about the company and real estate marketing strategy theory, and analyzes exterior environment and interior conditions in turn, then summarizes the opportunities and threats which its environment brings to the company and the competitive advantages and disadvantages the company owns using SWOT analysis. Secondly, the thesis makes marketing strategy in order to escape disadvantages and exert advantages. Finally, the thesis brings forward feasible control and implement mechanism of marketing strategy.

Keywords:

Real estate, Housing-market, Xingsheng Company, Marketing strategy

17. 瀋陽可口可樂飲料有限公司雀巢冰爽茶市場開發策略研究

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內容簡介:

隨著現代人們生活水平的提高，工作節奏的加快，健康意識的提高，消費意識的增強，對飲料的消費需求也逐漸從嗜好型向天然、營養、保健型轉變，茶飲料恰好滿足了當代消費者的功能和心理需求。從這幾年茶飲料的發展趨勢來看，茶飲料必將成為人們的首選飲料。中國茶飲料起步較晚，但發展極為迅速。從目前整個飲料市場來看，茶飲料所占比例仍比較小，人均則更少，茶飲料在中國的市場潛力巨大。

鑒於未來茶飲料良好的發展前景，在目前雀巢冰爽茶即將推向瀋陽市場之際，如何快速進行雀巢冰爽茶的市場開發直接關係到茶飲料行業未來的市場格局和商家的戰略利益。本文以瀋陽可口可樂飲料有限公司為研究物件，針對其即將上市的新產品—雀巢冰爽茶的市場開發問題展開研究。

筆者首先對瀋陽可口可樂飲料有限公司進行概述，然後在對茶飲料行業現狀與發展趨勢進行簡要分析的基礎上，重點研究了四個問題：

瀋陽可口可樂飲料有限公司雀巢冰爽茶市場開發的可行性分析。筆者分別從宏觀環境、產業環境、公司內部條件等三個層面上論證了其開發雀巢冰爽茶市場的可行性。

瀋陽可口可樂飲料有限公司雀巢冰爽茶的目標市場選擇與定位。筆者首先根據年齡標誌將雀巢冰爽茶市場細分為兒童市場、青年市場、中年市場和老年市場，在對各細分市場進行評估的基礎上，選擇了中青年市場作為公司的目標市場。然後明確了雀巢冰爽茶的市場定位，即為中青年提供的一種西式冰爽茶，讓他們全身心都立即恢復冰爽活力，真正做到“身心俱爽”。

瀋陽可口可樂飲料有限公司雀巢冰爽茶的市場開發策略的選擇。在明確雀巢冰爽茶的經營理念與目標的基礎上，筆者主要提出了三個具體策略，即市場營銷組合策略、市場競爭策略和適應顧客策略。

瀋陽可口可樂飲料有限公司雀巢冰爽茶市場開發策略的實施。筆者首先提出雀巢冰爽茶市場開發策略的實施辦法，然後明確了在雀巢冰爽茶市場開發過程中應注意的問題。

關鍵詞:

雀巢冰爽茶，市場開發策略，瀋陽可口可樂飲料有限公司，市場定位

17. Study on The Nestea Market Development Tactics of Shenyang Coca-Cola Beverage Co.,Ltd

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Abstract:

With the improvement of modern people's living standard and the accelerated work pace, the promotion of health consciousness as well as increased consumerism, the need for beverage is gradually transforming from habitual type to natural product, nourishment and health drink type. Thus, tea beverage more or less than satisfies the functional and mental requirement of present consumer. From recent trend of tea beverage, we can see that beverage would surely become the first choice of consumers. Tea beverage appeared relatively late, but its development is rather rapid in Chinese market. From the present entire beverage market, the proportion of tea beverage is still small; its per capita consumption is even smaller. But its market potential in China is large.

In view of the fast development and good potential of tea beverage market, and also the impending launch of Nestea in Shenyang, how to quickly develop the market of Nestea directly relate to the future market situation in the tea beverage industry and the strategic benefit of company. This paper has Shenyang Coca-Cola Beverage Co.,Ltd as the object of study and studies the problem of market development for its new product named Nestea which will come into the market.

Based on a short description of Shenyang Coca-Cola Beverage Co.,Ltd and also analysis of the actual trend of the tea beverage industry, this paper studies four main questions listed follow:

The feasibility study of development of Nestea market of Shenyang Coca-Cola Beverage Co.,Ltd. This is covered from the views of macro environment, industry aspect, company internal resources respectively.

The target market selection and market positioning for Nestea of Shenyang Coca-Cola Beverage Co.,Ltd. Based on age demographics, the Nestea market is first segmented according to children market, youth market, middle-age market and the elderly market for analysis. After evaluating each market segments, the youth and middle age segments were selected as the target market. Nestea, we have the market positioning for Nestea market, which is to offer a western-style ice refreshing tea for youth and middle age segments, to immediately replenish them with ice refreshing energy and really make them feel well from within.

The selection of market development strategies for Nestea of Shenyang Coca-Cola Beverage Co.,Ltd. Based on agreed business direction and objective of Nestea, this paper proposes three main market development strategies for Nestea, namely, the market combination strategy, the market competition strategy and adaptation to consumer strategy.

The implementation of market development strategies for Nestea of Shenyang Coca-Cola Beverage Co.,Ltd. This paper firstly presents the implementation methods for the market development strategies for Nestea, and then we nail down the problems that should be paid attention to in the process of market development for Nestea.

Keywords:

Nestea, market development strategies, Shenyang Coca-Cola Beverage Co. Ltd, market positioning

18. 上海園林集團公司戰略規劃研究

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內容簡介:

目前，園林綠化行業正面臨著一個巨大的發展機會，但同時也存在許多潛在的風險與新的誘惑。上海園林集團公司發展到目前的規模，在戰略上應作什麼樣的規則？如何抓住機遇，創造機會，回避風險，形成獨特的核心競爭力，成為企業迫切需要解決的問題。從總體戰略層面上考慮，目前需要考慮以下幾個問題：如何判斷宏觀經濟和國家相關行業政策的變化發展趨勢；如何根據判斷，安排企業的戰略行動、企業的近期、中期和遠期的核心業務的演變；園林集團的長遠發展建立在什麼基礎之上、園林集團的核心競爭力是什麼？如何圍繞自己的核心競爭力和未來的發展方向進行資源分配和投資以及能力的積累等。

本文在企業戰略規劃的指導思想下，主要運用 SWOT 分析法，通過對上海園林集團公司各項資源的優化整合與業務結構的調整，突出和建立集團整體的獨特競爭優勢，從而形成核心競爭力，保證集團長遠的、可持續的平衡發展。

文章的主要內容如下：從企業的外部環境和內部條件分析入手，通過對眾多複雜多變的不可控制的外部因素的板塊分析，確認集團發展的主要機會和威脅；通過對集團內部各項資源和能力的系統分析，界定集團自身的優勢與弱點，以確定集團的戰略性資源以及戰略性投資和能力積累方向，明確揚長避短和補短的需求。然後，對內部優勢與弱點，結合外部機會與威脅，進行綜合評價和分析，以框定可選擇的戰略類型，並對各種戰略方案進行評價，最終確定戰略方案，並在經營管理上做出相應的戰略性調整和改進，以保證整體發展戰略的實施。

關鍵詞:

上海園林集團公司，戰略，規劃，研究

18.Study on Strategy Programs of Shanghai Gardening Group Company

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Abstract:

Shanghai Gardening Corporation Group was founded on 8 February in Shanghai and under the Ministry of Construction. The business of the group corporation including: designing and construction of gardens and other landscaping projects, production and scales of cut flowers and seedlings, tourism and real estate. It has 2938 staff members, of whom 185 were senior or middle professionals; it has its own production fields and fields for special uses with a total area of over 660 hectares. Besides, it has a number of subsidiary companies and holding companies.

