



# 澳門科技大學

MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

## 學術年報

Annual Academic Report of MUST

2006年



澳門科技大學





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**MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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## 澳門科技大學學術年報 (2006)

# Macau University of Science and Technology Annual Academic Report (2006)

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## 主編的話

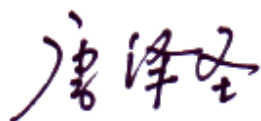
一年一度的澳門科技大學學術年報(2006年)就要出版了。在這一期年報裏，仍然包括了以下這些內容：

- 1· 學術會議與活動
- 2· 完成的研究項目
- 3· 出版的書籍與章節
- 4· 學術論文
- 5· 碩、博士學位論文精選等

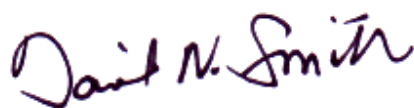
其中 2006 年發表的學術論文達到 133 篇，這不僅是論文的數量增多，而且質量也有所提高，不少論文是在國際國內的一流期刊上發表的。這反映出澳門科技大學在全面開展科學研究工作以後取得的初步成果。

在過去的一年裏，澳門科技大學繼續得到澳門基金會、澳門科技發展基金的大力支持，在兩個基金會的資助下，現有 48 個科研項目正在進行中，其中主要的有：月球探測有效載荷——小型  $\gamma/X$  射綫譜儀預研究、昔日澳門的電腦重構與再現--關鍵技術研究、抗癌新藥鈎配合物的研究、中藥質量評價 C+C+D 可持續體系—（色譜指紋圖譜--計算機質量評價及圖像/數據庫）及可外延技術平臺示範研究、中藥决明子降血脂保健品的研究開發、治療禽流感中藥 BLG 的研製等，在此基礎上已經建立起第三代移動通訊應用研究實驗室，計算機圖形圖像實驗室，空間探測技術實驗室，智能家居實驗室等研究型實驗室，為研究生、本科生參加科學研究工作創造了良好的條件。

在此學術年報出版之時，我們想藉此機會向澳門基金會、澳門科技發展基金對我校學術研究工作的大力支持表示衷心的感謝，也要感謝全校老師在教學工作全力以赴的同時，一年來積極參加學術研究，並協助籌辦各項會議。我們還感謝韓子天先生、梁延研先生為出版本期學術年報所付出的心血和努力。



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

## Preface

The *Annual Academic Report of MUST (2006)* is about to be published. The following contents will be included in this Journal:

1. Academic Conferences and Events
2. Research Projects Completed
3. Books and Chapters Published
4. Academic Papers
5. Selected Ph.D. and Master Theses

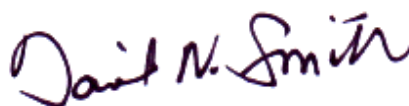
There were 133 academic papers published in 2006. Not only has the number of published papers increased, but also the overall quality has improved: many papers have been published in first-class periodicals in China and abroad. This represents a major advance in the University's scientific research work .

In the past year, MUST has continued to gain significant support from the Macao Foundation and the Macau Science and Technology Development Fund. Some 48 research projects are currently in progress with the support of the foundation and the fund. The projects include: Pre-study of the Effective Load of gamma/X Ray Spectrometer for Moon Exploration; 3D Reconstruction and Rendering of Macao Heritage—Research on Key Techniques; Study of Synthesis and Pharmacological Effort of Anti-tumor Ruthenium Complexes; Establishment of Sustainable Quality Control Systems for Chinese Medicine—Model Study of C+C+D System; Demonstrative Study of Extendable Technology Platform; Developing Semen Cassiae into a Hypolipemic Nutraceutical; Development of an Anti-avian Flu Chinese Medicine—BLG, and others. Based on this work, we have built a number of research-type laboratories such as 3G Research Laboratory, Advanced Computer Graphics and Imaging Laboratory, Laboratory of Space Exploration Technology, Laboratory of Smart Home, etc., providing better conditions for both graduate and undergraduate students to carry out scientific research .

We would like to express our sincere thanks to the Macao Foundation and the Macau Science and Technology Development Fund for their support and to our faculty members for their high quality research and assistance in organizing conferences, in addition to their devotion to teaching . Thanks also goes to Mr. Hon Chi Tin and Mr. Liang Yan Yan for their efforts in bringing this publication to realization.



Editor in Chief of Academic Journal  
Vice-Rector of MUST  
Professor Tang Ze Sheng



Editor in Chief of Academic Journal  
Vice-Rector of MUST  
Professor David N. Smith

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# 學術會議和活動

# Academic Conferences and Activities

## 1. 第五屆國際多相流測試學術會議

### 主辦機構：

澳門科技大學  
東南大學  
上海科技大學  
浙江大學  
中國科學院  
利茲大學

### 時間：

2006 年 12 月 10 日至 2006 年 12 月 13 日

### 地點：

澳門科技大學 D 座會議廳

### 會議總結：

「第五屆國際多相流測試學術會議」於 2006 年 12 月 10 日假澳門科技大學 D 座會議廳正式開幕。這次會議由澳門科技大學、東南大學、上海科技大學、浙江大學、中國科學院、利茲大學聯合主辦。國際多相流測試學術會議是由中國計量測試學會聯合日本多相流學會等國際學術組織於 1995 年發起創辦的國際系列學術會議，至今已經成功舉辦四屆。本次會議安排了大會邀請報告八篇和 180 餘篇學術論文的交流，其中 76 篇論文來自海外。特邀出席大會的有中國科學院林宗虎院士、日本多相流學會主席、日本大阪大學教授 Prof. Y. Tsuji、英國工程院副院長、LEEDS 大學副校長 Prof. R. A. Williams、中國浙江大學岑可法院士。還有超過 180 位中外學者參加，共同討論和交流近年國際上多相流測試的理論，技術發展的動態，趨勢和工業應用等問題。

## **1. The 5th International Symposium on Measurement Techniques for Multiphase Flows**

### **Organizers:**

Macau University of Science and Technology  
Southeast University  
University of Shanghai for Science and Technology  
Zhejiang University  
The Chinese Academy of Science  
University of Leeds

### **Date:**

From 10/12/2006 to 13/12/2006

### **Venue:**

Conference Hall, Macau University of Science and Technology

### **Summary:**

“The 5th International Symposium on Measurement Techniques for Multiphase Flows” was officially opened in the D Hall of Macao University of Science and Technology. This conference was co-organized by Macau University of Science and Technology, Southeast University, University of Shanghai for Science and Technology, Zhejiang University, The Chinese Academy of Science and University of Leeds. “International Symposium on Measurement Techniques for Multiphase Flows” is an international academic conference series initiated in 1995 by some international academic organizations like The Chinese Society for Measurement and The Japanese Society for Multiphase Flow. To date, four such symposia have been successfully held. The fifth symposium arranged 8 invited reports and over 180 theses for exchange purposes, of which 76 academic articles were from overseas. Special guests present at the conference were Academician Zonghu, Lin, Chinese Academy of Sciences, China; Chairman of Japanese Society for Multiphase Flow; Prof. Y. Tsuji, Osaka University, Japan; Vice-dean of British Academy of Engineering, UK; Prof. Richard A. Williams, Vice-president of University of Leeds, UK and Academician Kefa Cen, Zhejiang University, China. Over 180 scholars in and out of China have participated in this symposium, discussing and exchanging their views over the recent theories of multiphase flow measurement in the world, as well as the dynamics, trends and industrial application of the technological development.



## 2. 國際智能系統與技術工作坊

### 主辦機構：

澳門科技大學

澳門電機及電子工程師學會

### 資/贊助機構：

澳門基金會

### 時間：

2006 年 6 月 5 日至 2006 年 6 月 7 日

### 地點：

澳門科技大學

### 會議總結：

澳門科技大學與澳門電機及電子工程師學會合辦，澳門基金會贊助的「國際智能系統與技術工作坊」於 6 月 5 日至 7 日假澳門科技大學成功舉辦，許多資訊科技領域的教師學生踴躍參加。

主辦單位邀請了來自美國、日本和香港的共 7 位學者 Prof. Michio Sugeno, Prof. Hung T. Nguyen, Prof. Masao Mukaidono, Prof. Kaoru Hirota, Prof. Hong Yan, Prof. Daniel Yeung 和 Prof. Hideyuki Takagi, 與澳科大的教授一起擔任主講嘉賓，在為期三天的工作坊分別作了共九場講座。內容涉及語言處理模型，不確定性的分析處理，模糊邏輯與安全工程，知識工程與軟計算，生物信息學，基於神經元網絡的機器學習與模式識別，智能控制及智能圖像處理等。

出席此次活動的主辦單位代表還包括澳科大副校長兼資訊科技學院院長，IEEE 澳門分會主席唐澤聖教授，IEEE 澳門分會副主席韋孟宇博士，澳科大資訊科技學院副院長丁利亞教授等。

活動期間，Prof. Hideyuki Takagi (日本九州大學) 及 Prof. Hong Yan (香港城市大學) 被邀請出席由澳門科技大學資訊科技學生會組織的「優秀畢業論文報告會」，擔任評審。

結果分別如下：

第一名：Expert System for Chinese Medicine Prescription` 義雄英/曹小琴

第二名：The Distributed Cooperation Modeling System 莫斯韋

第三名：Mobil IPv6 for windows 趙登吉

特別獎：Study of Bandwidth Utilization 馬泰華



圖片一  
(Figure 1)

## 2. International Workshop on Intelligent Systems and Technology

### Organizers:

Macau University of Science and Technology  
IEEE Macau Section

### Sponsor:

Macao Foundation

### Date:

From 05/06/2006 to 07/06/2006

### Venue:

Macau University of Science and Technology

### Summary:

International Workshop on Intelligent Systems and Technologies was held in Macau University of Science and Technology, in Jun 5-7, 2006. It was jointly organized by Macau University of Science and Technology, and IEEE Macau Section. Macau Foundation was the sponsor. MUST faculty members and students from IT areas attended the talks with great interests. Some faculties and students from other institutes in Macau also participated.

There were seven invited speakers from US, Japan, and Hong Kong. They are Prof. Michio Sugeno, Prof. Hung T. Nguyen, Prof. Masao Mukaidono, Prof. Hideyuki Takagi, Prof. Hong Yan, Prof. Daniel Yeung, and Prof. Kaoru Hirota. During the 3-day workshop, invited speakers and MUST faculty gave nine talks. The topics covered include: brain functions for languages, decision making and knowledge management, fuzzy logic application in safety engineering, knowledge engineering and soft computing, uncertainty analysis and processing, human-centered design with computational intelligence, data analysis and bioinformatics, machine learning for pattern classification, intelligent control and intelligent image processing.

Prof. Tang Ze Sheng, the president of IEEE Macau, Vice Rector of MUST and Dean of Faculty of Information Technology, MUST, Dr. MangI Vai, the Vice President of IEEE Macau, and Prof. Ding Li Ya, Vice Dean of Faculty of Information Technology, MUST, and other MUST faculties participated the workshop.

During the workshop period, Prof. Hideyuki Takagi from Kyushu University, Japan, and Prof. Hong Yan from City University, Hong Kong have also been invited to be external reviewers for the excellent final year project competition in Jun 6, organized by Student Union of Faculty of Information Technology, MUST.

Four outstanding works were selected:

Expert System for Chinese Medicine Prescription: Yi Xiong Ying / Cao Xiao Qin

Distributed Cooperation Modeling System: Mo Si Wei

Mobil IPv6 for windows: Zhao Deng Ji

Study of Bandwidth Utilization: Ma Tai Hua

### 3. 特邀講座：「Web 改變了我們的研究——信息處理的新趨向」

**主辦機構：**

澳門科技大學資訊科技學院

**時間：**

2006 年 11 月 8 日

**地點：**

澳門科技大學

**主講人：**

張鈞 教授，清華大學

**會議總結：**

張鈞教授是中國科學院院士，清華大學教授，著名計算機應用專家。2006 年 11 月 8 日，他應邀來澳門為澳門科技大學的科技大師系列講座作演講。借此機會，科技資訊學院特邀張教授為本學院教師和研究生作了特別講座。張教授介紹了他在人工智能、知識工程、分形和小波理論方面的研究，並且論述了相關領域重要課題和動態，內容包括基於內容的獲取以及知識表達中的降低複雜性問題。演講後張教授解答了教師的提問並與大家進行了討論。

### 3. Seminar “Web Changes Research -- The Recent Trend of Information Processing”

**Organizer:**

Faculty of Information Technology, Macau University of Science and Technology

**Date:**

08/11/2006

**Venue:**

Macau University of Science and Technology

**Speaker:**

Professor Zhang Bo, Tsinghua University

**Summary:**

Prof. Zhang is a member of the Chinese Academic of Sciences and a professor in the Computer Science and Technology Department of Tsinghua University. He was invited as the speaker for MUST Great Master Seminar in Nov 8, 2006. Taking this opportunity, FIT invited Prof. Zhang to give a special seminar to our faculty members and graduate students in the morning of Nov 8. In the talk, Prof. Zhang introduced his research and contribution in the areas of artificial intelligence, knowledge engineering, fractals and wavelet theory. His talk also covered some important topics and current issues including information granulation, content-based retrieval, and reduction of complexity in knowledge representation. The talk was followed by free discussion and idea exchange with FIT faculty members.

#### 4. 第二屆海峽兩岸現代漢語學術研討會

**主辦機構：**

澳門科技大學  
澳門語言學會  
中國社會科學院語言研究所  
南開大學  
澳門辛亥黃埔協進會

**資/贊助機構：**

澳門基金會  
澳門文化局

**時間：**

2006 年 11 月 13 日

**地點：**

澳門科技大學

**會議總結：**

第二屆海峽兩岸現代漢語學術研討會於 2006 年 11 月 13 日在澳門科技大學舉行。澳門科技大學許敖敖校長為研討會致詞。

本次研討會由澳門科技大學，澳門語言學會，中國社會科學院語言研究所，南開大學和澳門辛亥黃埔協進會共同主辦。出席本次研討會開幕禮的嘉賓包括：澳門特別行政區政府文化局副局長陳澤成先生，澳門基金會主席吳榮恪先生，國家教育部語言文字資訊管理司副司長王鐵琨教授等。

會議期間，共有 30 多位來自兩岸四地的學者參加，並宣讀了近 30 篇論文。本次研討會的議題主要圍繞漢語辭彙問題展開。其中漢語辭彙的社會和地區差異、漢語辭彙的語用研究、漢語辭彙的變異三個中心問題尤其引起學者們的濃厚興趣和關注。相當一部分論文在發現兩岸漢語辭彙差異並分析差異產生的原因的基礎上，提出建議和改革方案，希望彌合差異，求同存異，促進民族語言的和諧發展。



圖片二  
(Figure 2)

## 4. The 2<sup>nd</sup> Conference on the Modern Chinese Language across the Two Straits

### Organizers:

Macau University of Science and Technology  
Linguistic Society of Macao  
Institute of Linguistics, Chinese Academy of Social Sciences  
Nankai University  
Macao Association of the “Xinhai” Revolution and Huangpu Military Academy

### Sponsors:

Macao Foundation  
Cultural Affairs Bureau of the Macao S. A. R. Government

### Date:

13/11/2006

### Venue:

Macau University of Science and Technology

### Summary:

International the 2nd Conference on the Modern Chinese Language across the Two Straits was held in MUST on Nov 13, 2006. The conference was introduced by Professor Xu Ao Ao, Rector of MUST.

It was organized by Macau University of Science and Technology, Linguistic Society of Macao, Chinese Academy of Social Sciences, Nankai University, Macao Association of the “Xinhai” Revolution and Huangpu Military Academy. The honorable guests who attended the opening ceremony were: Chan Chak Seng, vice-Director of Cultural Affairs Bureau of the Macao S. A. R. Government; Victor Ng, president of the Macao Foundation; Wang Tie Kun, vice-Director-General of Department of Language Management of the Ministry of Education of P. R. China; etc.