Since its foundation, the corporation has completed dozens of important projects, forty of which has been graded as excellent enterprises by Shanghai municipal government and honored as “Gardening Army”. Under the enterprise strategy, the leading thought of that program, the paper used the main application, SWOT analysis, to outstand and establish the special competitive advantage of the group to form the whole core competitive ability, in order to guarantee the steady and continuing development of the company through integrating various resources of Shanghai gardening group co. and adjustment of construction business.

The article’s main contents are as follows:

Begin with the company’s internal and external environment, through analyzing many complicated and uncontrollable exterior factors, make sure the main opportunities and treats the company is confronted with; through analyzing systems of internal resource and ability to define its own strengths and weaknesses, so as to decide its strategic resources and directions of the strategic investment and ability accumulation. Make clear the need of avoiding the disadvantages and developing advantages and making up for some shortcomings. Then, conduct comprehensive assessment and analysis of internal strengths and weaknesses and external opportunities and threats to set the possible strategies and assess different strategies to make the final decision on strategy, and make corresponding adjustment and improvement on operation management to ensure the practice of the whole development strategy.

Keywords:

Shanghai Gardening Corporation Group, Strategy, Programs, Study

19. 長慶油田公司房地產管理與房改政策研究

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內容簡介:

雖然石油企業的房地產開發領域救還未充分開展，但作為擁有百萬石油大軍的我國石油企業的房地產開發及房改政策研究課題，具有十分重要的意義。尤其是我國商品住宅市場已成為經濟發展和提高居民生活水平的一個重要部分時，該課題的研究就更顯得十分必要和重要，它直接關係到我國經濟的總體發展形式與企業職工生活水平等一系列問題，也關係到社會穩定的問題。

本文在深入研究我國住房分配貨幣化理論的基礎上，針對長慶油田公司住房制度政策的影響因素，對其目前的實施進行了評估；在研究的過程中，運用經濟學理論，引入經濟計量學和數理統計方法，提出了數學建模的思路。在住房制度政策的評估中，運用 SPSS 選取了相關的指標，運用多重回歸的方法建立了多重回歸方程，以長慶油田公司房地產現狀為基礎，進行了實證分析，對公司職工的購買力模型進行分析並提出了解聘，並從宏觀和微觀的角度上提出了相應的對策。最後，參考其他各地的房地產發展模式，提出了長慶油田公司房地產開發對策及房改政策建議。本文所得出的主要結論是：

長慶油田公司職工基本補貼與職工合理住房補貼呈現正的相關關係，住房補貼面積與職工合理住房補貼呈現正的相關關係，工齡補貼與職工合理住房補貼關係不顯著，這也說明了長慶油田公司職工購房的特殊性，也說明長慶油田房改政策具有特殊性。

長慶油田公司房地產的開發及發展，應根據石油行業的特點和長慶油田地理環境的特殊性進行適當的調整，多渠道解決長慶油田公司職工的住房問題。

本文對長慶油田公司乃至我國石油行業房地產開發與房改政策的制定具有一定的參考意義並有很強的實用價值。

關鍵詞:

房地產，房改政策，回歸模型

19.A Study on Real Estate Management and Housing Reform Policy of Changqing Oil Field Company

Liu Ji Peng

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Abstract:

Although the real estate field in Chinese oil company has not yet well-developed, as the Chinese company has millions of workers, the study on real estate development and housing reformed policy means much to these companies. Especially, the house market is playing a very important role in the development of our national economy and the civil living standard. So, it is necessary to study on this issue. The study directly relates to our national economic development and the worker's living standard as well as social stability.

Based on study of monetary distribution of house in China, the paper evaluates the current implement of the housing policy of ChangQing Oil Field Company according to its factors influencing the housing policy. First, construct a model according to theory of econometrics and mathematical statistics. Second, during the evaluation of the housing policy, multi-regression equation is set up through the analysis of indexes using the SPSS software. At the same time, there is an empirical study on real estate practice of ChangQing Oil Field Company; meanwhile, the paper evaluates the workers' purchasing power. After establishing the model, the paper analyses the purchasing power model, gives some explanation, and provides some countermeasure from macroscopical aspect and microcosmic aspect. At last, based on other companies' real estate development model, the paper brings forward its own real estate development model and housing reform suggestions. The most important conclusions are as follows:

The workers' reasonable housing subsidy shows positive correlation with workers' basal subsidy and housing subsidy, and there are no obvious relations between the workers' reasonable housing subsidy and length of service in ChangQing Oil Field Company. This explains the particularity of workers' purchasing on house in this company, and the particularity of the policy of housing reform in ChangQing Oil Field Company.

The development and management of real estate of ChangQing Oil Field Company should be adjusted based on peculiarity of oil field and geography environment. The management department should solve the problem of the workers' inhabitancy.

We hope it can be useful and significant to the real estate development and decision-making of housing reform policy to ChangQing Oil Field Company and also to all the other companies of the national oil field.

Keywords:

Real estate, Housing reform policy, Regression model

20. 江蘇英田集團員工績效管理體系的分析和探討

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內容簡介:

企業的人力資源管理是一個有機系統，這個系統由人員的招聘和選拔、績效管理、激勵與報酬、培訓與開發等環節組成。績效管理這所以在這個系統中佔據著核心地位，是因為績效管理給人力資源管理的其他環節提供反饋資訊，並與之緊密聯繫在一起。

本文以江蘇英田集團的績效管理為例，對企業人力資源管理的現狀做了診斷，發現其人力資源管理依然停留在傳統的人事管理模式，重點表現在缺乏有效的內部機制，人事部門沒有發揮應有的作用等原因，導致績效管理的過程中出現了較多的問題，績效評估沒有起到應有的作用。在此分析的基礎上，結合現代人力資源管理的先進理論，本文為之設計了一套以目標管理為核心的績效管理體系，從系統的視角規劃了績效管理的全過程，即從績效管理的基礎性工作、績效標準設定、績效計畫、績效實施與管理、績效評估和績效反饋面談的各個環節的核心工作，來幫助管理者有效地管理員工的績效，也幫助被管理者更好地瞭解自己的績效狀況，不斷地改進績效，提高自己。新的績效管理體系也與原有的激勵制度等人力資源的其他職能結合起來，對公司人力資源管理不會產生太大的衝擊，為公司實現內部機制特別是人力資源管理體系的穩步改革打下了良好的基礎。

關鍵詞:

人力資源管理，績效管理，績效標準，績效評估，績效反饋，工作分析

20. Analysis and Study of the Employee Performance Management System of Jiangsu Yingtian Group Company

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Abstract:

Human resource management system of modern enterprise is an organic system, which includes the recruitment and selection of human resources, performance management, motivation and compensation, as well as training and development. The reason why performance management is the most important is that it provides feedback information for every aspect of human resource management. It is the essential point of the whole system and links tightly with other aspects.

The human resource management of Jiangsu Yingtian Co. is taken as example in this thesis to diagnosis the current situation of human resource management in the enterprises and it is found that the human resource management still remains at the stage of traditional personnel managing model. The most important of all is the lack of efficient interior mechanism and that the personnel managing department doesn't play proper role. This leads to many problems in the process of the performance management and the performance appraisal doesn't react in due. Based on these analyses and combined with the advanced theory for the modern human resource management, this article designs a performance management system taking the goal management as its core to plan the whole process for performance management from the view of the system, namely through the core work in each link such as the foundational work for performance management, determining the performance criterion, planning the performance, performance implement and management, performance appraisal and performance feedback to help the employee to see their performance status, improving their performance incessantly and promoting themselves. The new performance management system is also combined with other functions of human resource, such as the original inspirit system and so on, working as a good foundation of the firm reform for the interior mechanism especially the human resource management and that cannot have a heavy strike on the company human resource management.

Keywords:

Human Resource Management, Performance management, Performance criterion, Performance appraisal, Performance feedback, Job analysis

21. 江蘇省中山國際旅行社發展戰略研究

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內容簡介:

“善戰者，無赫赫之功。”企業戰略是企業在複雜、多變的環境中謀求生存和不斷發展而進行的總體性謀劃，是關係到企業長期性、全局性和方向性的重大決策。正確的戰略制定是企業運籌帷幄，決勝市場的根本。步入 21 世紀的中國，改革不斷深入，綜合國力不斷增強，與國際市場日漸融合，經濟的高速發展，極大的帶動了旅遊業，使之成爲了“朝陽產業”。然而機遇與挑戰並存，面對國內旅遊市場的競爭日益激烈以及挾豐富經驗，雄厚資金的外商旅行社的介入與衝擊，制定支援總體戰略、指導具體營銷戰略，以指導旅行社的日常運作，從而實現旅行社的發展目標，已成爲旅行社生存與發展的關鍵。

中山國際旅行社在走向市場的過程中，極其關注如何制定正確的發展戰略，以便爲公司的發展創造出更廣闊的市場空間。本文運用企業經營戰略，市場營銷和管理學等理論，聯繫實際，提出了適合公司特點的發展戰略。

本文首先分析了中山國際旅行社的外部環境，認爲對於中山國際旅行社而言雖然外部有種種機遇，但是競爭的壓力很大。通過對中山國際旅行社的內部條件分析，可以看出旅行社內部存在不少弱點，如：缺乏骨幹業務人員，財務制度混亂，拖欠帳款較多，沒有明確的企業文化，經銷網路不暢等，但基本上處於內部微弱強勢狀態。同時也急需引進優秀骨幹業務人員，建立優良的企業文化，改進並健全財務制度。接著，本文在已有分析的基礎上，針對中山國際旅行社當前現狀，結合旅遊行業的特點，確定了將散客短途旅遊業務打造爲中山國際旅行社核心競爭力的發展戰略。最後，爲了實現發展散客短途旅遊業務的目標，本文制定了如下的戰略設計：通過塑立中山國際旅行社獨特的企業文化，建立有效的激勵機制來增強企業員工的凝聚力。通過保持現有市場份額，改革健全財務制度來爲旅行社長足發展提供物質基礎。並在此兩點基礎上以專業化差異化戰略、品牌戰略和聯盟戰略作爲旅行社工作開展的指導來建立散客短途旅遊業務的行業競爭優勢，正確的戰略計畫與執行，確保了目標的達成。此發展戰略的實施爲中山國際旅行社帶來了新的利潤增長點，樹立了優秀的企業形象，塑立了良好的企業文化，實現了企業發展的目標。

本文所提出的旅遊企業發展戰略不僅適合於中山國際旅行社現有的狀況，而且能較好的解決一般旅行社生存與發展中存在的問題，具有一定的可操作性和實用價值，是對旅行社發展戰略工作的有力的探索和補充。

關鍵詞:

核心競爭力，發展戰略，旅遊業

21. The Study on Strategy of Jiangsu Zhongshan International Travel Agency

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Abstract:

A good leader does not have any splendid battle achievement because he/she knows how to smash the enemy in a suave way. In other words, he/she can win the war without any warm work.

A corporation strategy is the overall strategy a corporation will adopt to survive and develop under a complicated and changing environment. A good strategy is the foundation of a corporation to achieve success.

In the 21st century, reformation and opening provides China with a highly developing economic system. As a result, traveling industry is refreshing dramatically and hence called a rising industry.

However, where there is a chance, there is a battle, a battle to compete with over traveling agencies, especially foreign corporations with grand capital and abundant experiences. Therefore, to establish a marketing tactic, which supports the overall strategy and coaches the everyday work of a traveling agency, is essential for one to achieve its developing goal.

In this paper, firstly, the author investigates external environments of JSZSITA and finds that there is great pressure due to deadly competition, although there are lots of opportunities. While analyzing the internal environments, the author discovers several disadvantages, such as lacking of key representatives, the chaos of financial system (including huge credits), no specific corporation culture, a bad marketing network. These must be improved at once.

Secondarily, considering the characteristics of traveling industry, the author suggests setting individual and short-distance traveling as the core business of JSZSITA.

Finally, to succeed in this core business, the following strategy is proposed:

Solidating a characteristic corporation culture and set up a useful award-and-punishment system in order to increase the cohesion of our employee;

Keeping the present market portion and reform the financial system to provide a solid foundation for future development.

Moreover, a brand strategy and collaboration strategy enables JSZSITA to keep the advantage of individual and short-distance traveling business.

Developing and performing a correct strategy guarantees that such a goal may be achieved. In fact, the strategy brings JSZSITA a new growth point.

The developing strategy for traveling industry proposed in this work applies not only to JSZSITA, but also to every travel agency for surviving and expanding. Moreover, it serves as a skillful explorer and a good supplement for the expanding of any travel agency.