During the conference, over 30 scholars from the four places across the two straits attended the meeting and disseminated nearly 30 theses. This conference mainly discussed the issues on modern Chinese lexis, including the regional vocabulary diversity, pragmatics research on Chinese vocabulary, and Chinese vocabulary variation. It also made some suggestion for the language reformation in order to promote the national language’s harmonious development.

## 5. 五臟相音：《黃帝內經》失傳二千多年的理論和技術的現代化研究

### 主辦機構：

澳門藥物及健康應用研究所

### 時間：

2006 年 1 月 10 日

### 地點：

澳門科技大學 B 座 305 室

### 會議總結：

傳統中醫診療疾病有聽聲、察色和診脈三種方法，聽聲診療疾病的理論和技術是謂五臟相音五，已經失傳了 2000 多年。應用現代化高科技，已經可以替代人耳聽聲辨病，從而使五臟相音理論和技術又得以重新發揚光大，並與近年生物醫學領域剛剛興起的聲細胞學研究遙相呼應。

## 5. Five Zang-organs to Pitch: The Lost Theory and Technology from Huang Di Nei Jing

### Organizer:

Macau Institute for Applied Research in Medicine and Health (MIAR)

### Date:

10/01/2006

### Venue:

Room 305, block B, Macau University of Science and Technology

### Summary:

The phase of Five Zang-organs to pitch is from Su Wen Chapter 10 of Huang Di Nei Jing, 'Five Zang-organs to pitch can be realized.

The theory of Five Zang-organs to pitch considered that the five organs, spleen, lung, liver, heart and kidney severally provided with themselves pitch, or a musical vibration. Five organs are relative to five pitch or music, the Chinese traditional five music, Gong (do), Shang (re), Jiao (mi), Zi (sou) and Yu (la). The five musical scales are the five pitches of the ancient Chinese five-tone scale and also relative to the five elements. The five elements and Ying-Yang are the important basic on the Traditional Chinese Medicine.

There are three diagnostic methods of Traditional Chinese Medicine, to feel the pulse by fingers, observe the complexion by eyes and hear the voice by the ears. It has been lost more than 2000 years that the health is diagnosed through the ears to inspect the person's voice. We only find a few words from Huang Di Nei Jiang.



## 6. 全球旅遊發展面貌和動力講座

### 主辦機構：

澳門科技大學持續教育學院

### 時間：

2006 年 3 月 17 日

### 地點：

澳門科技大學 D 座演講廳

### 會議總結：

澳門爲了慶祝澳門科技大學建校六週年及加強本澳的高等院校與國際間的聯繫，澳門科技大學持續教育學院在二零零六年三月十七日，於澳門科技大學 D 座演講廳舉行了一個名爲「全球旅遊發展面貌和動力」的公開講座。

是次活動爲澳門科技大學六週年校慶的系列活動之一，主講嘉賓 Bill Gartner 教授是國際旅遊業的知名學者，現任國際旅遊學術研究科協 (International Academy for the Study of Tourism) 主席及美國明尼蘇達大學應用經濟學教授，他曾主理無數有關旅遊形象發展、季節國內市場影響、旅遊市場銷售以及旅遊研究方法的科研項目，他積極服務於區域、國家和國際旅遊機構，發表及出版國際性的專業論文和有關旅遊業發展的著作多篇。堪稱世界上最著名的旅遊學者之一。

在會上 Bill Gartner 教授指出了影響全球旅遊發展的趨勢及國際旅遊業發展的展望，並根據不同國家的情況列舉了實際的例子。是次活動反應熱烈，共吸引超過 400 名師生參加，通過 Bill Gartner 教授的精湛演說，使在場學生對現今世界旅遊業的發展趨勢有了更深入認識，並期望學校日後能多舉辦這類型講座，使學生有機會吸收更多有關國際旅遊業的新知識。



圖片三  
(Figure 3)

## 6. The Seminar of the Forces and Faces of Tourism Development

**Organizer:**

School of Continuing Studies, Macau University of Science and Technology

**Date:**

17/03/2006

**Venue:**

D-Hall, Macau University of Science and Technology

**Summary:**

In celebration of the 6th anniversary of the Macau University of Science and Technology, the School of Continuing Studies conducted a public colloquium called the “Seminar of the Forces and Faces of Tourism Development” on Mar 17, 2006 at D-Hall of the Macau University of Science and Technology. This activity was designed to boost the linkages between local higher institutions in the nation.

Prof. Bill Gartner, the principal speaker during the seminar, is an internationally distinguished tourism scholar. He is currently the President of the International Academy for the Study of Tourism and Professor of Applied Economics at the University of Minnesota. He is in-charge of research projects regarding tourism image development, the effect of seasonal market, tourism marketing and tourism research methods. Prof. Gartner serves regional, national and international tourism organizations, delivers and publishes internationalized and professional theses and tourism related publications.

At the seminar, Prof. Gartner pointed out trends that influence global tourism development, prospects for international tourism development and offered practical examples based on the situations in different countries. Almost five hundred faculty members and students participated in this activity and students left with a better understanding of the current global tourism industry. They expressed enthusiasm for more similar activities in the future.

## 7. 第五屆成人教育與社會發展國際研討會

### 主辦機構：

澳門科技大學  
澳門成人教育學會

### 承辦機構：

澳門科技大學持續教育學院

### 協辦機構：

中央人民政府駐澳門特別行政區聯絡辦公室  
亞太旅遊教育及培訓網絡

### 資助機構：

澳門基金會

### 支持機構：

澳門特別行政區檢察院  
澳門特別行政區民政總署  
澳門特別行政區教育暨青年局  
澳門特別行政區行政暨公職局  
澳門國際研究所

### 時間：

2006 年 8 月 1 日至 2006 年 8 月 3 日

### 地點：

澳門科技大學 D 座演講廳及澳門科技大學持續教育學院

### 會議總結：

澳門由澳門科技大學與澳門成人教育學會聯合主辦，中央人民政府駐澳門特別行政區聯絡辦公室及亞太旅遊教育及培訓網絡協辦，澳門科技大學持續教育學院承辦，澳門基金會資助之「第五屆成人教育與社會發展」國際研討會於 2006 年 8 月 1 日至 2006 年 8 月 3 日於澳門科技大學舉行。

研討會開幕禮於八月一日於澳門科技大學 D 座會議廳舉行。大會的論文發表在八月二日全日和三日上午在澳門科技大學持續教育學院（澳門宋玉生廣場 335-341 號獲多利中心十樓）舉行。本次大會以「推動本澳成人教育及終身教育理念，以提高本地社會的人文素質，促使社會的繁榮與富足」為主題，以互動討論的形式，彙聚了世界各國最具代表的成人教育院校和專家學者參加討論。

大會聽取了亞太地區知名成人教育學者——丹麥羅斯吉德（Roskilde）大學終身學習研究院院長，現任歐洲成人教育學會主席海寧·S·奧爾森（Henning Salling Olesen）教授、英國薩里（Surrey）大學教育專業教授，《國際終身教育》雜誌主編彼得·賈維斯（Peter Jarvis）教授及湖北大學旅遊發展研究院院長、湖北省人民政府諮詢委員、福建省人民政府顧問、教育部工商管理學科教學指導委員會委員、中國旅遊地理專業委員會副主任、湖北省學位辦管理學科評議組成員、湖北省旅遊學會理事長——馬勇教授為大會主題演講嘉賓，在開幕禮上為大會發表論文。

特邀嘉賓包括聯合國亞洲及太平洋經濟社會委員旅遊及交通分部秘書 Jean-Louis Vignuda；台灣原中正大學成人及繼續教育研究所教授、台灣成人教育學會理事長黃富順教授；新加坡成人教育學會代

表謝文安教授等；以及來自香港、台灣、泰國、美國、英國、愛爾蘭、丹麥、斯里蘭卡、斐濟、印度、星加坡、蒙古等十多個國家及地區、及中國三十多個省市共一百五十多位國際成人教育領域內的專家學者、參加國家及地區的重點大學學者、高級教育行政部門領導以及教育和科研機構專家，加上五十多位本地參與者和二百多名相關院系大學生，齊集澳門。與會專家從不同區域、不同角度、不同層面，對成人教育與社會發展提出寶貴意見，可以說，本次大會是成人教育界的一次盛會，它對於推動成人教育與社會具有積極意義！

本屆會議使用語言為中、英雙語。並就「成人教育與終身學習教育發展的歷史回顧與前景分析」、「成人教育品牌專業的建設與發展途徑」、「成人教育與泛珠經濟學合作的優勢互補和資源互用」、「成人教育課程改革與實踐研究」、「成人教育課程建設與教材編制」、「成人教育專業骨幹師資隊伍建設與培養」、「成人教育人力資源開發與管理成功模式」、「成人教育專題項目（例如旅遊、博彩、酒店管理和會展）的專業培訓」等八個議題進行了十四場專題討論，發表八十多篇論文。

澳門新聞界對本研討會及會議反應熱烈，中、英、葡文媒體如澳門廣播電視有限公司、澳門日報、華僑報、正報、市民日報、新華澳報、新報、今日澳門、澳門郵報（The Macau Post Daily）、句號報（Ponto Final）等都作了一系列的廣泛報導。

與會代表也對這次大會的圓滿舉辦表示了充分的肯定。在閉幕典禮上，各參會嘉賓對研討會的作用及工作，作出高度評價。

在此，我們對澳門基金會的大力資助和會議支持單位（澳門特別行政區檢察院、澳門特別行政區政府民政總署、澳門特別行政區教育暨青年局、行政暨公職局、澳門國際研究所）致以衷心的感謝。



圖片四  
(Figure 4)

## **7. The Fifth International Conference on “Adult Education and Social Development”**

### **Organizers:**

Macau University of Science and Technology  
Macao Association for Adult Education

### **Executive Organizing Committee:**

School of Continuing Studies, Macau University of Science and Technology

### **CO-Organizers:**

Liaison Office of the Central People’s Government in Macao SAR  
Asia-Pacific Education and Training Institutions in Tourism

### **Sponsor:**

Macao Foundation

### **Supporting Organizations:**

Public Prosecutions Office of Macau SAR  
Civic and Municipal Affairs Bureau of Macau SAR  
Education and Youth Affairs Bureau of Macau SAR  
Public Administration and Civil Service Bureau of Macau  
The Macau International Institute

### **Date:**

From 01/08/2006 to 03/08/2006

### **Venue:**

D-Hall, Macau University of Science and Technology  
School of Continuing Studies, Macau University of Science and Technology

### **Summary:**

International The School of Continuing Studies, Macau University of Science and Technology, hosted the Fifth International Conference on Adult Education and Social Development on Aug 1-3, 2006. This affair was jointly organized by the Macau University of Science and Technology and the Macao Association for Adult Education and co-organized by the Liaison Office of the Central People’s Government in Macao SAR and Asia-Pacific Education and Training Institutions in Tourism. The Macao Foundation sponsored the event.

The opening ceremony of the conference was held on Aug 1st, at D-Hall of the Macau University of Science and Technology. Theses presentations were held on Aug 2nd and in the morning of Aug 3rd, the session was held at the School of Continuing Studies of the Macau University of Science and Technology (Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau) . The theme of the conference was “To promote local adult education and lifelong learning so as to enhance the quality of life of the local community for the prosperity and well-being of the society”. Experts and scholars from adult education institutes all over the world participated in the interactive discussion at the conference.

Prof. Henning Salling Olesen, Director of the Graduate School in Lifelong Learning of the Roskilde University, Denmark and the Chairman for European Society for Research in the Education of Adults (ESREA) , Prof. Peter Jarvis, Professor of Education from the University of Surrey, UK, and Editor of International Journal of Lifelong Education and Prof. Ma Yong, President of Tourism Development Academy of Hubei University, the Consultant for government of Hubei Province, Member of Supervisory Committee in

Business Administration Teaching, China Ministry of Education, Director of Hubei Tourism Research Association, Deputy Chairman of Hubei Tourism Industrial Association served as the keynote speakers of the conference. They delivered their theses at the opening ceremony.

Invited guests included Mr. Jean-Louis Vignuda, representative of the Asia-Pacific Education and Training Institutions in Tourism (APETIT) , Professor of Taiwan Chung Cheng University and Continuing Education Research Centre, Prof. Huang Fu Shun, President of Adult Education Association, Taiwan, Prof. Chia Mun Onn, representative of Singapore Association for Continuing Education. More than 150 experts and scholars in adult education from 10 countries and regions including Hong Kong, Taiwan, Thailand, America, Britain, Ireland, Denmark, Sri Lanka, Fiji, India, Singapore and Mongolia, and from more than 30 provinces and cities in Mainland China were in attendance. Scholars from key universities, senior education leaders, education and research institutions, and over 50 local participants and over 200 students from local universities gathered in Macau. The speakers presented their ideas on adult education and social development from different regions, in diverse angles and various levels. This conference was one of the main events for the adult education circle and was significant in the development of adult education and social growth.

The conference was in Chinese and English. Lively discussions were held on topics that included: “Historical review and future prospect analysis of the development of adult education and lifelong learning”, “Development and growth channel of adult education”, “Shared strength and resources of the cooperation of adult education and pearl-river economics”, “Research on the reform and practices of adult education courses”, “Course development and organization of teaching material of adult education”, “Teachers of adult education”, “Human resources development and successful management of adult education”, and “Sector-specific professional training (e. g. Tourism, Gaming, Hotel Management and MICE) ”. More than 80 theses were presented in 14 panels.

Local media in Chinese, English and Portuguese (Teledifusão de Macao (TDM) , Macao Daily News, Va Kio Pou, Cheng Pou, Si Man Pou, Jornal San Wa Ou, Today Macau, The Macau Post Daily and Ponto Final) were present and reports on the conference were aired and published.

Participants lauded the success of the conference and guests gave very positive comments on the management of the conference.

We would like to express our gratitude towards the support of the Macao Foundation and the supporting organizations (Public Prosecutions Office of Macau SAR, Civic and Municipal Affairs Bureau of Macau SAR, Education and Youth Affairs Bureau of Macau SAR, Public Administration and Civil Service Bureau of Macau and The Macau International Institute) for helping us in this accomplishment.