Keywords:

Core Competition Ability, Developing Strategy, Traveling Industry

22. 醫院經濟責任審計評價指標的研究

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內容簡介:

本課題通過對經濟責任審計的理論基礎—委託代理理論的陳述，揭示了委託代理理論與經濟責任審計之間的內在關係。從這一理論的基礎出發，充分考慮經濟責任審計的特點，並緊密地結合醫療機構經濟活動的實際情況，試圖建立一整套以財務狀況指標、收入指標、支出指標、發展能力指標等基本指標為主，以補充指標和定性指標為輔的醫療機構經濟責任審計的評價指標體系。該指標體系具有系統性、綜合性和可操作性。

通過對經濟責任審計評價指標體系的論證及結合實際案例進行分析，以便實現醫療機構經濟責任審計評價的制度化、規範化和科學化，盡而促進對國有醫療機構經濟活動的有效監管，對醫療機構領導幹部的經濟責任進行客觀、公正的評價，促進醫療機構不斷改善經營管理、進一步落實經濟責任制，促進醫療機構領導幹部轉變觀念，增強管理意識，不斷提高管理水平和工作效率，以便使醫療機構在提供良好的社會服務的同時，獲取較好的經濟補償。同時，積極探索政府機構對醫療行業實行有效監和的途徑也是本文的目的之一。

關鍵詞:

審計，評價指標，經濟責任，醫院

22. The Research of Evaluation Index of the Economic Duty in Hospital Audits

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Abstract:

This paper reveals the inner relationships between entrust agency theory and economic duty audit, through discussions of the basic theory: entrust agency theory. On this basis, with considerations of the practices of medical institutions and the characteristics of economic duty audit, this paper tries to construct a comprehensive evaluation index system of economic duty audit for medical institutions. Financial status index, income index, expenditure index, developing ability index are included in this evaluation system.

Another aim of this paper is to explore effective monitor measures on medical industry by the government. Through the economic duty audit evaluation system, the government will be able to pass on fair and just judgment on leaders of medical institutions, so as to motivate the medical industry to better its management and economic duty system. In this way they will work more efficiently and have better economic advantages, thus serving the society in a qualified way.

Keywords:

Audit, Index of evaluation, Economic duty, Hospital

23. 瀋陽市商業銀行民主支行員工激勵機制研究

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內容簡介:

員工是需要激勵的，這種激勵既有物質上的也有精神上的。在現代企業管理中，有效的員工激勵機制既要有理論上的支持，又要有制度下的保障。一個企業，只有做到人盡其才、人盡其用，充分發揮員工的潛能，才能興旺發達、無往不勝。

十年前，在瀋陽市商業銀行民主支行，有許多管理者還不知道什麼是“人力資源管理”，更不懂得如何去運用，舊體制下單一的“官本位”激勵，使企業缺乏生機和活力，發展速度較慢。自 1987 年金融體制改革以後，瀋陽市商業銀行民主支行不但面對著同行業的激烈競爭，而且還面臨著中國加入 WTO 國外金融機構的嚴峻挑戰，因此，瀋陽市商業銀行民主支行的經營觀念及管理觀念都發生了巨大的轉變，人力資源的開發和管理得到了重視和發展。尤其是近幾年來，民主支行所實施的薪酬制度，目標考核制度和行員等級評定制度等激勵措施，的確給員工帶來了積極性和工作動力。因此，對瀋陽市商業銀行民主支行的員工激勵機制進行研究，從中發現問題，提出解決對策，不斷完善組織的員工激勵機制，也就有了重要的現實意義。

本文首先對瀋陽市商業銀行民主支行的由來、現狀和經營情況進行了比較詳細的介紹，例舉了歷史上瀋陽市商業銀行民主支行的真實案例，在分析了舊體制下員工激勵機制不當所引發的問題後，確定了研究企業現行激勵機制的必要性。根據現代員工激勵理論，有針對性的設計了瀋陽市商業銀行民主支行員工調查問卷，在歷經了 14 天的調查後，獲得了大量的資訊資料，通過對調查結果的統計發現，瀋陽市商業銀行民主支行的大部分員工，對目前的培訓機制和晉升機制的滿意程度以及臨時工對薪酬待遇、職業發展等方面的滿意率均偏低。經過對調查結果的科學分析，最後得出結論：瀋陽市商業銀行民主支行的培訓觀念仍然比較傳統，沒有建立有效的員工培訓系統，員工培訓需求尚未得到滿足；組織晉升的渠道狹窄、單一，制度還不夠透明；對業務臨時工的政策還存在誤區和死角等。為此，針對這些存在的問題，結合瀋陽市商業銀行民主支行的實際情況，分別對培訓激勵、晉升激勵以及業務臨時工的激勵提出相應的對策。

關鍵詞:

瀋陽，商業銀行，激勵機制，對策

23.A Research on the Employee Encouragement Mechanism of Shenyang City Commercial Bank Minzhu Branch

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Abstract:

Employees need be encouraged, both materially and mentally. In the respect of modern enterprise management, it's necessary that an effective employee encouragement mechanism be supported theoretically and guaranteed institutionally. Only by giving full play to its employees' talents and potentials can an enterprise continue its prosperity and success.

Ten years ago, in Shenyang City Commercial Bank Minzhu Branch, management personnel didn't know what "Human Resource Management" meant, so they could never implement it. The sole "Officially Decided" encouragement in the old system led to the deficiencies in vigor and vitality and the slow development in enterprises. Ever since the implementation of the reforms of the financial system in 1987, Shenyang City Commercial Bank Minzhu Branch has encountered not only the intense competitions in the same trade, but also the rigorous challenges from foreign financial organizations after china's entry into the WTO. As a result, great changes have taken place in the concepts of business and management for Shenyang City Commercial Bank, Minzhu Branch.

Attention has been paid to the development and management of human resources, and new progress has been made in many aspects. Particularly, a series of encouragement measures taken in recent years, including the Salary System, the Target Examination System and the Employees Class Assessment System, have brought great enthusiasm and working motivations to these employees. So it is of high realistic significance to conduct researches on the employee encouragement system in Shenyang City Commercial Bank Minzhu branch, to find out problems and to suggest proper solutions, with a view of continuously improving this encouragement system.

In the paper, firstly, the origin, current situation and business of Shenyang City Commercial Bank Minzhu Branch are introduced in detail. And some practical cases in the history of Shenyang City Commercial Bank Minzhu Branch are still relatively traditional, no effective employee training system is set up, and the employees' requirement for training has not been met yet; in the respect of promotion, the approaches are few and narrow, and system concerned is not very clear, and there exist some misunderstandings and "dead angles" in the policy for temporary employees. Regarding these problems, corresponding solutions are suggested in the training encouragement, promotion encouragement and temporary employee encouragement, in connection with the realistic situation of Shenyang City Commercial Bank Minzhu Branch.