## 8. 「文化遺產在澳門文化定位中的角色」的圓桌會議

### 主辦機構：

澳門科技大學  
澳門成人教育學會

### 承辦機構：

澳門科技大學持續教育學院

### 時間：

2006 年 8 月 3 日

### 地點：

澳門科技大學持續教育學院

### 會議總結：

由澳門科技大學與澳門成人教育學會聯合主辦的「文化遺產在澳門文化定位中的角色」圓桌會議於 2006 年 8 月 3 日上午於澳門科技大學持續教育學院舉行。圓桌會議是安排於「第五屆成人教育與社會發展國際研討會」內的其中一個主題。出席嘉賓包括澳門科技大學、亞太旅遊教育及培訓網絡及澳門國際研究所的旅遊教育專家；並包括澳門歐洲研究學會主席麥健治、文化局代表 Carla Figueiredo、澳門高等校際學院代表 Paul Van Dyke、土地公務運輸局代表 Johnson Leong、澳門國際研究所代表盧文輝和 Andre Silveira、斐濟群島技術學院的 Viliame Rabici、蒙古旅遊管理學院的 Damba Gansukh、斯里蘭卡酒店及旅遊管理學院的 Kamal Hapuwatte、耀豪國際發展(美國和愛爾蘭)的 Niall Sean Murray 和 Brendan Doyle、澳門科技大學的 Sanjay Nadkarni 和梁文慧出席會議。

會議介紹了「澳門歷史城區」喚起世人對文化及自然遺產的關愛為宗旨，它呼籲世界各國：世界遺產是全人類文明歷史的精華，是極其罕見和不可再生、不可複製的，這個大範圍的建築群，呈現著海港城市和傳統中葡聚居地的一切典型特色，包括中西文化融匯交流的特點。經過數個世紀的變遷，以及因應城市發展的需要，澳門依然保持原貌，大量的歷史建築分佈在舊城區各處，成為珍貴的文化遺產；難得的是，這些遺產並未因應發展的規劃而遭受破壞，反而在前人的保護下，使東西方文化互相碰撞交融，形成本澳獨樹一幟的文化氛圍。中國人及葡萄牙人更在這裡合力營造共同的社區生活，除了展示建築藝術特色外，還展現了中葡兩國人民不同宗教、文化以至生活習慣的融和、尊重。梁文慧認為澳門有很大的優勢，也有潛在劣勢。現在新加坡已經開展博彩業，日本與台灣也在研究開展博彩。如何提昇澳門的競爭力，光依賴博彩是不足夠的，必須要有整套支撐。澳門需要從存在的文化資源變成經濟發展的增長點，城市功能提昇的驅動力，變成完善城市形象的積極成份。

會議並就有關亞太地區及本澳旅遊教育現時的发展趨勢及挑戰進行討論。期望透過是次圓桌會議，對現時旅遊教育的異同取得進一步的共識，尋求今後於旅遊教育課程編排和發展的共同合作，構建一旅遊教育的最佳模式。

## **8. Round-Table Meeting on “The Role of Heritage in Determining Macau’s Cultural Identity”**

### **Organizers:**

Macau University of Science and Technology  
Macao Association for Adult Education

### **Executive Organizing Committee:**

School of Continuing Studies, Macau University of Science and Technology

### **Date:**

03/08/2006

### **Venue:**

School of Continuing Studies, Macau University of Science and Technology

### **Summary:**

A meeting on “The Role of Heritage in Determining Macau’s Cultural Identity” was held on Aug 3 at the School of Continuing Studies of the Macau University of Science and Technology. The round-table gathering was arranged as part of the Fifth International Conference on “Adult Education and Social Development”. Participating guests included tourism education experts from the Macau University of Science and Technology, Asia-Pacific Education and Training Institutions in Tourism (APETIT) and Macau International Institute (IIM). Sales Marques, President of the Institute of European Studies, Carla Figueiredo, representative of the Cultural Affairs Bureau, Paul Van Dyke, representative of IUM, Johnson Leong, representative of The Land, Public Works and Transport Bureau, Rufino Ramos, member of Board of Directors of IIM, Andre Silveira, representative of IIM, Viliame Rabici of the Fiji Institute of Technology, Fiji Islands, Damba Gansukh of the Institute of Tourism Management, Mongolia, Kamal Hapuwatte of Sri Lanka Institute For Hotel and Tourism Management, Sandeep Kulshreshtha of Indian Institute of Tourism and Travel Management, Niall Sean Murray and Brendan Doyle of the Murray International (U. S. and Ireland) , Sanjay Nadkarni and Aliana, Leong Man Wai of the Macau University of Science and Technology attended the meeting.

“The Historic Centre of Macao” was presented at the meeting. It is a living representation of the city’s historic western settlement, comprising architectural legacies interwoven amongst the original urban fabric illustrating the first and most lasting encounter between China and the western world. It correlates to the origins of the city as a trading port and principal gateway between China and the western world. Integrated within a historically vibrant environment, the “Historic Centre of Macao” still has a clearly identifiable character, remaining fertile ground for cultural exchange. East and West have met and merged in an atmosphere marked by respect and tolerance, facilitating unique forms of cultural assimilation, from tangible traditions such as building techniques, to intangible aspects of life such as religion and social lifestyle. Aliana Leong, Head of the Department of International Tourism Management, believes that “Macao possesses the strength and many advantages with some weak points. Singapore has opened up gaming while Taiwan and Japan have expressed their interest as well”. According to her, “To intensify Macao’s competitiveness, it is not enough to rely simply on gaming. Macao has to boost economic development through cultural resources and to preserve its image and advance the city’s operation.”

Discussions on the development trends and challenges of tourism education in Macao and the Asia Pacific regions were likewise conducted during the meeting. An agreement was achieved on the similarities and differences of the current tourism education. It serves as a starting point for curriculum arrangement and development and future cooperation among tourism institutions in order to establish an excellent tourism education model.



## 9. 「三極宣言」講座

### 主辦機構：

澳門科技大學持續教育學院

### 時間：

2006 年 12 月 5 日至 2006 年 12 月 7 日

### 地點：

澳門科技大學持續教育學院

### 主講人：

李樂詩 博士

### 會議總結：

由澳門科技大學持續教育學院主辦的「三極宣言」講座於二零零六年十二月五日至十二月七日(星期二至四)於澳門科技大學持續教育學院舉行。主講嘉賓李樂詩博士是首位踏足三極的香港女探險家。講座的宗旨是鼓勵學生以積極態度面對人生，關注環保工作，愛護地球以及提升學生對學習旅遊學科的興趣。人稱的「地球三極」，包括了南極古陸、北極冰雪、還有地球的最高點珠穆朗瑪峰。

主講嘉賓李樂詩博士自小已常常跟隨父母到處遊歷，十來歲便訂下了「環遊世界」的人生目標，並於 1970 年，實踐了環遊世界的夢想。李樂詩博士的足跡遍及世界七大洲、五大洋。1985 年，她更加入中國南極考察隊，開展極地科研探索工作。她是第一位踏足南、北二極的香港女探險家 1992 及 1993 年，李樂詩博士隨中國科學探險隊登上珠穆朗瑪峰及踏足新疆的塔克拉瑪幹沙漠。

三場講座與會者達共 600 多人。在答問的環節中，學生熱烈發問，反映了講題的趣味性濃，學生認真聽講。



圖片五  
(Figure 5)

## 9. Seminar in the Declaration of the Three Poles

**Organizer:**

School of Continuing Studies, Macau University of Science and Technology

**Date:**

From 05/12/2006 to 07/12/2006

**Venue:**

School of Continuing Studies, Macau University of Science and Technology

**Speaker:**

Dr. Rebecca Lee

**Summary:**

A seminar in the “Declaration of the Three Poles” was organized and held on 5 Dec 2006 to 7 Dec 2006 at the School of Continuing Studies, Macao University of Science & Technology. The main speaker, Dr. Rebecca Lee, is the first female adventurer to reach the world’s three apexes. The term “Three Poles” includes the Arctic, the Antarctic and Mount Everest.

The seminar aimed to encourage students to develop a more positive attitude in life, to increase their awareness of environmental issues, and to arouse their curiosity and enthusiasm towards travel, adventure and tourism.

Dr. Rebecca Lee, took a trip around the world with her parents when she was young. She had set her target to travel around the world when she was only 10. By 1970, she had visited seven continents and had crossed five oceans. She joined the China Antarctic Expedition Team and started a scientific expedition of the Poles. She is the first Hong Kong female adventurer to reach the Poles. In 1992 and 1993, Dr. Lee climbed Mount Everest and reached the Taklamakan Desert in Xinjiang Province.

There were over 600 participants in the seminar. In the question and answer sections, students showed enthusiasm and strong interest in the issues raised.

# 完成的研究項目

# Research Projects

## 1. 射頻識別關鍵技術及其在澳門地區的應用研究

負責人：趙軍輝

澳門科技大學 資訊科技學院

### 資助機構：

澳門特別行政區科學技術發展基金

### 完成時間：

2006 年 10 月

### 主要參加者：

趙軍輝，王漣，張小弟，李秀萍

### 項目簡介：

本項目主要研究 RFID (Radio Frequency Identification：射頻識別) 中關鍵技術及其在澳門地區的應用，研究目標：鑒別距離為 10 米的電子標籤及其達到 20 到 25 米的改進版本；建立一套資料管理平臺處理由 RFID 前端系統生成的大量資料。

## 1. RFID Key Technology Research and its Application in Macao

Principal Investigator: Zhao Jun Hui

Faculty of Information Technology, Macau University of Science and Technology

### Sponsor:

Science and Technology Development Fund of Macao SAR

### Completion:

Oct, 2006

### Main Participants:

Zhao Jun Hui, Wang Lian, Cheong Sio Tai, Li Xiu Ping

### Introduction:

This project will focus on the key technology for RFID application system and its application in Macau. The objective is as follows: realize the electronic tag with the detective distance between 10 to 20 meters, construct a data management platform to process the data from the frontier system.

## 2. 澳門虛擬化機場研究

負責人：湯宏諒

澳門科技大學 行政與管理學院

### 資助機構：

澳門國際機場專營股份有限公司

### 完成時間：

2006 年 7 月

### 主要參加者：

湯宏諒，龐川，劉丁己，石貴成

### 項目簡介：

周邊密集機場的競爭以及未來的兩岸三通，使得澳門國際機場在迅速發展之中也面臨著諸多的危機。本研究項目從澳門國際機場的運營戰略分析出發，深入分析了澳門國際機場虛擬化建設的可行性。

## 2. A Research on Macao Virtual Airport

Principal Investigator: Tang Hung Lian

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

### Sponsor:

Macao International Airport

### Completion:

Jul, 2006

### Main Participants:

Tang Hung Lian, Pang Chuan, Liu Ting Chi, Matthew, Shi Gui Cheng

### Introduction:

Because of the fierce competition with nearby airports and the possible direct cross-strait flight, Macao International Airport is facing some potential dangers. In order to strengthen the competitive advantage of Macao International Airport, the authors put forward the virtual airport conception and did a feasibility study, based on the analysis of the operation strategy of Macao International Airport.

### 3. 中醫藥葡文翻譯的研究

負責人：鄭其昌

澳門科技大學 中醫藥學院

#### 資助機構：

澳門基金會

#### 完成時間：

2006 年 6 月

#### 主要參加者：

鄭其昌，張屹，張翠微

#### 項目簡介：

中醫藥學是中華民族的瑰寶，但因為其獨特的理論實踐體系及大量古漢語記錄的文獻資料，限制了她本身的傳播與發展。因此，有效的翻譯解釋是中醫藥走向世界的基礎。

本課題主要著手於中醫藥獨特的理論體系，一方面借助澳門科技大學中醫藥學院的專家學者，另一方面借助澳門中葡文化的背景及大量的中葡雙語人才，對中醫藥的概念定義、框架構建及綜合理論哲學進行葡文的研究翻譯，出版了一本中醫基礎學關鍵詞和常用中藥的中葡英三語辭典，並開發了中葡英三語的中醫藥關鍵詞檢索網站及軟件，從而為中醫藥向葡語系國家的傳播打下基礎，並促進澳門本身中醫藥學的研究及中醫藥產業的發展。

### **3. The translation research of Chinese-Portuguese on Chinese medicine**

**Principal Investigator: Cheang Kei Cheong**

**Faculty of Chinese Medicine, Macau University of Science and Technology**

**Sponsor:**

Macao Foundation

**Completion:**

Jun, 2006

**Main Participants:**

Cheang Kei Cheong, Zhang Yi, Zhang Cui Wei

**Introduction:**

Directed “The translation research of Chinese-Portuguese on Chinese medicine” which is supported by Macao foundation committee. The author believes Macao has a pivotal role to play in promoting the development of Chinese medicine in the Portuguese-spoken countries giving the historical connection and currently existing close ties between Macao and these nations.

The project will give 60 thousand words of lexicons of traditional chinese medicine, it will be written in Chinese, English and Portuguese respectively. Also it will develop a Chinese medicine key phrase index website and software of three languages that will laies a basic foundation for the spreading of Chinese medicine to Portuguese spoken countries. Furthermore, the research will surely promote Macau’s the research of the Chinese medicine and the development of the Chinese medicine industries.

#### 4. 中港澳台大學發展持續教育合作之評估研究

負責人：梁文慧

澳門科技大學 持續教育學院

**資助機構：**

澳門基金會

**完成時間：**

2006 年 8 月

**主要參加者：**

梁文慧（澳門科技大學持續教育學院）

王政彥（台灣高雄師範大學成人教育研究所）

**項目簡介：**

本研究的目的，大抵上有四方面：

- 一、瞭解中港澳台大學在成人推廣教育實務上的異同；
- 二、探討中港澳台大學在成人推廣教育合作的可能性；
- 三、分析中港澳台大學在成人推廣教育合作的背景條件；
- 四、研擬中港澳台大學在成人推廣教育合作的可行策略。



#### **4. A Study on the Collaborative Development of Continuing Education among Universities in Mainland China, Hong Kong, Macao and Taiwan**

**Principal Investigator: Aliana, Leong Man Wai**

**School of Continuing Studies, Macau University of Science and Technology**

**Sponsor:**

Macao Foundation

**Completion:**

Aug, 2006

**Main Participants:**

Aliana, Leong Man Wai (School of Continuing Studies, Macau University of Science and Technology, Macau)

Wang Zheng Yen (Graduate Institute of Adult Education, National Kaohsiung Normal University, Taiwan)

**Introduction:**

The purpose of this research falls on the following areas:

1. Understand the Different Practices of Adult Promoting Education in the universities of China, Hong Kong, Macau and Taiwan
2. Discuss the Possible Cooperation on Adult Promoting Education in the universities of China, Hong Kong, Macau and Taiwan
3. Analyze the Background Strengths of Adult Promoting Education in the universities of China, Hong Kong, Macau and Taiwan
4. Study the Possible Strategies of Adult Promoting Education in the universities of China, Hong Kong, Macau and Taiwan

## 5. 澳門能源效益市場研究

負責人：龐川

澳門科技大學 戰略管理研究所

### 資助機構：

澳門特別行政區能源發展辦公室

### 完成時間：

2006 年 2 月

### 主要參加者：

龐川，韓子天

### 項目簡介：

在世界能源日益緊張的今天，節能已經成為迫切的需要。本研究通過近 2000 份的問卷調查，分析了澳門機構、企業和居民的節能意識和節能行為，為澳門制定相應的節能政策提出了參考意見。

## 5. Market Research on Energy Efficiency in Macao

Principal Investigator: Pang Chuan

The Institution of Strategic Management, Macau University of Science and Technology

### Sponsor:

Energy Development Office of Macao SAR

### Completion:

Feb, 2006

### Main Participants:

Pang Chuan, Hon Chi Tin

### Introduction:

Energy saving is very necessary and urgent for modern societies. Based on a large scale survey, we analyzed the energy saving idea and behaviors of Macao government agents, enterprises and residents, and provide suggestions for Macao energy saving policy.

## 6. 「能源效益，人人要識」問卷調查

負責人：龐川

澳門科技大學 戰略管理研究所

### 資助機構：

澳門特別行政區能源發展辦公室

### 完成時間：

2006 年 4 月

### 主要參加者：

龐川，韓子天

### 項目簡介：

本項目主要是對澳門居民進行調查，瞭解能源效益宣傳的效果。

## 6. Questionnaire Survey on the Promotion of Energy Efficiency in Macao

Principal Investigator: Pang Chuan

The Institution of Strategic Management, Macau University of Science and Technology

### Sponsor:

Energy Development Office of Macao SAR

### Completion:

Apr, 2006

### Main Participants:

Pang Chuan, Hon Chi Tin

### Introduction:

The major task of this project is to investigate the residents of Macao to clarify the effect of energy efficiency promotion.

# 出版書籍與章節

## Published Books and Chapters

## 1. 應用心理學之組織價值觀，道德觀及管理

加拿大國際系統研究開發所

Taormina, R. J. , 高紅, Lasker, G. E. (Eds.)

澳門科技大學 行政與管理學院

**ISBN :**

1-897233-70-1

**內容簡介 :**

關於應用心理學之組織價值觀，道德觀及管理的優秀論文選集。

**關鍵詞 :**

應用心理學，價值觀，道德觀，管理

## 1. The Applied Psychology of Values, Ethics, and Management in Organizations

The International Institute for Advanced Studies in Systems Research and Cybernetics,  
Canada

Taormina, R. J. , Gao Hong, Lasker, G. E. (Eds.)

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

**ISBN:**

1-897233-70-1

**Abstract:**

Collection of selected papers on the applied psychology of values, ethics, and management in organizations.

**Keywords:**

Applied Psychology, Values, Ethics, Management

## 2. 中外會展述論

上海人民出版社

金輝 主編 (第二)

澳門科技大學 行政與管理學院

**ISBN :**

7-208-06233-1

**內容簡介 :**

本書主要收集了國內外近年來在會展領域較有代表性的論文和講演，特別是權威的世界會展三大組織領導的講話，反映了較新的會展研究成果和會展發展趨勢，本書內容包括會展經濟、會展產業、會展市場、會展供給、會展管理、會展教育、會展活動、會展場館等方面，涉及 MICE 的會議、展覽、獎勵旅遊和節事活動等現代服務產業架構。

**關鍵詞 :**

會展，中外會展，展覽會-世界-文集

## 2. Commentary on China and Foreign Convention & Exhibition

Shanghai People Publishing House

Jin Hui chief compiler (The Second)

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

**ISBN:**

7-208-06233-1

**Abstract:**

This book collects the representative papers and speeches in the field of MICE industry in the past several years. These papers and speeches reflect the latest research results and the development trends of the MICE industry and cover the aspects such as MICE economy, MICE market, MICE industry, MICE supply, MICE management, MICE education, MICE events and MICE venues etc. concerned with the complete MICE industrure structures including Meetings, Incentive travel, Covention, Exhibition and Events.

**Keywords:**

MICE Industry, China & Foreign Convention & Exhibition, Exhibition-World-collection of Essays

### 3. 旅遊景區管理

中國旅遊出版社

李璽 (第二作者)

澳門科技大學 行政與管理學院

**ISBN :**

7-503-22713

**內容簡介 :**

本書吸收和借鑒了國內外旅遊景區經營與管理的理論成果和經驗總結，較為全面系統地闡述了旅遊景區管理的理論、方法和實務。全書強調創新、內容翔實、信息量大，將理論和實踐緊密結合，具有較強的科學性、系統性、實用性和前瞻性。

**關鍵詞 :**

旅遊景區，管理

### 3. Tourist Attraction Management

China Tourism Press

Li Xi (Second Author)

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

**ISBN:**

7-503-22713

**Abstract:**

The tourist attractions management has absorbed the achievement of theoretical research and practical experience, make a detail and extensive introduction to the theory, method and practice of the tourist attraction management. The innovation, intensive research and great amount of information are the major features of the book.

**Keywords:**

Tourist Attraction, Management

#### 4. 旅遊規劃與開發（第二版）

高等教育出版社

李璽 (第二作者)

澳門科技大學 行政與管理學院

**ISBN :**

7-040-19981-5

**內容簡介 :**

馬勇、李璽所著《旅遊規劃與開發》是普通高等教育「十五」國家級規劃教材，也是「普通高等教育面向 21 世紀教學內容和課程體系改革計劃」的研究成果，是面向 21 世紀教材和教育部旅遊管理專業主幹課程教材之一。本書系統地闡述了旅遊規劃與開發的基礎理論、基本原理與研究方法。

**關鍵詞 :**

旅遊規劃，旅遊開發

#### 4. Tourism Planning and Exploitation (the second edition)

The Science Press

Li Xi (Second Author)

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

**ISBN:**

7-040-19981-5

**Abstract:**

The textbook tourism planning and exploitation is the national 11th. five years plan textbook, has been set the core course in the major of tourism management by the Ministry of Education. The book makes a systematic introduction to the basic knowledge, method and research tools of tourism planning.

**Keywords:**

Tourism Planning, Development



## 5. 政法類專業基礎知識

廈門大學出版社

黃明健

澳門科技大學 法學院

**ISBN :**

7-5615-1588-X

**內容簡介 :**

本書為福建省招收高等職業教育學生入學考試復習指導用書，其內容包括法學基礎理論、憲法、行政法、刑法、民法、經濟法、婚姻法、訴訟法、國際法等學科的基本概念、基本知識和基本原理。本人作為主編 chief editor (Writing about 260, 000 words) : 編寫第一、三、四、六、七、八、九章，負責該書的修訂工作。

**關鍵詞 :**

法學理論，憲法，行政法，刑法，民法

## 5. The Basic Theory of Politics and Law

Press of Xiamen University

Huang Ming Jian

Faculty of Law, Macau University of Science and Technology

**ISBN:**

7-5615-1588-X

**Abstract:**

This book recruits a high etc. occupation to educate students entrance examination to review instruction to use a book for province in Fujiang. Its contents include: the basic concept, basic knowledge and basic principle of the Jurisprudence, Constitutional Law, Administrative Law, Criminal Law, Civil Law, Economic Law, Marriage Law, Procedural Law, International Law, etc. Oneself was a chief editor (Writing about 260, 000 words) : Writing the first, threeth, fourth, sixth, seventh, eighth and nineth chapterses. Be responsible for the emendation work of that book.

**Keywords:**

Law theories, Constitutional Law, Administrative Law, Criminal Law, Civil Law

## 6. 刑事正當程序研究：法理與案例

中國檢察出版社

卞建林、楊誠主編

澳門科技大學 法學院

**ISBN :**

7-80185-644-9/D1620

**內容簡介：**

本書系比較法研究著作，運用法學理論和重要案例分析刑事審判中貫徹正當程序原則的立法改革和司法實踐問題。

**關鍵詞：**

訴訟，刑事訴訟，正當程序，司法改革

## 6. A Study on Due Process in Criminal Proceedings

China Procuracy Press

Bian Jian Lin, Yang Cheng, Vincent

Faculty of Law, Macau University of Science and Technology

**ISBN:**

7-80185-644-9/D1620

**Abstract:**

This book of comparative legal studies exams the theories of jurisprudence and important cases so as to address issues in legislative reforms and judicial practice concerning the implementation of the principles of due process in criminal trials.

**Keywords:**

Procedure, Criminal Procedure, Due Process, Judicial Reform

## 7. 一審程序與人權保障

中國政法大學出版社

陳光中主編，程味秋、楊誠副主編和英文導論作者

澳門科技大學 法學院

**ISBN :**

7-5620-2912-1/D2872

**內容簡介 :**

本書系比較法研究著作，論述一審程序中關係人權保障的重要立法和法律實踐問題。

**關鍵詞 :**

刑事訴訟，一審程序，人權，司法改革

## **7. Criminal Trial of the First Instance and Protection of Human Rights**

**China University of Political Science and Law Press**

**Chen Guang Zhong, Cheng Wei Qiu, Yang Cheng, Vincent**

**Faculty of Law, Macau University of Science and Technology**

**ISBN:**

7-5620-2912-1/D2872

**Abstract:**

This book of comparative legal studies discusses important legal and practical issues relating to the protection of human rights in trials of the first instance.

**Keywords:**

Criminal Procedure, First Trial Procedure, Human Rights, Judicial Reform

## 8. 澳門消費者權利保護及市場競爭之法律制度研究

二十一世紀科技研究中心

方泉 (第二作者)

澳門科技大學 法學院

### ISBN :

99937-53-11-4

### 內容簡介 :

本書致力研究澳門的市場競爭政策及與之相關的理論探討，同時還研究與之密切相關的澳門消費者權益保護的相關法律制度，希圖對澳門相關領域的理論研究及立法提供思路。

承擔總共七章中之兩章

第三章 消費者與消費者權利：立法上的比較研究

通過注釋方法和比較研究的方法闡釋澳門消費者保護法對消費者的權利設定及其保護

第四章 澳門市場競爭的法律問題及相關比較研究

闡述市場競爭理論及分析澳門市場特點的基礎上，運用注釋及比較研究的方法論述澳門市場競爭方面的法律政策，並提出理論及立法建議。

### 關鍵詞 :

市場競爭，澳門消費者保護法

## 8. Macau Law System of Marketing Competition and Consumer Right Protection

21th Century Science and Technology Research Center

Fang Quan (Second Author)

Faculty of Law, Macau University of Science and Technology

### ISBN:

99937-53-11-4

### Abstract:

The book researches the marketing competition law framework in Macau and the theory thereof, and consumer right protecting law as well, and aims to give theoretical discussion and legal proposals to related law-makers.

Chapter 3 Consumer and Consumer's Rights in Macau Law, from a comparative perspective.

Chapter 4 Marketing Competition Law in macau.

### Keywords:

Marketing Competition, Macau Consumer Right Protecting Law

## 9. 技術制衡下的網路刑事法研究

北京大學出版社

方泉 (第二作者)

澳門科技大學 法學院

**ISBN :**

7-301-10884-2

**內容簡介 :**

承擔總共五章中之兩章

第一章 科學技術的發展引發刑法理論的變遷

第三章 網路技術制衡下若干犯罪成立要件的考量

**關鍵詞 :**

網路刑法，網路犯罪，網路技術

## 9. On Cyber Criminal Law Conditioned by IT Technology

Peking University Press

Fang Quan (Second Author)

Faculty of Law, Macau University of Science and Technology

**ISBN:**

7-301-10884-2

**Abstract:**

Chapter1 Change of Criminal Jurisprudence effected by Science and Technology

Chapter 2 Change of the theoretical system of Criminal Elements Conditioned by Internet Technology

**Keywords:**

Cyber-Criminal Law, Cyber-Crime, Internet Technology

## 10. 國際經濟法

社會科學文獻出版社

王長斌 (第二作者)

澳門科技大學 法學院

**ISBN :**

7-802-30300-1

**內容簡介 :**

《國際經濟法》一書系中國社會科學院法學研究所碩士生教材，全書 80 萬字，涵蓋國際經濟法的所有主幹內容，分為國際經濟法總論、國際商市交易法、國際貿易法、國際投資法、國際金融法、國際反壟斷法、國際稅法、國際商事仲裁等八篇。王長斌負責撰寫國際反壟斷法篇，共五章 10 萬字。

**關鍵詞 :**

國際經濟法，反壟斷法，競爭法

## 10. International Economic Law

Social Science Archive Press

Wang Chang Bing (Second Author)

Faculty of Law, Macau University of Science and Technology

**ISBN:**

7-802-30300-1

**Abstract:**

International Economic Law is the newest textbook which will be used for the LLM students in China Social Science Academy and would be chosen by students in other law schools. The book covers all the major branches of international economic law such as international business transaction law, international trade law, international investment law, international financial law, international antitrust law, international tax law and international business arbitration law. The chapters written by Professor Wang are those related to antitrust law, which have altogether 5 chapters and 100 thousand words.

**Keywords:**

International Economic Law, Antitrust Law, Competition Law

## 11. 中葡英中醫藥簡明詞典

二十一世紀科技研究中心

主編：鄭其昌，主譯：張翠微，編委：趙永華 王丹芬 張屹

澳門科技大學 中醫藥學院

### ISBN：

99937-751-2-6

### 內容簡介：

本書收集了 380 餘味中藥材，500 餘中醫基礎術語，配有中文、葡萄牙文、英文三國文字的精短對應解釋，在每味中藥材的下麵都配有相應的插圖。希望通過本書能讓中醫藥學的葡文翻譯有一個基本的標準；讓以後從事這項工作的人有據可查，輕鬆入手；讓葡語系國家政府部門有效的制定中醫藥的法律法規提供參考；讓商務人士的溝通提供便利等等。

### 關鍵詞：

中醫基礎，中藥

## **11. A Compendious Chinese-English-Portuguese Dictionary of Traditional Chinese Medicine**

**21st century Study Center of Science and Technology**

**Editor Chief: Cheang Chi Cheong,**

**Chief in Translation: Zhang Cui Wei,**

**Editorial Board: Zhao Yong Hua, Wang Dan Fen, Zhang Yi**

**Faculty of Chinese Medicine, Macau University of Science and Technology**

### **ISBN:**

99937-751-2-6

### **Abstract:**

“A Compendious Chinese-English-Portuguese Dictionary of Traditional Chinese Medicine” is sponsored by Macao Foundation and established by the group studying on the Traditional Chinese medicine entering into Portuguese language countries in the Faculty of Traditional Chinese medicine of MUST.

The group studying on the Traditional Chinese medicine entering into Portuguese language countries was organized in Oct 2003, in the charge of Zhen Qichang Assistant Professor, and the other members include teachers like Zhao Yonghua, Wang Danfen, Zahng Cuiwei and Zhang Yi Doctor graduate student and Niu Yuehua Master graduate student. This study group, aiming at the Portuguese language country Brazil, conducts the sustainable development research of Traditional Chinese medicine based on the current conditions and resources in Macao; seeks the way for Traditional Chinese medicine to go abroad, entering into Portuguese language countries and South American areas; and sketches the blueprint of development Macao Traditional Chinese medicine industry and formation of the international platform for study, exchange and trade about Traditional Chinese medicine. The work we are mainly engaged in include: the basic Portuguese translation about Traditional Chinese medicine, establishment of Portuguese education about Traditional Chinese medicine, and the development model research about Macao Traditional Chinese medicine industry.

In May 2005, our study group has won the sponsorship of Macao foundation, and began the research on Portuguese translation about Traditional Chinese medicine, the partial results of which is that in Aug 2006, the Compendious Chinese-English-Portuguese Dictionary of Traditional Chinese Medicine was completed, It has collected more than 380 sorts of Chinese medical materials and over 500 basic terminology about Traditional Chinese medicine, with short but precise corresponding explanations in Chinese, English and Portuguese. There are also corresponding pictures under each Traditional Chinese medicine material, so as to overcome the language obstacles, promoting communication and the users can have better understandings.

### **Keywords:**

Basic Traditional Chinese Medicine Science, Traditional Chinese Medicine



## 12. 五臟相音——《黃帝內經》失傳 2000 多年的理論和技術的現代研究

中醫古籍出版社

高也陶

澳門科技大學 中醫藥學院

ISBN :

7-80174-483-7/R•478

內容簡介：

本書為作者多年對《黃帝內經》五臟相音研究的系統集成，建立在作者已經發表的 20 餘篇論文和五部著作的基礎之上。80 餘萬字，附圖 30 餘幅以及大量頻譜圖。傳統中醫依靠聽聲音進行診斷的和治療疾病的理論和技術已經失傳了 2000 多年，是望、聞、問、切的重要手段之一。作者通過對《黃帝內經》文獻的重新發掘和整理，以現代物理聲學、解剖學和生理學理論為基礎，建立了系統的五臟相音理論；並利用現代化高科技，發明瞭檢測儀器和手段，從而為傳統中醫提供了一種量化檢測的科學手段。經過臨床驗證，總結了大量臨床的診療經驗。

關鍵詞：

五臟相音，黃帝內經，五音，細胞聲學

## 12. Five Zang-organs Harmonize Pitch: Modern research of the lost theory and technology in Huang Di Nei Jing

Publishing House of Ancient Chinese Medicine Books

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

ISBN:

7-80174-483-7/R•478

Abstract:

This work, containing more than 800 thousands Chinese words and 130 atlas, is integrated with last reasearch outcome, 5 books and morn than 20 papers published on the theory and technology of Five Zang-organs Harmonize Pitch in Huang Di Nei Jing. The theory and technology of Traditional Chinese Medicine dianose and treat have lost morn than 2000 years. It is the one of four methods, to see, to listen, to ask and to feel the pulse from Traditional Chinese Medicine. The Author reviews and rediscovers the literature of Huang Di Nei Jing and build a system theory of Five Zang-organs Harmonize Pitch under the basics of modern physical acoustics, anotomy and physiology. Author also discovers a detective equipment and mothods for Traditional Chinese Medicine and summarizes many clinical experiences.