Keywords:

Shenyang, Commercial Bank, Encouragement Mechanism, Solution

24. 大連（林）精密鑄造有限公司發展戰略研究

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內容簡介:

我國是一個鑄造大國，精密鑄造業在亞洲僅次於日本。鑄造業是一個勞動力和資源相對密集的產業，我國資源豐富，勞動力成本低，為精密鑄造業的發展提供了很大空間。精密鑄造業將成為我國實現“變鑄造大國為鑄造強國”目標強有力的支點。

大連（林）精密鑄造有限公司（以下簡稱林精密公司）是一家從事精密鑄件及機加工完成後的零部件成品的製造與營銷的日本獨資企業。如何抓住機遇，發展壯大自己是公司所面臨的重要課題。本文通過研究分析，為林精密公司選擇了差異化的發展戰略，公司定位於提供其他廠家不能生產的高附加值、高技術、高精尖的差異化精鑄產品。

論文共分為五個部分。

前言部分分析了林精密公司制定戰略的必要性和論文的分析思路。在論文的第一章介紹了林精密公司的歷史沿革及主要產品。第二章分析林精密公司所處的精密鑄造行業的發展情況，之後運用波特的五種競爭力模型分析了公司的所處的競爭環境。第三章針對公司的內部情況，從市場業務、財務制度、技術與研發力量、人力資源管理、管理層工作等五個方面進行了分析。第四部分，運用 SWOT 方法對公司的外部機會和威脅、內部優勢和劣勢進行總結，決定了公司的戰略選擇，即：差異化戰略。論文的第五章分析了在此構想下公司具體的戰略實施方案。

關鍵詞:

戰略管理，精密鑄造，林精密公司

24. Research on the Development Strategy of Dalian Hayashi Lost-wax Industries Co. Ltd

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Master of Business Administration

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Abstract:

China is a big country in casting industry and its investment in casting industry is only inferior to Japan in Asia. Casting industry is a labor and resource intensive industry. China is abundant in resources and the labor cost is very low which offers great space for the development of casting industry. Casting industry will be the powerful pivot for our country to “turn from a big country to a powerful country in casting industry”.

Dalian Hayashi Lost-wax Industries Co.Ltd. is a venture exclusively with Japan’s own investment that is taking manufacturing and marketing in investment cast, parts and made-up after being processed by machines.

How to grasp the opportunities to develop and to strengthen itself is an important task faced by the company. Through analysis the thesis has chosen the centralization development strategy for the company. The company is orientated at providing differentiated products with highly added values, high tech and top-grade that can’t be produced by other factories.

The thesis divides into five parts.

The introduction section analyzes the necessity for the Hayashi Lost-wax Industries Co.Ltd. to establish a clear strategy. The first part the thesis introduces the history of Hayashi Company and its major product. Then in the second part, the thesis analyzes the circumstances of the investment casting industry and then uses Porter’s method. In the third part, it analyzes the interior circumstances including marketing financing, R&D, human resources and management levels. The fourth part makes a comprehensive analysis of the preceding content using SWOT method to generalize its outside opportunities, risks, the inside advantages and disadvantages, and to decide the company’s strategy choice: centralization strategy. The fifth part presents the detailed developing measures under the strategic structure.

Keywords:

Strategy management, Investment casting, Hayashi Lost-wax Industries

25. 杭州聯合肉類集團品牌經營戰略研究

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內容簡介:

豬肉產品的品牌經營問題是理論研究較少涉及的領域，但又是一個對中國農業發展十分重要的問題，希望是通過對杭州聯合肉類集團的研究，為中國農產品加工企業實施品牌經營作一定的理論探索。本研究主要解決杭州聯合肉類集團實施品牌經營的總體戰略和實施措施問題，對與實施品牌經營有關的資源中問題、產品問題、能力問題、營銷問題等進行初步研究，並提出一些相應的對策。

本文通過對國內外有關品牌經營理論的查閱和研究，確立出了品牌經營的理論依據，通過對同行業成功品牌的案例研究，總結了品牌經營了一些共性經驗。消費者在購買豬肉產品時一般都有有一些因素起決定作用，為了獲取這些決定因素的統計資料，於 2002 年 9 月份對杭州 400 位市民進行了隨機抽樣的問卷調查，調查結果大大增強了研究結論的可靠性。

通過對杭州聯合肉類集團的 SWOT 分析，本文認為該企業擁有發展品牌的良好機遇：消費基礎好，對企業有一定的行政保護，競爭品牌尚未進入杭州市場。就浙江省內而言，具有較明顯的競爭優勢。但是企業的經營也面臨出口環境不穩定和競爭前景激烈的挑戰，企業品牌經營還欠缺相應的人才資源、市場資源和生豬資源。

杭州聯合肉類集團應當堅持抓住機遇揚長避短，穩步發展適當超前，專業拓展適時延伸的原則，通過實施縱向一體化戰略控制資源和連鎖網路；採用單一品牌，實施整合營銷，提高營銷效果；採用副品牌策略進行品牌延伸，實現經營規模的快速擴張。

通過上述研究，本文認為：

1· 杭州聯合肉類集團通過發揮自己的屠宰特權，關係資源和協同優勢，完全可以把“聯合康康”品牌經營成功。

2· 品牌競爭是企業綜合實力的競爭，從生產向養殖的後向延伸就顯得猶為重要，單一品牌的連鎖經營策略是適合杭州聯合肉類集團迅速拓展市場網路的有效方式。

3· 在品牌經營的具體實施策略上，杭州聯合肉類集團應該實施整合營銷，使各種營銷手段制度化和系統化，形成營銷合力，這對形成品牌競爭力的相對穩定性到關重要。

關鍵詞:

品牌經營，縱向一體化，連鎖經營，品牌延伸

25. Hang Zhou United Meat Group Strategy Study of Name Brand Management

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Abstract:

Little research has been done on the brand management of pork product although it is very important for the development of Chinese agriculture. This paper is intended to probe into the operation of Hangzhou United Meat Group for theoretical exploration of brand strategies of Chinese agricultural processing enterprises. It is mainly to resolve the strategic issues relating to brand operations such as resources, products abilities, and so on.

The thesis sums up some academic foundations and common experience about brand operations by analyzing typical cases and theses about brand operations all over the world. There are usually some decisive factors while consumers are buying pork. In order to get the statistical data of the factors, we made a random questionnaire survey in September, 2002. The results of the survey greatly support the dependability of the author's presumptions.

Based on a SWOT analysis, the thesis concludes that HUMG is faced with a good opportunity for brand strategy, such as a good consumption environment, administrative protection and the lack of competitive brands. In spite of the obvious advantages, HUMG faces some threats like scarcity of human resources, marketing resources and pig resources.

Based on principles such as stabilized development and timely extension, HUMG should adopt the strategy of vertical integration to control the key resources and market network, the single brand strategy to carry out the integration marketing and the vice-brand to extend the brand to quickly expand its operation scale.

In conclusion, the author puts forward some proposals.

First, HUMG can develop the brand named "lianhe kangkang" successfully by making full use of its own resources.

Secondly, brand competition is an integrative competition, so that the backward integration is very important. Chain operation strategy of single brand is an effective operational model.

Thirdly, HUMG should carry out integrated marketing to enhance the resultant marketing force by systemizing marketing means

Keywords:

Brand operation, vertical integration, chain operation, brand extension

26. ERP 的實踐與分析研究

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內容簡介:

ERP 究竟是什麼？它到底能為企業帶來些什麼實質性的東西？恐怕能認識十分清楚的人並不多，本文結合自己的親身實踐，試圖對它進行全面論述，並加以分析總結。

首先，即第一章說明為什麼要對 ERP 進行研究及所用的研究方法。

第二章介紹了 ERP 的起源、內涵和發展的過程、世界範圍內的情況。

第三章簡介了 ERP 在中國的應用和發展狀況，說明實現 ERP 是大勢所趨。

第四章主要是回答 ERP 究竟是什麼，究竟能為企業帶來什麼，意義何在？

第五章介紹自己親自參與的企業 ERP 實施全過程，從而總結出實施過程應注意的問題。

第六章分析對照總結了兩家上馬 ERP 的有代表性企業的失敗要因，以供借鑒。

第七章研究探討了 ERP 績效評價的方法。

第八章結合第五、六、七章進行歸納總結，得出具體的經驗啓示，供即將上馬 ERP 的企業參考。

第九章研究 ERP 的動向，對 ERP 前景的展望。

各章之間互相依存，有機聯繫，下一章是在上一章的基礎上演進而來，順序為引用 ERP 理論概念—中方的理論概念—中方的企業實踐—具體的企業實踐—結合其他案例分析—總結經驗、得出啓示—給出呼籲—展望未來，依此邏輯順序而來，五、六、七、八章為本文的重點，第八章為本文的重中之重，以突出研究的目的。

關鍵詞:

ERP 的應用實踐，失敗原因，經驗啓示，績效評價，前景展望

26. The Practice and the Research on ERP

Liu Yi Jun

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Abstract:

What is ERP actually? Perhaps there are not many persons that can know ERP very clearly. This thesis proceeds to discuss completely with nine chapters.

Chapter 1: To explain the reasons for researching ERP and introduce some research methods used in this thesis.

Chapter 2: An origin, content and developing process for the ERP that are introduced as well as the circumstance of the ERP in the world.

Chapter 3: It is discussed that the condition of realizing the ERP is an irresistible general trend.

Chapter 4: It is mainly answered that what is the ERP actually and what can be brought for the enterprise.

Chapter 5: The author has introduced that he participates personally into the whole process of the ERP realizing.

Chapter 6: To analyze and summarize failing facts for two enterprise of implementing ERP and supply for reference.

Chapter 7: A research inquired into the ERP results evaluation method.

Chapter 8: According to the summary of Chapter 5, 6, 7 and 8, the experience and enlightenment have been produced in order to providing references for enterprise that it will implement ERP in the future.

Chapter 9: To research the developing trend and investigate the foreground of ERP.

Each chapter is dependent and associated with each other. The later chapter is based upon the former chapter. It is seriation for quote from ERP theories concept — ERP theories concept and practices in China — enterprise practices in China — two case example analysis — summary experience and get enlightenment — A appeal is given — to view the future, according to this logic order. Chapter 5, 6, 7 and 8 are the main parts of this thesis, and Chapter 8 is the most important one for emphasizing the research purpose.

Keywords:

The ERP application, The reasons for failure, Experiences and enlightenment, The results evaluation, A view to the future

27. 澳門博彩股份有限公司在賭權開放新時期的市場定位和營銷策略研究

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內容簡介:

賭博—這一特殊的社會活動，與人類的歷史一樣悠久，延續了幾千年。從上世紀初的“開放賭禁”到今天的“賭博爆炸”，都說明了賭博這一特殊的社會現象符合人類社會發展要求，有其存在和延續的必然。

延續的必然性導致了其市場存在的可能性。面對這一龐大市場，博彩公司大舉經營賭業。分析賭博行為無外乎兩種性質：一為投資行為；二為消費行為。而真正吸引賭客的是這種逐利方式所帶來的心理效應—特有的刺激和娛樂。真正誘惑賭客的不是錢，而是賭博行為（action）本身。因此，賭博就是一種消費行為。對於博彩公司，這種特殊的消費品市場，它的需求、價格及所帶來的利潤也就有了研究的必要。

澳門—27.3 平方公里的南中國小城，卻以她的賭業發達而聞名於世。對澳門賭業做出巨大貢獻的是“澳門娛樂有限公司”。該公司在澳門四十年的博彩專營中，憑藉其出色的賭業經營最終將澳門定位為世界“四大賭城”之一。然而，面對“賭博全球化”的趨勢，以及“澳娛”專營賭權結束，澳門博彩股份有限公司（該公司承接其母公司“澳娛”的幸運博彩業務）迎來了前所未有的挑戰。如何在威脅中求生存、在挑戰中促發展；制定怎樣的一個競爭戰略和市場策略，不僅是“澳博”必須思考的一個問題，同時也是本人撰寫此畢業論文的動機之一。

本論文主要研究在賭權開放後的新時期，“澳博”在經營娛樂場的“幸運博彩”中，所應該採取的市場定位和營銷策略。

二、寫作目的

1、檢驗 MBA 課程的學習，希望通過所學的專業（市場學）知識，能直接為澳門的企業制定科學市場策略。

2、通過對周邊地區賭業的發展和本澳博彩公司發展趨勢的分析，為“澳博”在新的歷史時期識別出現的機會和威脅、提供預警系統。

三、本文的基本脈路

首先分析世界賭業和澳門賭業的歷史、現狀，說明賭業在世界和澳門存在和發展的必然性；其次，評述“澳博”發展所存在的內外部環境狀況，通過對澳門周邊地區賭場和區內賭場的強勢和弱勢分析，揭露競爭對手對“澳博”威脅程度；再次，通過對“澳博”內部評價，揭示自身的優勢和弱點；第四，制定新的市場定位戰略，為“澳博”的發展提供一條主線；第五，制定具體的營銷策略，落實“澳博”總的發展目標。

四、應用方法

SPSS11.0.0 統計軟體，進行資料管理、判別分析、變異數分析和回歸分析等。

關鍵詞:

賭博，“幸運博彩”，“澳門博彩股份有限公司”，市場定位，營銷策略

27. Market Orientation and Marketing Tactic Research about Sociedade De Jogos De Macau, S.A at the New Period of Gambling Market Opening

Sun Yue

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Abstract:

I · Research background

Gambling—a special social activity, as enduring as human history, has been continuing for several millenniums. "Opening gambling prohibition" last century and "Gambling explosion" today illustrate that gambling, this special social phenomena, accord with the development of humankind society. It is inevitable for gambling to exist and continue.

The inevitability for continuing leads to the existential possibility of gambling market. Facing the huge market, many companies carried out managing gambling (CASINO). Though by analyzing gambling behavior we know it has two kinds of natures: investment behavior and expense behavior, the real fact attracting customers to participate in gambling games is the psychological effect — specific excitement and entertainment. The thing that attracts customers is not money, but gambling behavior itself. Therefore, gambling is a kind of expense behavior. For the managing gambling games company, it is necessary to research the special consumer goods market, its requirement, price and gain.

Macao — a little city in South China, covering only 26 square km, is well known for its gambling. Macao Entertainment Limited Company makes great contributions to Macao gambling. The company has been holding specialized trading Macao gambling for 40 years. Macao was located "one of the four gambling cities" depending on the company's excellent operation. However, facing the tendency of "Gambling globalization" and the end of the company specialized trading Macao gambling. Macao Operating Gambling Limited Company (this company succeeds to "Lucky gambling" operation of its mother company—Macao Entertainment Limited Company) has been brought about immense challenges. How to exist in threat and develop in challenges? Making a competitive strategy and market tactic are not only thought about by Macao Operating Gambling Limited Company, but also is this paper's writing motivation.