Keywords:

Five Zang-organs Harmonize Pitch, Huang Di Nei Jing, Five Pitches, Sonocytology

### 13. 看中醫還是看西醫

中醫古籍出版社

高也陶

澳門科技大學 中醫藥學院

**ISBN :**

7-80174-477-2

**內容簡介 :**

看中醫還是西醫是個哈姆雷特式的難題，尤其最近人們對中醫的爭論紛紛。作者通過對科學定義的討論，追溯東西方傳統醫學到現代醫學的發展歷程，從急症和慢性病、良性病與惡性病、手術與非手術、生理與病理、藥物與食物、生存與死亡以及性醫學與房中術、美顏、夢境、未病、將病和已病等十幾個方面來探討傳統中醫與現代醫學的交融貫通，不足與互補，並且從現代科學角度探討了傳統中醫的某些學說，如：陰陽、五行、五音、三焦、房中術……等的科學基礎，提出了三焦解剖位置的新設想：上焦是腦脊腔，中焦是胸腔（可能包括胃），下焦是腹腔（包括生殖腔）。上焦所對應的臟器應當是大腦（和脊神經），不管它們曾經被稱做什麼。

**關鍵詞 :**

中醫，西醫，傳統文化

### 13. To see Traditional Chinese Medicine or Western Medicine

Publishing House of Ancient Chinese Medicine Books

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

**ISBN:**

7-80174-477-2

**Abstract:**

To see Traditional Chinese Medicine or Western Medicine is a same difficult trouble as to be or not to be of Hamlet, especially now opinions vary on Traditional Chinese Medicine in China. Author argues the definition of science and ascends the development from traditional orient and western traditional to modern medicine in this book. Author discusses the blending with traditional and modern medicine, insufficiency and complementation in many aspects, such as emergency and chronic disease, benign and malignant disease, operation and no operation, physiology and pathology, drug and food, live and die, survival and death, sexual disease and Fang Zhong Shu, pretty and dream, no disease, will suffer from and have suffered from disease... Author also dissertates some theories of Traditional Chinese Medicine under modern science, such as Yin-Yang, Five elements, Five music, Triple burner, Fang Zhong Shu... Author issues the new gross conception of anatomical structure of triple burner in Huangdi Neijing. 1. Triple burner is a gross anatomical structure. 2. Triple burner is a cavity of the gross anatomical structure. 3. Upper burner is Cranial-Spinal Cavity. Middle burner is Thoracic Cavity. Maybe, it contains the stomach. Lower burner is Abdominopelvic Cavity with Reproductive Cavity. The further guess the Zang-organ corresponding to Upper burner is brain in spite of this Zang-organ had been named anything.

**Keywords:**

Traditional Chinese Medicine, Western Medicine, Traditional Culture

## 14. 中華傳統養生曆 (2007 丁亥年)

中醫古籍出版社

高也陶

澳門科技大學 中醫藥學院

### ISBN :

7-5091-0535-8

### 內容簡介 :

很少人知道中國傳統文化中還有一部養生曆。這部養生曆出自《黃帝內經》，又稱作五運六氣曆。類似於農曆是耕種農作物的曆書，養生曆則是保健養生的曆書。

根據《黃帝內經》五運六氣曆 2006 年是水運過多的天符年。年初，北方和雲南一帶發生旱情，心想似乎不准。可現在，不但旱情已經消失，更多的地方發生澇災，與我們在 2005 年 11 月底出版的養生曆預測的一樣。

說得準確些，是《黃帝內經》在 2000 多年前就預測了今年的水災。當然，僅此一年不能說明問題，希望今後的歲月裏可以用事實進一步地來證明。

2005 年年底出版《中華傳統養生曆 (2006 丙戌年) 》後的很短時間內，就再次印刷，是沒有想到的。市面上的養生書籍，比比皆是，本書仍然能夠獲得讀者青睞，說明傳統理論還是受到大家接受的。

### 關鍵詞 :

傳統中醫，養生，曆書

## 14. Traditional Chinese Health Almanac (2007)

Publishing House of Ancient Chinese Medicine Books

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### ISBN:

7-5091-0535-8

### Abstract:

A few know there is a health almanac in Traditional Chinese Culture. The health almanac is from Huang Di Nei Jing. Almanac of Five Yun Six Qi is its other name. Health Almanac is a book for keeping health in the four seasons and is the same as the Chinese lunar calendar for planting crop.

According to Five Yun Six Qi almanac of Huang Di Nei Jing, we forecasted it would be more rain than the usual year in the 2006 year in the Traditional Chinese Health Almanac (2006) published in Dev. 2005. The forecast becomes the true.

We wish this book would provide further Almanac of Five Yun Six Qi.

### Keywords:

Traditional Chinese Medicine, Keeping Good Health, Almanac

## 15. 翻譯學導論：理論與實踐

香港中文大學出版社

李麗

澳門科技大學 基礎教學部

### ISBN :

978-962-996-301-9

### 內容簡介：

該書是英國薩里大學西班牙語研究的教授傑瑞米·芒迪（Jeremy Munday）的著作，於 2001 年由勞特利奇公司出版。該書以樸實清晰的語言揭開了各色翻譯理論背後神秘的面紗，將紛繁雜呈的翻譯論爭焦點和理論流派歸納、概括，上溯遠古，下及當代，遠至未來，既有歷時的梳理，亦不乏共時的探討，展現了翻譯學研究的一個較為完整的概貌。

第一章 翻譯學的主要方面（李麗、李德鳳），第四章 翻譯轉換模式（文軍、李麗），第七章 翻譯系統論（王立弟、黎明、李麗），第十一章 跨學科的翻譯學（李德鳳、李麗）。

### 關鍵詞：

翻譯，翻譯學，翻譯理論，翻譯實踐

## 15. Introducing Translation Studies: Theories and Application

Chinese University Press (Hong Kong)

Li Li

Faculty of General Studies, Macau University of Science and Technology

### ISBN:

978-962-996-301-9

### Abstract:

Introducing Translation Studies: Theories and Application was authored by Jeremy Munday, professor of Spanish at University of Surrey. The book was published by Routledge in 2001. The author, adopting both synchronic and diachronic approaches, makes a generalization of different theoretical schools in Translation Studies in an easily accessible way and presents a panoramic view of the field.

### Keywords:

Translation, Translation Studies, Translation Theories and Application

## 16. 香港與澳門的教育與社會：從比較角度看延續與變化

人民教育出版社

梁文慧

澳門科技大學 持續教育學院

### ISBN :

7-107-19379-1

### 內容簡介：

本書對我國的兩個特別行政區——香港和澳門的教育進行了深入的論述，並進行了高品質的比較研究。本文的研究範圍包括香港和澳門的各級各類教育，不僅對比較教育的廣泛領域作出了貢獻，而且對本書重點論述的兩個特定社會的教育進行了深入的揭示。本書主要採用比較的方法，分析了港澳教育的共性與差異，在社會、政治、經濟的廣闊背景下解釋了港澳教育的共性與差異的原因，深入地揭示了港澳教育的延續與變遷。本文文獻豐富、分析透徹，是一部高品質的學術著作。本書的出版，對於瞭解香港和澳門教育的歷史、現狀和發展趨勢，對於港澳教育政策的制定，對於瞭解比較教育方法論的最新進展都具有十分重要的意義。本書獲得了國際學術界的廣泛好評，北美比較與教育學會前任主席羅伯特·阿諾夫教授為英文版第二版作序，高度評價了該書的理論和實踐價值，肯定了該書在探討教育改革與政治轉型的關係方面的突出貢獻。

章節：第五章 終身學習及成人教育

摘要：本文旨在剖析港澳在終身學習及成人教育方面的演變，雖然這些發展側重於高等教育方面，但本文仍同時關注到其餘各類教育的範疇。除了詳細地分析兩地區的類同和差異之處，文中也涉及到其跨時代的延續和轉變等問題，這樣既能確認港澳兩地間的關係，亦能概括至世界的各個地區。

### 關鍵詞：

終身學習，成人教育，澳門，香港

## **16. Education and Society in Hong Kong and Macao—Comparative Perspectives on Continuity and Change**

**People's Education Press**

**Aliana, Leong Man Wai**

**School of Continuing Studies, Macau University of Science and Technology**

### **ISBN:**

7-107-19379-1

### **Abstract:**

This book provides an in-depth description and a high quality comparative study on education of the two Special Administrative Regions – Hong Kong and Macao. The study area of this book includes the different types and different levels of education in Hong Kong and Macao; it serves not only as a contribution to the area of comparative education, but also provides an in-depth description on education of the two societies. Comparative method is used in this book, it analyses the similarities and differences between Hong Kong and Macao in education, provides reasons for their similarities and differences under societal, political and economic background, and offers an in-depth analysis on continuity and change of education in Hong Kong and Macao. This is a high quality academic publication with rich chapters and detailed analyses. This book is significant to the understanding of the history, current situation and development trend of education in Hong Kong and Macao, to the establishment of education system in Hong Kong and Macao, and to the understanding of the latest progress in comparative education method. This book has received good comments by international academic circles. Prof. Robert F. Arnove, former president of the North American Comparative and International Education Society, has written the foreword for the second edition of the English edition. He has highly commented the theoretical and practical value of this book, and has affirmed the outstanding contribution of this book in the aspects of exploring the relations between education reform and political transition.

Chapters: Chapters 5, Lifelong Learning and Adult Education

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

## 17. 中外會展述論

上海人民出版社

梁文慧

澳門科技大學 持續教育學院

### ISBN :

7-208-06233-1

### 內容簡介 :

聯合國亞太經社會 (UNESCAP) 亞太旅遊教育培訓機構 (APETIT) 執委會第 13 次會議暨 2006 上海亞太旅遊會展教育培訓國際研討會材料之一。

章節：第 188 頁至 199 頁 永續澳門會展業優勢的人力資源發展策略

論文題目：永續澳門會展業優勢的人力資源發展策略

摘要：2002 年中國澳門特別行政區施政報告提出了澳門發展以旅遊、博彩、會展為龍頭，服務業為主導，其他行業協調發展的產業結構模式。本文首先介紹了澳門會展業發展優勢，並從四個方面討論了會展業對旅遊業的促進：第一，會展商務遊客的消費比一般遊客多，旅遊業可獲取更大的利潤；第二，會展旅遊沒有季節限制；第三，會展旅遊可吸引旅客重游舊地；第四，會展旅遊是更為綠色的旅遊產業。在分析了會展業現狀與發展趨勢後，提出了一個以旅遊環境、勞工市場、社區關係、教育為主題的全方位優化會展旅遊人力資源的發展策略。

### 關鍵詞 :

會展業，澳門，優勢，人力資源，教育培訓

## **17. Commentary on China and Foreign Convention & Exhibition**

**Shanghai Renmin Chubanshe**

**Aliana, Leong Man Wai**

**School of Continuing Studies, Macau University of Science and Technology**

**ISBN:**

7-208-06233-1

**Abstract:**

Introduction: Paper Collection for the 13th Meeting of the Executive Committee of the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT) and the Seminar on Tourism and MICE Education and Training in Asia and the Pacific, Shanghai, 23rd-25th May 2006.

Chapters: Page 188 to 199 Sustaining the Competitive Advantages of Macao MICE Industry: Strategic Development of Human Resources

Paper Title: Sustaining the Competitive Advantages of Macao MICE Industry: Strategic Development of Human Resources

Abstract: The Macao government's administrative policy positioned tourism, gaming and MICE as the leading economic activities of Macao in 2002. The paper introduces the competitive advantages of the Macao MICE industry, and expounds its promotion to the tourism industry in the following 4 ways. First, MICE attracts business travelers to stay much longer and to spend much more than ordinary mass tourism travelers do. Second, MICE travel can minimize the negative impacts of seasonality. Third, MICE travel is able to attract frequent business travelers to re-visit one place. Four, MICE tourism is still a relatively green industry. After an analysis of the current status and trends, the authors raised concrete human resources development strategies for the MICE industry addressing the 5 aspects of tourism environment, labor market, social community relationship, education, and human anpower resources development.

**Keywords:**

MICE Industry, Macao, Advantages, Human Resources, Education Training



# 學術論文

# Academic Papers

## 1. 分析決策的集群協作建模

蔡智明，莫斯韋

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

計算機工程與科學

### 內容簡介：

本文介紹了分散式分析決策協作建模的方法，工作流程，系統特點，以及系統實現的關鍵技術。

### 關鍵詞：

協作建模，決策支援，系統分析

## 1. The Cooperative Modeling System on Decision Making and Analysis

Cai Zhi Ming, Mo Si Wei

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Computer Engineering and Science (ISSN: 1007-130X) (publication date: 2006. 9.)

### Abstract:

The paper discusses DCMS (Distributed Cooperative Modeling System) method, working flow, system properties and a couple of key techniques.

### Keywords:

Cooperative Modeling, Decision Supporting, System Analysis

## 2. 方案選擇的分佈式建模及其多 Agent 協同

蔡智明，郭小毅

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

第六次 IEEE 電子/信息技術國際會議，2006 年 5 月，美國，密歇根，ISBN: 0-7803-9592-1，IEEE 目錄編號：06EX1238

### 內容簡介：

許多跨國企業，組織，以及政府部門經常需要做各種方案的分析和選擇，為此，通常是由核心 Agent 分派分析任務給許多不同的 Agent，再召開多次的會議討論以圖達到一致意見，其過程往往是在不同地點，經歷多個階段的分佈式短續過程，我們針對這一背景提出一套分佈式建模的方法并開發了支持系統，系統可以幫助建立分析選擇過程的動態與靜態模型，給予多 Agent 在目標、Agent、方案之間提供一個思考的「網格」。建模過程由多個軟件 Agent 追蹤與督導。

### 關鍵詞：

分佈式建模，方案選擇，多 Agent

## 2. Distributed Modeling of the Solution Selection and Its Cooperative Agents

Cai Zhi Ming, Guo Xiao Yi

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Sixth IEEE International Conference on Electro/Information Technology, ISBN: 0-7803-9592-1, IEEE Catalog: 06EX1238

### Abstract:

Many international enterprises, organizations and governments often have to select a solution for a complicated issue. For this, the key agents (leaders) dispatch the tasks to many agents, call for lots of meetings and try to reach a conclusion. The process will last out among groups of agents, in many different locations, and have many different phases; it is always an intermittent, distributed and interlaced procedure. We develop a distributed modeling methodology-DMSS (Distributed Modeling of the Solution Selection) and its supporting system on network, which is to build static and dynamic models of the objects and the processes with the selecting procedure. It will give the agents a “thinking-grid” among a mass of goals, agents, solutions and conditions. The modeling process is traced and conducted by cooperative software-agents.

### Keywords:

Distributed Modeling, Solution Selection, Multi-Agent

### 3. 為智慧系統開發的知件系統

丁利亞

澳門科技大學 資訊科技學院

**會議/刊物名稱：**

第七屆智慧技術國際會議，臺北，2006.12

**內容簡介：**

本文描述用於支援在不同的應用領域的智慧系統的開發的知件系統的設計。首先介紹一個基於知識的系統的階層化的表達模型，然後定義八種一般的智慧元件，並且討論有關知識合成以及知件系統中的推理流的問題。

**關鍵詞：**

階層化的知識表達，基於知識的系統的自動生成，知件系統

### **3. Knowware System for the Development of Intelligent Systems**

**Ding Li Ya**

**Faculty of Information Technology, Macau University of Science and Technology**

**Name of Conference/Journal:**

The 7th International Conference on Intelligent Technologies (InTech2006) , Taipei, Dec 2006

**Abstract:**

This article describes the design of knowware system to support the development of intelligent systems in various application domains. It first introduces a model of hierarchical representation for knowledge-based systems, then defines eight general classes of intelligent components and discusses the issues of knowledge integration and inference flow in knowware system.