This paper chiefly states that Macao Operating Gambling Limited Company should adopt market orientation and marketing tactic in managing Casino's "Lucky gambling" at the new period of the end of specialized trading Macao gambling.

II · Writing aims

1 To inspect MBA courses' study and hope to directly lay down scientific marketing tactic for Macao enterprises through professional (Marketing) knowledge.

2 At new history period, by analyzing the gambling development and tendency of surrounding regions and the managing gambling companies in Macao, I could recognize the chance and threat and supply warning system for "the company".

III · The basic pulse

First of all, I want to analyze the gambling history and actuality in the world and Macao, explain the existing and developing inevitability of gambling. Second, by analyzing the gambling houses' merits and demerits between the surrounding regions and Macao, I want to comment on the internal and external environment of "the company" and expose the opponents' threat. Third, by discussing the internal state of "the company", I'd like to reveal its advantage and weakness. Fourth, I try to enact new market orientation strategy so that I can supply a masterstroke for development of "the company". At last, I want to enact concrete marketing tactics and carry out the general development aim of "the company".

IV · Using means

SPSS11.0.0 statistical software, data running, distinctive analysis, variable analysis and regression analysis

Keywords:

Gambling, “Lucky gambling”, Macao Operating Gambling Limited Company, Market orientation, Marketing tactics

28. 澳門電子政務的發展研究

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內容簡介:

論文分析了澳門特別行政區開展電子政務客觀存在的地域小、人均 GDP 較高、政府財政較寬鬆的有利條件，以及澳門整體文化程度不高、政府辦事效率不高、資訊化產業單薄的不利之處。主要從資訊基礎設施和政府網站兩方面簡單描述了澳門 1996 年至今電子政務的建設現狀，提出了政府網站的結構圖，並據此從內容、功能、建設質量三方面分析了澳門的五大政府職能網站。論文指出了澳門在建設電子政務的過程中存在的問題：與電子政務建設頗有成效的香港和新加坡兩地進行資訊基礎設施的比較，得出澳門資訊基礎設施不完善；對比評估了澳門同香港的門戶網站，指出政府網站建設質量有待改進；缺乏有效的電子政務管理機構；資訊人才不足；資金和立法沒有到位。對此論文最後給出了澳門今後電子政務發展建議，主要從以下六個方面集中考慮：一是建立特首領導的資訊化領導小組並下設辦事機構；二是制定規劃、明確 2010 年目標及近三年階段目標、建立評估機制；三是加強資訊基礎設施建設並由政府主導加強使用；四是重視法律與安全保障；五是解決資訊人才不足的問題並開展公務員不同層次不同範圍的培訓；六是全面提升網站質量。

關鍵詞:

電子政務，電子政府，資訊基礎設施，政府網站

28.A Research of the Development of E-Government In Macao

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Abstract:

This thesis analyzes the advantages such as small area, higher GDP, available financing and the weaknesses such as relatively low adult literacy, low working efficiency, lack of information industry that appear in Macao Special Administrative Region when Macao launches the E-Governance. Mainly through the telecommunication infrastructure and the government website, this thesis describes the present condition of its development from 1996 till now. It also points out that there are a few problems exist in Macao E-Governance: compared with Hong Kong and Singapore in telecommunication infrastructure, we can say that telecommunication infrastructure is not perfect; evaluating both Macao and Hong Kong portal website, the constructive quantity in government website (portal website) should be improved; there is no effective management organization of E-Governance to programming, harmonizing, constructing; there are not enough talented specialists; and there are no funds and the related lawmaking is lag. Because of these, it was necessary for Macau to establish plans and measurements to assure the success of E-Governance. At last, this thesis suggests that from now on Macau should mainly concentrate on work as below: first, establishing an efficient E-Governance management organization leading by the Chief Executive. Second, setting 2010 target and 3-year aim and establishing evaluation system. Third, enhancing the development of the telecommunication infrastructure. Fourth, improving the law and safety guarantee. Fifth, developing human resource for E-Governance. Sixth, completely promoting the website quantity.

Keywords:

E-Governance, Government, Telecommunication Infrastructure, Government Website

29. 社會信息化水平測量指標建議 以及澳門社會信息化水平比較分析

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內容簡介:

本文分析當前部分社會信息化指標，在此基礎上修訂出適用於澳門的社會信息化指標評判體系，並以澳門 1997 年至 2002 年的相應資料作統計分析，消除若干具有強相關的指標，達到不影響指標有效性的同時儘量簡化指標的目的。經過修正後的澳門社會信息化指標包括每人每年通話時間（分鐘）、每百人日報紙發行數、每萬人報紙及期刊種類、每萬人電臺數、每千人互聯網用戶數、技術員及輔助專業人員在總就業人口的百分比、每千人高等教育在校人數、電訊、答錄機重播之裝置及設備進口占總進口的百分比和運輸、倉儲及通訊業生產總值在本地生產總值中的百分比等具體的九項。

本文信息化指標在算術平均數計算方法之外還應用主成分分析的方法，在指數計算時引入權數，力求更加確實地反映信息化狀況。儘管計算表明，主成分分析法和算術平均法的結果的差異只在幅度上，而不在趨勢上，因此用算術平均法比較簡單，可是，主成分分析法仍然為社會信息化指數的計算提供了另一種可能的思路。

本文亦分析和縱向比較了澳門 1997 年至 2002 年的信息化程度，並橫向比較了澳門與新加坡、香港、上海和北京在每千人互聯網用戶數、技術人員占總就業人口的百分比和每千人高等院校在校學生數目等三個重要指標上的差異。縱向比較結果顯示，澳門的社會信息化水平始終呈現上升的趨勢，1999 年之後幅度更加大；對於信息化指標的貢獻度最大的是信息裝備方面的增加；與此同時，傳統的資訊方式增長放緩或者有減少的跡象。橫向比較結果顯示，澳門在三個重要指標上的表現和其他四個國家和城市相比都有一定的差距，尤其是在每千人互聯網用戶數這一個方面。這說明，儘管澳門在推進社會信息化進程中作出了相當的努力，也取得了一定的成績，但是仍然需要向更高的目標前進。

本文同時根據分析和比較的結果，對加速澳門社會信息化進程提出幾項建議：樹立一個信息化的目標；增進公司和個人對於信息化的瞭解，提高他們對於信息化手段的接受程度；以高等教育和職業培訓等多種手段提高人員素質水平提高；營造安全的信息化應用環境等。本文最後同時建議修正每千人高等院校在校學生數目為每千人中達到一定學歷標準的人數；分離運輸業生產總值在本地生產總值中的百分比；增加信息類專業在校人數的比例、寬帶上網的總流量和公司應用信息技術的比例，希望經過修正後的指標能夠更具有代表性。

關鍵詞:

信息化水平，澳門

29.A Measure Index System of Social Informatization And Analysis of Social Informatization in Macau

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Abstract:

Social informatization is an increasing trend in the whole world. In this article, a measure index system of social informatization is suggested, including time of calling (minutes per year for each person), No. of radio stations for every ten thousand persons, No. of internet subscribers every one thousand persons, No. of college students every one thousand persons, No. of daily newspapers and periodicals every ten thousand persons, No. of circulation of daily newspapers every one hundred persons, percentage of technicians and associated professionals in all employed populations, percentage of office machines and telecommunications imports among all the imports, and percentage of GDP in transport, storage and communication.

According to the suggested measure system, indexes in Macao from 1997 to 2002 are compared, which shows that social informatization level has increased rapidly in Macao, especially after 1999 on the aspects of technical equipment such as internet, and traditional information transfer methods has declined. On the other hand, the figures are compared among Macao, Singapore, Hong Kong, Shanghai and Beijing. The result shows that Macao still needs to take some efforts to catch up with the other areas.

There are several suggestions about how to improve social informatization in Macao: First, set a goal for it; Second, enhance the social understanding and acceptance toward informatization; Third, build a safe running environment; Fourth, educate and train the citizens. Some further improvement of the measure index system itself is mentioned at the end of the article as well.

Keywords:

Social informatization, Macao

30. 從投資者在企業管理中的作用看國有企業的改革

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內容簡介:

在大工業社會發展以前，企業的內部管理一般都比較單一、穩定，往往一個成功的投資者，也是一個成功的管理者。但是隨著社會、經濟、科技的快速發展，資金已不再是企業投資的唯一資本，投資者與管理者的角色也不再完全重疊，特別是社會公眾公司出現以後，隨著現代企業制度的不斷發展，企業不再是單純的私人產物，必須接受法律和社會方方面面的規限和監督。這種所有者、經營管理者適度分離、產權清晰、權責明確的現代企業制度，已經為實踐證明是現代經濟活動中比較科學、合理、先進的管理制度。

在中國內地，隨著改革開放的不斷推進和市場經濟的逐步建立，企業作為經濟實體和市場主體的地位正在逐步確立。但是，在如何改造和管理國有企業方面卻出現了各種不同的理解和認識。在具體的實踐中也出現了不少的盲區和誤區。其中一個誤區就是對私有產權的過度崇拜，認為產權的國有性質是企業管理不善的主要原因，從而推論出管理者買斷（MBO）、職工內部持股等所有制改造是解決國有企業內部管理各種問題的唯一出路，忽視和掩蓋了其他方面存在的問題。本文就是試圖通過分析、研究投資者在企業管理中的作用，來說明和論證投資者在現代企業管理中的有限作用，進而說明在企業管理這一層面上產權和產權性質並不是企業成敗的決定因素，試圖通過產權變更來徹底解決企業內部的管理問題從理論到實踐都是不科學的。要搞好現代企業，必須建立現代企業制度，強化、優化委託人代理關係，用先進、科學的管理契約來建立委託人（股東）和代理人（經營管理者）在利益機制上的和諧關係。這是中國內地國有企業改革的關鍵所在。

關鍵詞:

投資者，企業管理，國有企業，改革

30.Focus on State-owned Enterprises Reform from The Investor's Role in Enterprise Management

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Abstract:

Before the era of the large industrial society, a successful investor usually was also a successful manager in an enterprise that the internal management was quite simple and stable. However, with the rapid development of society, economy, science and technology, funds are no longer the only capital that enterprises invest, and investor and manager don't necessarily overlap. Especially, when the social public companies appeared, and the frame of modern enterprise was established, enterprises are no longer a private property, and they should be supervised and regulated by laws and society. In this case, the modern enterprise system, which properly separates ownership and management, enjoys a transparent equity and defines rights and responsibilities, has proved to be a relatively scientific, reasonable and advanced management system in modern economic activities.

With the continuous development of reform and opening to the outside world and the gradual establishment of market economy, enterprises are being established as economic entities and the market mainstay in Mainland China. Nevertheless, concerning about how to restructure and manage state-owned enterprises, different understandings have emerged. One of the misunderstanding is the over-worship to the private equity, which holds that the nature of state ownership of equity is the main reason for the unsuccessful management of enterprises, and concludes that the reform of ownership, such as Manager Buy Out (MBO) and internal stock holding, is the only way to solve various problems of internal management in state-owned enterprises. However, to some extent, this point of view neglects and covers the problems existing in other aspects. Through the analysis and research of the role that investors play in enterprises management, the author tries to expound and prove that the investors' influence in modern enterprises management is limited; further elaborates that equity and nature of equity on the level of enterprise management are not the factors determining whether an enterprise is successful or not, and no matter in theory or practice, it is not scientific to try to completely solve the problems of internal management through the change of equity. In order to manage modern enterprises well, the modern enterprise system must be established, the agency relationship needs to be strengthened and optimized so as to set up the harmonious relationship between principals (shareholders) and agents (manager) based on the interest mechanism through advanced and scientific management pact. This is where the shoe pinches for the reform of the state-owned enterprises in Mainland China.

Keywords:

Investor, Enterprise management, State-owned enterprise, Reform

31. 澳門航空發展低成本航空公司的戰略研究

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內容簡介:

澳門航空股份有限公司（以下簡稱澳門航空）作為澳門的唯一航空公司，其發展與戰略規劃直接關係到澳門航空業的興衰。伴隨著回歸後賭權的開放，港澳自由行的實施，CEPA 的建立，“泛珠三角 9+2”經濟合作區的加盟，澳門經濟在近年來保持了高速穩定的增長，作為澳門經濟支柱產業之一的航空業，亦呈現出良好的增長勢頭。但隨著世界航空業的復蘇，臨近航空公司爭相進入澳門，低成本航空公司也希望借助澳門的地理優勢進入大陸航空市場，澳門航空面臨著巨大的市場競爭壓力。本文正是以這一大的經濟環境為研究背景，以澳門航空為研究物件，運用企業戰略管理的相關理論與知識，結合本人參與澳門航空運作以及親身體會進行研究分析，對澳門航空發展現狀進行了比較深入地論述和剖析。在此基礎上制定出適合該公司進一步發展的發展低成本航空公司的新戰略方案，並提出相應的戰略實施建議。

關鍵詞:

航空業，澳門航空，低成本航空公司，發展戰略

31.A Study on the Strategy of Low-cost Airline of Air Macao Company Limited

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Abstract:

Strategy planning and implementation is crucial to the development of Air Macao Company Limited (Air Macao). With the opening of gambling industry, policy implementation of CEPA, free traveling between Hong Kong, Macao and Mainland China, and establishment of economic cooperative organization of big Pearl River Delta Region, the aviation industry of Macao has gained tremendous development over last few years. However, with the recovery of world aviation market, more and more world airline companies try to penetrate into Macao airline industry in order to take advantage of Macao's favorable geographical position to enter Mainland China. Under this situation, Air Macao has to face greater competition pressure that it has never encountered before. In this paper the author tries to integrate the strategic management theory and other relevant knowledge with working experience in Air Macao to discuss the establishment of Air Macao's future strategy. Based on the analysis on its external competition environment and internal company's operation situations, the author proposes it be feasible for Air Macao to adopt the strategy of low cost airline. Finally several implementation suggestions are raised.

Keywords:

Aviation industry, Air Macao, Low cost airline, Development strategy