**Keywords:**

Hierarchical Knowledge Representation, Automatic Construction of Knowledge-based Systems, Knowware System

#### 4. 應用於直接體繪製圖像比較的感知架構

黃漢青，Huamin Qu，黃遠雄，唐澤聖，Klaus Mueller

澳門科技大學 資訊科技學院

##### 會議/刊物名稱：

IEEE 亞太地區圖像及視像技術會議 2006

##### 內容簡介：

直接體繪製技術已廣泛地被醫學人員，科學家，工程師應用在不同的領域。不同的直接體繪製算法生成的圖像有所不同。由於這些直接體繪製圖像將會被人們所觀察，因此基於人類感知來評估它們的質量很重要。其中一種關鍵的感知因素是兩幅圖像的差異是否會被用戶發現。在本文中，我們提出一個感知的架構，它是基於可視差異預測器來比較由不同算法或由同一算法但使用不同參數設定(如明暗處理方法，梯度估算方案及抽樣率)所生成的直接體繪製圖像。我們的架構由一個體繪製引擎和一個可視差異預測器組成。一些真實體數據的實驗結果表明兩幅直接體繪製圖像的視覺差異可以利用我們的架構來定量地測量。我們的方法能幫助用戶從一個感知的角度在他們的應用上選擇合適的直接體繪製算法和參數設定，以及監察可視化過程。

##### 關鍵詞：

直接體繪製圖像，感知，圖像比較

#### 4. A Perceptual Framework for Comparisons of Direct Volume Rendered Images

Wong Hon Cheng, Huamin Qu, Wong Un Hong, Tang Ze Sheng, Klaus Mueller

Faculty of Information Technology, Macau University of Science and Technology

##### Name of Conference/Journal:

In Proceedings of 2006 IEEE Pacific-Rim Symposium on Image and Video Technology (PSIVT'06), Lecture Notes in Computer Science 4319, pp. 1314-1323, Springer, 2006.

##### Abstract:

Direct volume rendering (DVR) has been widely used by physicians, scientists, and engineers in many applications. There are various DVR algorithms and the images generated by these algorithms are somewhat different. Because these direct volume rendered images will be perceived by human beings, it is important to evaluate their quality based on human perception. One of the key perceptual factors is that whether and how the visible differences between two images will be observed by users. In this paper we propose a perceptual framework, which is based on the Visible Differences Predictor (VDP), for comparing the direct volume rendered images generated with different algorithms or the same algorithm with different specifications such as shading method, gradient estimation scheme, and sampling rate. Our framework consists of a volume rendering engine and a VDP component. The experimental results on some real volume data show that the visible differences between two direct volume rendered images can be measured quantitatively with our framework. Our method can help users choose suitable DVR algorithms and specifications for their applications from a perceptual perspective and steer the visualization process.

##### Keywords:

Direct Volume Rendered Images, Perception, Image Comparison

## 5. 智能家居節能技術

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澳門科技大學 資訊科技學院

### 會議/刊物名稱：

城市能源科技會議，澳門，2006 年 12 月

### 內容簡介：

本文提出的節能技術基於 CRESTRON 公司的智能家居設備。利用智能家居將被動的家居設備轉變為智能設備，使之能與外部進行資訊交互。利用智能家居的管理系統，綜合考慮氣候、房屋的內部情況、居住者的習慣等因素，自動控制整套住宅設備系統的運作，達到節能的目的。節能式智能家居系統在提供舒適度的同時實現節能的目的。

### 關鍵詞：

智能家居，節能技術

## 5. Energy-Saving Technology in Smart Home

Hang Chin Ming, Li Jian Qing

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Symposium on City Energy Technology in Macau, Dec 2006.

### Abstract:

Energy-saving technology is proposed based on the Creston smart home devices. Smart home devices enable passive appliances into the information appliances that can communicate with outside world. The management system of smart home can easily and automatically adjust and control the appliances considering the factors of weather, inside conditions and the habits of residents, etc. to achieve the purpose of energy-saving. Energy-saving smart home system not only provides coziness but also saves energy.

### Keywords:

Smart Home, Energy-Saving Technology

## 6. 無偏勢三維週期管的流

艾保全，劉良鋼

澳門科技大學 資訊科技學院

會議/刊物名稱：

物理評論

內容簡介：

研究了布朗粒子在無偏勢三維反對稱週期管的運動。座標的約化不單會引起熵壘的出現也會引起一個有效的擴散係數。我們發現在有熵壘存在地情況下，管形狀的發對稱和無偏力的反對稱是兩個誘導淨粒子流的方法。粒子流是溫度的帶峰值的函數，揭示出熱雜訊可以有利於粒子輸運，即使存在熵壘。在管的瓶頸部，半徑有一個優化值該值使粒子流取最大值。兩個相反驅動因素之間的競爭可以誘導流的反向。

關鍵詞：

週期管，反對稱無偏力，福克－普朗克方程，粒子流

## 6. Current in a Three-dimensional Periodic Tube with Unbiased Forces

Ai Bao Quan, Liu Liang Gang

Faculty of Information Technology, Macau University of Science and Technology

Name of Conference/Journal:

Physical Review E74, 051114-051118 (2006)

Abstract:

Transport of a Brownian particle moving along the axis of a three-dimensional asymmetric periodic tube is investigated in the presence of asymmetric unbiased forces. The reduction of the coordinates may involve not only the appearance of entropic barrier but also the effective diffusion coefficient. It is found that in the presence of entropic barrier, the asymmetry of the tube shape and the asymmetry of the unbiased forces are the two ways of inducing a net current. The current is a peaked function of temperature which indicates that the thermal noise may facilitate the transport even in the presence of entropic barrier. An optimized radius exists at the bottleneck at which the current takes its maximum value. Competition between the two opposite driving factors may induce current reversal.

Keywords:

Periodic Tube, Ansymmetric Unbiased Forces, Fock-Planck equation, Particle Current

## 7. V 描述子與 B 樣條曲線

馬輝，宋瑞霞，王小春，齊東旭

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

計算機輔助設計與圖形學學報

### 內容簡介：

基於  $L_2$  空間中的一類規範正交完備函數系——V 系統，建立了 B 樣條曲線轉化為 V 系統的表示算法，並提出 B 樣條曲線間的「距離」概念，以此估計 B 樣條曲線間的相近程度。這一結果在造型優選、案例比對、醫學檢驗、目標判別等相關問題中，有望得到有效的應用。

### 關鍵詞：

B 樣條，U 系統，V 系統，描述子，計算機輔助幾何設計

## 7. V-descriptor and B-spline

Ma Hui, Song Rui Xia, Wang Xiao Chun, Qi Dong Xu

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Computer-Aided Design and Computer Graphics

### Abstract:

Based on the function generator on  $[0, 1]$ , a class of complete orthogonal function system called as the V-system is studied in this paper. A translation algorithm is proposed between B-spline and V-system. The concept of "Distance" of B-spline is given. The similarity of B-spline can be computed. This result has the referenced significance on some fields, such as engineering models, criminal identifying, archaeology, medicinal recognition, etc. .

### Keywords:

B-spline, U-system, V-system, Descriptor, Computer Aided Geometric Design



## 8. 正交完備 U-系統及其在 CAGD 中的應用

馬輝，宋瑞霞，齊東旭

澳門科技大學 資訊科技學院

會議/刊物名稱：

工程圖學學報

內容簡介：

引入一類  $L_2[0, 1]$  的正交完備分片  $k$  次多項式系統 (稱爲 U-系統)，U 系統能實現對分段  $k$  次多項式的有限精確表達。基於 U-系統這一特點，給出了參數曲線、參數曲面圖組的 U-譜資訊轉換演算法，進而用於幾何資訊的分析與綜合，並引入一個不變數——「能量」，利用它可以進行幾何圖組的分類。這一方法能在資訊安全及模式識別等方面有實用價值。

關鍵詞：

計算機應用，CAGD，U 系統，參數曲線，參數曲面，正交完備函數系，頻譜

## 8. Orthogonal Complete U-system and Its Application in CAGD

Ma Hui, Song Rui Xia, Qi Dong Xu

Faculty of Information Technology, Macau University of Science and Technology

Name of Conference/Journal:

Journal of Engineering Graphics, Vol. 27, No. 3, 2006, pp: 108

Abstract:

A class of orthogonal complete piecewise  $k$ -degree polynomials in  $L_2[0,1]$  (so-called U-System) is introduced. The expansion in U-series has advantageous properties for approximations in both quadratic norm and uniform, and it can be realized to exactly express a group of parametric curves and surfaces which are piecewise  $k$ -degree polynomials with limited number of terms of U-system. Based on U-system, the transfer process is described, by which U-spectrum is obtained for a given group of parametric curves and surfaces. The algorithm is visible, simple and fast. Frequency spectrums obtained under U-System can be used to analyze and synthesize geometric information. U-System may have wide applications in the fields, such as pattern recognition, geometric modeling, and digital image processing etc. In this paper, some graphic examples are tested for expressing a group of parametric curves and surfaces in U-system.

Keywords:

Computer Application, CAGD, U-system, Parametric Curves, Parametric Surfaces, Orthogonal Complete Functions, Requency Spectrum

## 9. 基於 Kirov 定理的帶可控參數的多結點造型方法

馬輝，宋瑞霞，王小春

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

工程圖學學報

### 內容簡介：

基於 Kirov 定理，利用多結點樣條函數，研究一類帶有可控參數的曲線曲面造型方法。該方法是在普通的多結點樣條中加入可控參數，通過調節這些參數可以控制插值曲線（面）在各型值點的切向量（切平面或法向量），從而達到滿意的曲線（面）造型效果。該方法保持了多結點樣條的基數型和局部性特點，特別是局部性使得可以只對插值曲線（面）作局部調整而不會影響整體，這有助於 CAD 或 CAGD 領域的工程人員去設計、調整曲線（面）的形狀。

### 關鍵詞：

B 樣條，多結點樣條，Kirov 定理，計算機輔助幾何設計

## 9. Many-knot Spline Interpolation Scheme with Controllable Parameters with Kirov's Theorem

Ma Hui, Song Rui Xia, Wang Xiao Chun

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Engineering Graphics, Vol. 27, No. 3, 2006, pp: 73

### Abstract:

Based on Kirov's Theorem, applying many-knot spline functions, one kind of curve or surface modeling method with tangent vectors or normal vectors, by which some local shapes of curves or surfaces can be controlled, has been introduced. Adding some adjustable parameters to the general many-knot spline, a new kind of interpolating curve or surface is constructed. At control points, if we can control the tangent vectors of fitting curves or normal vectors of interpolation surfaces by adjusting these parameters, the better fitting curves or interpolation surfaces can be obtained. The scheme maintains the advantages of common many-knot spline (cardinal-type, local-support). Thus it maybe helps engineers in the field of CAD/CAGD to design and adjust fitting curves or interpolation surfaces.

### Keywords:

B-spline, Many-knot Spline, Kirov Theorem, Computer Aided Geometric Design

## 10. 基於多結點帶切向控制的曲線造型方法

宋瑞霞，馬輝，王小春

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

計算機輔助設計與圖形學學報

### 內容簡介：

基於多結點樣條，研究一類帶有切向量控制的曲線造型方法。該方法是在普通的多結點樣條中加入相當於導數條件的可控參數，通過調節這些參數可以控制插值曲線在各型值點的切向量，從而達到滿意的曲線造型效果。該方法保持了多結點樣條的優越性（基數型，局部性），因此可以只對插值曲線作局部調整而不影響其它，這有助於 CAGD 領域的工程人員去設計、調整曲線的形狀。

### 關鍵詞：

插值，B 樣條，多結點樣條，Kirov 定理，計算機輔助幾何設計

## 10. Curve Modeling Method Controlled by Tangent Vector Based on Many-knot Spline

Song Rui Xia, Ma Hui, Wang Xiao Chun

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Computer-Aided Design and Computer Graphics , 2006, 18 (3) : 396-400

### Abstract:

Based on many-knot spline, a class of curve modeling method which can be controlled by tangent vectors has been studied. Adding one adjustable parameter to the ordinary many-knot spline, a new kind of interpolating curve is constructed. We can control the tangent vector of the fitting curve at its control points by adjusting these parameters, so that more satisfying fitting curve can be achieved. The scheme maintains the advantage of ordinary many-knot spline (cardinal type, local property), therefore we can locally adjust the fitting curve.

### Keywords:

Interpolation, B-spline, Many-knot Spline, Kirov Theorem, Computer Aided Geometric Design.

## 11. 基於正交完備 U-系統的參數曲線圖組表達

齊東旭，陶塵均，宋瑞霞，馬輝，孫偉，蔡占川

澳門科技大學 資訊科技學院

會議/刊物名稱：

計算機學報

內容簡介：

爲了探索參數曲線圖組的頻譜性質，引進一類屬於  $L_2[0, 1]$  的正交完備分片  $k$  次多項式系統 (簡稱 U-系統)；該系統下的 U 級數展開式具有良好的平方逼近及一致逼近性質，而且能用有限項 U 級數實現對分段  $k$  次多項式參數曲線圖組的精確表達。基於 U-系統理論，給出了用以計算給定幾何圖組 U-譜的資訊轉換演算法，該演算法具有直觀、簡便、快速的特點；構建的資料處理平臺可用於幾何資訊的分析與綜合，並且能在資訊安全（資訊隱藏、數位浮水印）及模式識別等方面有實用價值。最後，提供了用 U-系統表達參數曲線圖組的實驗圖例。

關鍵詞：

參數曲線，正交，完備，頻譜

## 11. Representation for a Group of Parametric Curves Based on the Orthogonal Complete U-system

Qi Dong Xu, Tao Chen Jun, Song Rui Xia, Ma Hui, Sun Wei, Cai Zhan Chuan

Faculty of Information Technology, Macau University of Science and Technology

Name of Conference/Journal:

Journal of Computer (ISSN: 0254-4164)

Abstract:

In order to probe into the properties of frequency spectrum for a group of parametric curves, a class of orthogonal complete piecewise  $k$ -degree polynomials in  $L_2[0, 1]$  (so-called U-system) is introduced. The expansion in U-series has advantageous properties for approximations in both quadratic norm and uniform, and it can be realized to express a group of parametric curves which are piecewise  $k$ -degree polynomials in a number of finite terms of U-series. Based on U-system, the transfer process is described, by which U-spectrum is obtained for a given group of parametric curves; The algorithm is visible, simple and fast; The program for processing data can be used to analyze and synthesize geometric information, and may have applications in the field such as information security (information hiding, watermarking), and pattern recognition etc. . Some graphic examples of check test for expressing a group of parametric curves in U-system are given.

Keywords:

Parametric Curves, Orthogonal, Complete, Frequency Spectrum

## 12. 完備正交 V-系統與點雲數據擬合

梁延研，宋瑞霞，齊東旭

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

系統仿真學報 (ISSN: 1004-731x)

### 內容簡介：

提出了對點雲數據進行曲面擬合的一種新方法，它基於一類  $L_2[0, 1]$  上完備正交的函數系（稱之為 V-系統）。V-系統由分段多項式組成，它包括各個層次的間斷函數，具有多分辨分析特性和局部性。給出了 k 次 V-系統 ( $k = 0, 1, 2, 3$ ) 的具體運算式；利用有限項 Fourier-V 級數展開式，高效地生成點雲數據顯示的被測量物件的幾何造型。檢測例子表明，這種方法對很廣泛遇到的一類問題而言，處理過程簡單、速度快、精度高。

### 關鍵詞：

完備正交函數系，點雲，V-系統，多小波

## 12. Complete Orthogonal Function System V and Points cloud Fitting

Liang Yan Yan, Song Rui Xia, Qi Dong Xu

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

Journa of Simulation (ISSN: 1004-731x)

### Abstract:

A novel approach to points cloud fitting is given. The work is based on a class of complete orthogonal k-degree polynomials in  $L_2[0,1]$  (called V-system) . V-system which is composed of piecewise polynomials including every degree polynomials has advantageous properties of multi-resolution analysis and local. The expression of k-degree ( $k = 0, 1, 2, 3$ ) V-system is given, which effectively generated geometrical sculpt from surveying object displayed of points cloud by using limited number items of Fourier-V progression. The experimentations indicate that this approach has simple processing, fast calculating and high precision for some ordinary project.

### Keywords:

Complete Orthogonal Function System, Points Cloud, V-system, Multi-wavelet

### 13. 一種基於 V-系統的從散亂點雲數據重構光滑曲面的方法

梁延研，宋瑞霞，齊東旭

澳門科技大學 資訊科技學院

#### 會議/刊物名稱：

第二屆中韓「計算幾何和可視化」會議論文集，頁 82-86，中國杭州浙江大學，2006 年 8 月 23-25 日

#### 內容簡介：

本論文主要研究了一類  $L_2[0,1]$  上的完備正交函數系，稱為 V 系統。V 系統由分段多項式組成，它包括各個層次的間斷函數，具有再生性，可以精確地表達廣泛流行的用樣條函數構造的曲綫和曲面幾何造型。V-系統是 Haar 函數系的推廣，其可以稱之為一類實用的適應多種條件的小波函數系。用本文提出的曲面光順方法測試了幾個由散亂點雲構成的幾何模型，結果表明對於從散亂點雲重構光滑曲面有比較明顯的效果。

#### 關鍵詞：

完備正交函數系，U 系統，V 系統，小波，散亂點雲數據，曲面重構

### 13. Surface Smoothing from Noisy Point Data Based on V-system

Liang Yan Yan, Song Rui Xia, Qi Dong Xu

Faculty of Information Technology, Macau University of Science and Technology

#### Name of Conference/Journal:

Proceedings of 2nd China-Korea Joint Conference on Geometric and Visual Computing, (CKJC 2006), pp: 82-86, Zhejiang University, Hangzhou, China, August 23-25, 2006

#### Abstract:

Based on the generator on  $L_2[0,1]$ , a class of complete orthogonal function system called as the V-system is studied in this paper. The V-system is composed by piecewise polynomials, and has the reproducibility to be capable of exactly describing the geometric information expressed by the popularly and widely used spline curves and surfaces. The V-system is the generalization of the well-known Haar function system, also a new class of practical and flexible wavelet bases. By using the V-system we have tested our implementation for several noisy point cloud models. The results show that the novel method runs effectively and fast to reconstruct surface from noisy point data.

#### Keywords:

Complete Orthogonal Function System, U-system, V-system, Wavelets, Noisy Point Data, Surface Reconstruction

## 14. 從虛擬人體頭部圖像自動提取腦組織的一種算法

田小林

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

第八屆中日韓醫藥信息學國際會議，韓國，濟洲，2006 年 11 月

### 內容簡介：

論文提出了一種基於知識的從虛擬人體頭部圖像自動提取腦組織的算法。算法首先通過聚類將顏色特徵最明顯的灰質提取出來，再基於聚類結果并根據區域方向構造以腦灰質為邊的模板，最後用該模板從頭部圖像自動提取出整個腦組織。實驗表明，該算法在不同類型的腦圖上均可取得滿意的結果。

### 關鍵詞：

虛擬人體圖像，人類腦組織，醫學圖像分割

## 14. An Automatic Algorithm to Get Brain Tissues From Human Head Cryosection Images

Tian Xiao Lin

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

The Eighth China-Japan-Korea Joint symposium on Medical Informatics, CJKMI06, Nov 2006

### Abstract:

An auto algorithm to separate whole brain part from color head cryosection images has been proposed in the paper. The algorithm is based on knowledge of that brain tissues are covered by cerebral cortex, which has relative distinct color characters. The algorithm gets cerebral cortex first by clustering on color head cryosection image, forming a mask by directional area growing based on clustering result, and then draws out whole brain from original color head cryosection image according to the mask. Testing results have shown that the algorithm could get satisfied separating results in different types of color head cryosection images

### Keywords:

Head Cryosection Images, Human Brain, Medical Image Segmentation

## 15. 一種基於直方圖的增強 CT 腦圖的快速算法

殷駿，田小林

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

生物醫藥工程國際會議，新加坡，2006 年 12 月

### 內容簡介：

本文介紹了一種基於傳統的直方圖均衡的 CT 腦圖增強的新算法，這種算法可以針對整幅圖像的局部細節進行增強，算法複雜度低，時間消耗少。實驗表明，這種算法在 CT 腦圖上比目前已經提出的基於窗口或局部進行圖像增強的算法，以及利用小波變換進行圖像增強算法的效果更好。

### 關鍵詞：

圖像增強，直方圖均衡，腦部 CT 圖像

## 15. A Histogram Based Fast Enhancement Algorithm for CT Head Images

Yin Jun, Tian Xiao Lin

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

The International Conference on Biomedical and Pharmaceutical Engineering 2006, Dec 2006

### Abstract:

In this paper, we propose a new, fast image enhancement algorithm based on histogram equalization. The new algorithm uses full range of possible gray levels to specially enhance local interested areas, which has much improved the water-washed effect on enhanced CT head images caused by conventional histogram equalization algorithms. Compared with other histogram equalization based image enhancement algorithms, which are usually localized and can improve enhancement results in interested areas but involved huge calculations, the new proposed algorithm has much less algorithm complexity. The new algorithm is easy to implement and fast to get the results. The experiment results in this paper demonstrate the superiority of the proposed algorithm, not only in the performance speed but also in the enhancement results.

### Keywords:

Image Enhancement, Histogram Equalization, CT Head Image



## 16. RFID 系統中接收信號強度定位方法研究

趙軍輝

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

IEEE 國際通信與系統研討會，2006 年 10 月（EI 收錄）

### 內容簡介：

本文研究了接收信號強度定位演算法，構建了 RFID 的電腦定位仿真平臺。著重研究了不同參考標籤數目和接收機可分辨功率級別下對系統定位誤差的影響。進一步討論了移動標籤的定位和仿真環境為不同佈局時對系統定位的影響。仿真結果表明在市內定位方案中，基於主動標籤和接收信號強度定位演算法的 RFID 系統具有可靠和造價低廉的特點。

### 關鍵詞：

接收信號強度指示，定位技術，無線射頻識別，主動標籤

## 16. Research on the Received Signal Strength Indication Location Algorithm for RFID System

Zhao Jun Hui

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

IEEE ISCIT2006, Oct, 2006

### Abstract:

Received signal Strength Indication (RSSI) location algorithm is studied in this paper. Simulation platform of Radio Frequency Identification (RFID) location system is also constructed. The affection by different number of reference tags with detection power-level is studied. Tracing location information of mobile tags and the layout of simulation area to effect location error are also investigated. The simulation results illustrate that RSSI algorithm based on RFID with active tag is a viable and cost-effective candidate for indoor location sensing.

### Keywords:

RSSI, Location Technique, RFID, Active Tag

## 17. 平衰落通道下時域相關的 MIMO 通道估計器

趙軍輝

澳門科技大學 資訊科技學院

會議/刊物名稱：

亞太通信技術會議，2006 年 8 月 (EI 收錄)

內容簡介：

本文首先研究了多輸入多輸出 (MIMO) 系統的傳統通道估計方法：最大似然估計 (ML)、最小二乘估計 (LS)、最小均方誤差估計 (MMSE)。然後提出了基於濾波器技術的最大似然-滑動平均和最大似然-維納濾波的改進方法。仿真結果表明改進的通道估計方法，相比較傳統通道估計方法，能有效的估計出平坦衰落下的 MIMO 通道。(以英文為準)

關鍵詞：

該論文無關鍵詞

## 17. MIMO Channel Estimator with Consideration of Time Domain Correlation in Flat Fading

Zhao Jun Hui

Faculty of Information Technology, Macau University of Science and Technology

Name of Conference/Journal:

APCC 2006

Abstract:

In this paper, channel estimation approaches with training data for multiple-input multiple-output (MIMO) systems in flat fading wireless environment are investigated. These techniques exploit the correlation of MIMO channel in the time domain when the channel varies very slowly or varies fast with a prominent Doppler shift, and obtain channel estimation algorithms by superimposing designed filters to improve those classical estimations' performance. In order to analyze and simulate the performance of these algorithms, investigation on the formulation of those classical estimation errors is given. And compare results are shown in SER vs. SNR relation to illustrate the performance difference between proposed approaches and classical ML (or LS, equivalently) estimation, which does not consider the correlation in the time domain.

Keywords:

N/A

## 18. 跳時衝擊無線電的約束選擇性 RAKE 接收機研究

張禹強，趙軍輝

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

超寬帶系統國際會議，2006 年 9 月（EI 收錄）

### 內容簡介

由於超寬頻，衝擊無線電系統的 RAKE 接收機需要收集足夠的能量。這裏對基於 TH-PPM 的 IR-UWB 系統的 RAKE 接收性能進行了詳細研究和分析。分析結果表明 RS-RAKE 接收機能較好的逼近理想 RAKE 接收機的性能，並且可降低接收機的複雜度。10 階的 RS-RAKE 接收機的性能與理想 RAKE 接收機的性能差距在 1dB 內。（以英文為準）

### 關鍵詞

該論文無關鍵詞

## 18. Restricted Selective RAKE Receiver for Time-Hopping Impulse Radio

Zhang Yu Qiang, Zhao Jun Hui

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

IEEE International Conference on Ultra-Wideband 2006

### Abstract:

Due to the ultra wide bandwidth, RAKE receiver must be used for collecting enough energy to the impulse radio system. An efficient restricted selective RAKE (RS-RAKE) receiver for single user time-hopping impulse radio (TH-IR) is proposed in this paper. The main ideas of this RAKE receiver is that it combines  $F$  fingers with the largest absolute values within the initial arrival  $N$  ( $F < N$ ) paths by minimum mean square error (MMSE) algorithm, the channel estimation is a successive channel cancellation (SCC) process using pilot symbols. The performance of the proposed receiver is given by analysis and computer simulation. The simulation results present that this RAKE receiver and channel estimation techniques can get almost the same performance compared with existing techniques such as ideal RAKE and selective RAKE receiver with LOS. The signals-to-noise ratio of RS-RAKE will degrade 2dB than the ideal RAKE receiver at the symbol error rate (SER) is  $10^{-2}$  in the IEEE 802. 15. 3a CM2 channel.

### Keywords:

N/A

## 19. 基於位置服務系統模擬平臺之設計與實現

高子毅，趙軍輝，張禹強

澳門科技大學 資訊科技學院

### 會議/刊物名稱：

2006 海峽兩岸三地無線技術研討會，2006 年 8 月

### 內容簡介：

本文是基於位置服務的系統作為研究方案，結合終端 Mobile SVG 的技術實現了 3G 無線應用前端平臺，該平臺特點是利用最新的 JCP 的規範 JSR226，配合氹仔地圖及使用圖層分塊與分層傳輸技術，以及目的地路線導航。

### 關鍵詞：

基於位置服務，3G，JSR226

## 19. Design and Implement of Mobile Location-Based Services System Simulation Platform

Kou Chi Ngai, Zhao Jun Hui, Zhang Yu Qiang

Faculty of Information Technology, Macau University of Science and Technology

### Name of Conference/Journal:

The Cross-Strait Tri-regional Radio Science and Wireless Technology Conference 2006

### Abstract:

This text is based on a system location services as the research approach, to realize a front-end platform 3G with combine the technology of terminal Mobile SVG, this platform of characteristics utilize the specification JSR226 of the latest JCP, to co-operate with a taipa map and using the transmission techniques of map slicing and map layering, as well as destination route navigates.

### Keywords:

Location-based Services, 3G, JSR226

## 20. 中國價值觀念對管理者績效考核標準接受度的影響

高紅

澳門科技大學 行政與管理學院

會議/刊物名稱：

第十八屆國際系統研究會議

內容簡介：

中國價值觀念對管理者績效考核標準接受度有直接而且明顯的影響

關鍵詞：

績效考核，標準，中國價值觀，管理者

## 20. Do Chinese values affect supervisors' acceptance of performance appraisal criteria?

Gao Hong

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

**Name of Conference/Journal:**

The 18th International Conference on Systems Research, Informatics and Cybernetics. Germany: Baden-Baden.

**Abstract:**

Supervisors' acceptance of using some performance appraisal (PA) criteria to evaluate their subordinates' job performance was assessed and examined in relation to Chinese values. The PA criteria were grouped into six factors: Work Dedication, Work Enthusiasm, Work Efficiency, Work Communication, Teamwork, and Supervisory Ambition. Data were collected from 57 supervisors in a major city in Southern China. High mean scores revealed supervisors' high willingness for acceptance of these PA criteria. Strong correlations between Chinese values and these PA criteria also indicated that Chinese values significantly affect supervisors' acceptance. Regression results confirmed that Chinese values were major predictors of Work Dedication, Work Enthusiasm, Work Efficiency, and Teamwork. Future research might look into another potential influencing factors apart Chinese values.

**Keywords:**

Performance Appraisal, Criteria, Chinese Values, Supervisor.

## 21. 資本結構的決定因素：來自中國的證據

黃貴海，宋敏

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

中國經濟評論

### 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：

中國資本市場，國有企業，稅盾效應

## 21. The Determinants of Capital Structure: Evidence from China

Huang Gui Hai, Frank Song

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

### Name of Conference/Journal:

China Economic Review, Vol. 17: 14-36, 2006

### Abstract:

This paper employs a new database containing the market and accounting data (from 1994 to 2003) from more than 1200 Chinese-listed companies to document their capital structure characteristics. As in other countries, leverage in Chinese firms increases with firm size and fixed assets, and decreases with profitability, non-debt tax shields, growth opportunity, managerial shareholdings and correlates with industries. We also find that state ownership or institutional ownership has no significant impact on capital structure and Chinese companies consider tax effect in long-term debt financing. Different from those in other countries, Chinese firms tend to have much lower long-term debt.

### Keywords:

Capital Structure, Tax Effect, China Capital Market, State Owned Enterprises

## 22. 航空公司融資決策研究： 對中國國際航空首次公開發行做實例分析

黃貴海

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門民航學刊 2006 年 6 月，第三期：37-52

### 內容簡介：

高增長公司有良好的市場前景，但大都面臨資金短缺問題。因此如何抓住增長機會，為股東創造財富，融資決策就成為高增長公司需要解決的重要問題。本文以中國國際航空首次公開發行為實例，分析航空公司通過發行股票融資需要解決的一些問題。本文的很多分析不僅適用於航空公司，也適用於機場以及其他公司。

### 關鍵詞：

航空公司，首次公開發行上市

## 22. Financing Decision of Airlines: a Case Study of Air China's IPO

Huang Gui Hai

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

### Name of Conference/Journal:

Journal of Macau Civil Aviation

### Abstract:

High-growth companies generally have great potentials but many of them have not enough capital to realize such potentials. As a result, financing decision is critical for these high-growth companies to take advantage of growth opportunities and to create wealth for their shareholders. This study analyzes some issues an airline company has to handle to raise capital through initial public offering based on the case of Air China. The analysis does not only apply to airlines, but also can apply to airports and other companies.

### Keywords:

Airlines, IPOs

## 23. 內地與港澳臺地區的人才流動——現狀與前景

黃貴海

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門理工學報，2006 年第 1 期：66-74

### 內容簡介：

本文考察中國內地分別與台灣、香港、澳門三個地區之間人才流動的現狀、制度與政策安排以及前景。兩岸四地人才流動主要表現為港澳臺居民基本可自由在內地就業，但港澳臺對大陸人才的流入還有相當多的限制，尤以台灣為甚。澳門的人才市場對內地居民在港澳臺三地中是最開放的。香港只開放高層次人才市場，對非專業技術人才和家庭傭工還沒有開放，未來政策存在不確定性。台灣基本還沒有向大陸居民開放人才市場，未來政策主要取決於兩岸關係的發展和台灣政權的更迭。

### 關鍵詞：

內地，台灣，香港，澳門，人才流動

## 23. The Status Quo and Prospects of Labors' Movement between Mainland China and HK Taiwan and Macao

Huang Gui Hai

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

### Name of Conference/Journal:

Journal of Macao Polytechnic Institute

### Abstract:

This paper examines the current situation, regulations and prospects of labors' movement between Mainland China and Hong Kong, Taiwan and Macao. Currently, residents of Hong Kong, Macao and Taiwan basically can get permits to work in Mainland China once they find positions in the labor markets. However, residents of Mainland China are facing quite rigid restrictions when they apply for work permits from HK, Macao or Taiwan. Macao labor market is the most open one among the three regions. Hong Kong has opened its professional labor markets to Mainland Chinese with some restriction. Taiwan has not opened its market to Mainland Chinese. Hong Kong and Macao may further open their markets to mainland Chinese while whether Taiwan market will open or not depends on the development of cross-Taiwan Strait Relationship and the change of Taiwan authority in the future.

### Keywords:

Mainland China, Taiwan, Hong Kong, Macao, Migrant Workers, Human Capital Movement



## 24. 試論徵收外勞附加費可以考慮的一些原則

黃貴海

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門經濟 (澳門經濟學會學報) ，2006/1 ，第二十一期 ，P64-72

### 內容簡介：

論文針對特區政府在 2005 年的施政報告中提出研究徵收外勞附加費政策的可行性，對附加費進行經濟學分析，提出了同工同酬、累退制附加費等應該考慮的原則。

### 關鍵詞：

澳門，外勞附加費

## 24. A Preliminary Study on the Possible Principles of Work Permit Levy in Macao

Huang Gui Hai

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

### Name of Conference/Journal:

Macao Economy

### Abstract:

The paper discussed the possible principles the Macao SAR could consider if the work permit levy is introduced as the work permit levy was considered as one of options in Macao Governor's annual policy report. Based on the economics of such levy, the paper suggests several principles be considered such as equal treatment for local and imported workers, digressive levy rate.

### Keywords:

Macao, Work Permit Levy

## 25. 消費者民族優越感的一項比較文化的研究在旅遊業方面

黃業堅

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

Proceedings of Academy of Marketing Science -- Cultural Perspective in Marketing

### 內容簡介：

文化歷史旅遊對旅遊業的重要性已經獲確認，但是關於這種類旅遊的消費行為論文相當缺乏。早先研究一貫地顯露了市場消費模式各種文化的不同。研究發現消費者民族優越感是一個重要預報消費者行為因子。很少，如果有的話研究申請了理論於旅遊業領域。這研究首先調查目的地的旅遊文化和歷史吸引人的事物對消費者如美國、加拿大人、歐洲人和日本遊人之中的差異。其次，研究探索消費者民族優越感就旅遊業狀況。結果顯露對於目的地的遊人態度在文化之中不同。消費者民族優越感被確定。這些研究結果與去市場的人是相關的在擬定他們廣告和市場分割戰略。

### 關鍵詞：

文化旅遊業，歷史旅遊業，比較文化，夏威夷，消費者民族優越感

## 25. A Cross-cultural Study of Consumer Ethnocentrism in Tourism

Wong Ip Kin

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

### Name of Conference/Journal:

Proceedings of Academy of Marketing Science -- Cultural Perspective in Marketing

### Abstract:

While the importance of cultural-historical tourist niche has gain its root in some tourism destinations, there is little knowledge about this segment such as what influences tourists' preferences and behaviors. Previous studies have consistently revealed consumption patterns differ across cultures. Much research finds consumer ethnocentrism an important predictor to consumer behaviors. Yet few, if any, studies have applied the theory to domain of tourism. This research first investigates consumers' perceptions of the cultural and historical appeals of the destination among U. S. , Canadian, European, and Japanese tourists. Second, the research explores consumer ethnocentrism in the context of tourism. The results reveal that tourists' attitudes toward the destination differ among cultures. Consumer ethnocentrism is warranted. These findings are relevant to marketers in formulating their advertising and segmentation strategies.

### Keywords:

Cultural Tourism, Historical Tourism, Cross-Cultural, Hawaii, Consumer Ethnocentrism

## 26. 物流均衡說

黃伊立

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

第十二屆海峽兩岸資訊管理發展策略研討會論文集

### 內容簡介：

1) 物流首先是一個經濟學的範疇，是在自由競爭達到壟斷階段的一個特定的概念，是支持大規模壟斷競爭生產方式下的優化物料流轉的方法論的集合。2) 物流按照它自己的發展規律，從對物料流轉的優化到供應鏈的結盟，使競爭的規模日益擴大，只有這樣才能爭搶到有限的自然資源。3) 在自然環境對人類生產方式的約束下，物流將否定現有的規則，演變成一種對自然資源的規劃、調度功能，孕育出一種更加節能的生產方式。4) 其標準是達到均衡下的帕雷托最優狀態，同時保持和自然界的和諧發展。5) 物流系統的設計目標，不應該是系統內最優化，而應該是系統之間的交換達到最優和均衡狀態，可以逐步通過設置合理的 KPI 指標考核來實現。

### 關鍵詞：

物流，均衡，運營

## 26. The Theory of Logistics Equilibrium

Huang Yi Li

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

### Name of Conference/Journal:

Corpus of the 12th Seminar of Information Management and Development Strategy by the both sides of Taiwan Channel.

### Abstract:

1) First of all, Logistics is a category of Economics. It comes into being a specific concept of the time from free competition to monopoly competition. It is an aggregate of methodologies in optimization of the physical distribution to support the large scale monopoly competition. 2) From physical distribution to Supply Chain Management, logistics is developing in its rules, making the scale and scope economy, and being used to control the limited nature resources. 3) The human production mode being restricted by the nature environment, logistics would negate the current principals itself, evolve into a group of functions in planning and allocating the resources, and gestate a production mode in saving much more resource. 4) The criterion is Pareto Optimization under the equilibrium of the new logistics system, the parallel and equilibrium relationship with environment and your partners. 5) The logistics systems should be designed into the interactive exchange optimization and equilibrium but the internal one. It can be reached with a group of KPIs.

### Keywords:

Logistics, Equilibrium, Operation

## 27. 當代生產管理領域之學術成果回顧：由精敏到延遲戰略

黃毓瑩，劉丁己

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

中大管理研究，第 1 期，2006 年 6 月，頁 156-177.

### 內容簡介：

自從工業革命以來，生產典範歷經一連串的移轉過程，由大量生產逐步發展出大量客制化、精實生產、敏捷及最新的精敏等概念。這些概念中，又以二十世紀末才出現的敏捷與精敏較少為人所知。本研究試圖將敏捷與精敏的學術成果作一個較完整的回顧，以找出關於這兩個概念的問題中，什麼論點已經被回答，以及還有什麼論點有待進一步的探索。此外，由於許多學者都指出，企業如果要達到敏捷與精敏，須通過延遲戰略才能實現。因此本研究也試圖回顧有關評估延遲戰略之效益的研究，以對未來的研究發展提供方向。

### 關鍵詞：

敏捷，精敏，延遲戰略

## 27. Survey on Contemporary Thinking and Implementation about Production Management: From Legality to Postponement

Huang Yu Ying, Liu Ting Chi, Matthew

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

### Name of Conference/Journal:

China Management Studies, No. 1, Vol. 1, Jun 2006, pp. 156-177.

### Abstract:

After the Industrial Revolution, production paradigm has been experienced a series of transformations from mass production, mass customization, lean production, agile manufacturing to leagility. Among these paradigms, agility and leagility, which appeared in the end of the twentieth century, are proposed recently and hence, people are unfamiliar with these two paradigms. The purpose of this study is to review relevant researches comprehensively and systematically to show what have been found and what remain to be answered in agility and leagility. Moreover, in order to achieve agility and leagility, a well-managed supply chain is necessary. Especially, postponement is one of commonly adapted methods to achieve legality. This study also reviews studies about evaluating postponement effectiveness. After these reviews, we hope to shed some light on this topic and provide insights for future studies.

### Keywords:

Agility, Leagility, Postponement

## 28. 消費者背景對其汽車購買行為的影響

黃毓瑩，劉丁己，石貴成

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 第四屆 JMS 中國營銷科學學術年會論文集（摘要收錄），（武漢，武漢大學與香港城市大學合辦），2006 年 10 月 20-22 日，頁 13

### 內容簡介：

汽車購買行為在消費心理的研究中，屬於高涉入的消費行為。本研究分析消費者如何搜尋相關資訊、如何作出購買的決策，以協助汽車廠商在整體戰略及行銷規劃上的掌握。研究結果發現，購買者買汽車的前三大動機分別為「生活便利」、「工作需求」與「休閒娛樂」，而選擇購買何種品牌之汽車的資訊來源主要來自「親朋好友介紹」、「報章雜誌廣告」與「電視廣告」。至於汽車的購買決策因數，消費者所重視的因數依序為核心價值、經濟性價值、附屬價值；此外，不同的個人背景會對經濟性價值因數及附屬價值有不同的看法，但對核心價值方面則否。

### 關鍵詞：

EKB 模式，消費者行為，人口統計變數

## 28. The Influences of Demographic Variables on Consumer Buying Behaviors

Huang Yu Ying, Liu Ting Chi, Matthew, Shi Gui Cheng

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

### Name of Conference/Journal:

Annual Conference Proceedings of Journal of Marketing Science, Oct 20-22, 2006, p. 13. Wuhan, China. (Wuhan University & Hong Kong City University) . (in Chinese)

### Abstract:

This study analyzed how consumers search for information to make car purchase decision, one of typical highly involved behaviors. This study found the first three motivations of car purchasing are “convenience for life”, “demand from work”, and “leisure recreation”. The most important information resources of branded car purchasing are “word-of-mouth of relatives”, “printed advertisements”, and “TV commercials”. Also, the decision-making factors, from consumer’s aspect, are core value, economic value, and added value. Besides, respondents with different demographic variables own different points of view toward economic-valued factor, and value-added factor

### Keywords:

Consumer Behavior, EKB Model, Demographic Variables

## 29. 社團主義與中國農業改革：兼與香港比較

黃湛利

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

China: An International Journal, Vol. 4, No. 1, Mar, 2006, pp.151-164.

### 內容簡介：

中國經濟最近的發展是農業協會或合作社的出現，它們屬中觀層次的社團主義組織。政府希望通過成立這些組織促進農業的產業化。香港以前也有同類組織，可與之比較。單從經濟出發，政府須接受自主組織在農村的興起。

### 關鍵詞：

農業產業化，中觀社團主義，自主組織

## 29. Corporatism and Agricultural Reform in China: A Comparison with Hong Kong

Wong Cham Li

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

### Name of Conference/Journal:

China: An International Journal, Vol. 4, No. 1, Mar, 2006, pp.151-164.

### Abstract:

One of the salient features in the present economic scene of China is the emergence of farmers' associations and co-operatives in the rural areas. They are variants of corporatist organizations operated at the meso- or sectoral level. The Chinese government endorses the formation of these associations as a means to promote the integration of agriculture (nongye chanyehua). As a comparison, the farmers' and fishermen's associations established by the former British administrators in Hong Kong are examined. On sheer economic ground, the Chinese government has to be receptive to the rise of autonomous organizations in the rural areas.

### Keywords:

Integration of Agriculture, Meso-corporatism, Autonomous Organizations

### 30. 香港 1997 年後的政商關係：一個三維範型分析

黃湛利

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

澳門理工學報, Vol. 9, No. 2, 2006, pp.69-84.

**內容簡介：**

本文提出香港 97 年回歸後政商關係三種互動模式：社團主義模式、直選或多元主義模式、及委任或諮詢模式。在宏觀層面，立法會的功能團體選舉屬社團主義模式；由分區直接選舉選出來的議員則屬直選或多元主義模式；而委任非官守成員到行政會議則代表著委任或諮詢模式。親商派、獨立派及建制派議員或成員在立法會及行政會議的數目分佈一直多於反商派，這使商界自回歸以來迄今都處於優越地位，其利益在現行政治及行政架構下得到充分保障。

**關鍵詞：**

社團主義模式，直選或多元主義模式，委任或諮詢模式

### **30. Government-Business Relations in Hong Kong after 1997: A Triple Model of Analysis**

**Wong Cham Li**

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

**Name of Conference/Journal:**

Journal of Macao Polytechnic Institute

**Abstract:**

This article attempts to posit a triple model for the analysis of Government-Business Relations in Hong Kong after 1997, namely the corporatist, pluralist and consultative dimensions of institutional interactions. At a macro level they find their expressions by the members returned by functional constituencies and those returned by geographical constituencies in the Legislative Council elections and the appointment of non-officials to the Executive Council. The distribution of the pro-business, independent, pro-establishment and anti-business members in the two Councils has put the business sector to an advantageous position. Its interests can be secured under the present institutional arrangement.

**Keywords:**

Corporatist Mode, Pluralist Mode, Consultative Mode

## 31. 我國會展研究現狀與發展對策

金輝

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

聯合國亞太經社會亞太旅遊教育培訓機構執委會第 3 次會議暨 2006 上海亞太旅遊會展教育培訓國際研討會

### 內容簡介：

本文從闡述會展業內涵與活動形式入手，通過介紹國際會展研究現狀來分析我國會展研究的差距，最後提出發展我國會展研究的對策，以使我們對會展研究有更清醒的認識，更有力的政策，更自覺的行動，並通過發展會展研究，是我國會展業能在正確的理念，理論，政策及法規的指導下遵循其發展規律快速地前進。

### 關鍵詞：

會展業，會展管理，會展研究，會展教育

## 31. The Current Status & the Development Strategies of the MICE Research in China

Jin Hui

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

### Name of Conference/Journal:

This article is presented to the 13th Meeting of the Executive Committee of the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT) and the Seminar on Tourism and MICE Education and Training in Asia and the Pacific

### Abstract:

This article begins with clarifying the connotation & events of the MICE industry. Then through introducing the current status of the MICE research in the world, this article analyzes the difference of the MICE research in our country. Finally this article proposes the tactics we should take in developing the MICE research in our country so as to make us have more clear-headed understanding of the MICE research, the more powerful policies as well as more self-conscious actions, and make the MICE industry of our country develop more rapidly under the guidance of the correct concept, theory, policies, rules and regulations according to the development law through developing the MICE research.

### Keywords:

MICE Industry, MICE Administration, MICE Research, MICE Education



## 32. 香港建造業的供應鏈關係的準備評估

林建新，賴嘉偉，梁志堅

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 年供應鏈與物流國際研討會，香港。ISBN: 988-97830-2-9. 2006 年 12 月 9-11 日

### 內容簡介：

這份論文的目的是探討香港建造業量度供應鏈的準則和應用供應鏈的準備。供應鏈關係被認為是一種能夠保持商業優勢和取得最大利潤的商業策略。供應鏈關係引入建造業前已被各個工業採用及改良，尤其是製造業。跟據供應鏈中各方的觀點訂立準則來量度供應鏈企劃和使用績效指標帶來企劃的成功。這份論文提供廣泛的準則給以不同合作形式的香港建造業使用，這些合作形式有上游供應鏈中客戶與主要承辦商的合作和下游供應鏈中主要承辦商與其他承辦商的合作。同時論文提供一個關於香港建造業供應鏈關係的理想環境的全面評論。

### 關鍵詞：

供應鏈關係，供應鏈合作，供應鏈聯盟，量度準則，虛擬夥伴關係

## 32. Readiness Assessment of Supply Chain Relationship in Construction Industry in HongKong

Lam. K. S. Frankie, Lai, K. W. Ivan, Leung, C. K.

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

### Name of Conference/Journal:

International Conference on Greater China Supply Chain and Logistics 2006, Hong Kong. ISBN: 988-97830-2-9. Dec 9-11, 2006

### Abstract:

This paper aims to explore the measurement perspectives and readiness of application of Supply Chain in construction industry in Hong Kong. Supply Chain Relationship (SCR) has been recognized as one of the business strategy on pertaining business competitive advantages and maximizing profit. It has been adopted and facilitated from industries especially the manufacturing industry before introducing to construction industry. Measurement perspectives are identified for measuring success SCR projects from the perspective of SCR participants and performance metrics contributing to project success. This paper provides holistic perspectives on the practices of SCR in Hong Kong construction industry in upstream partnering which among Clients and Main contractors and the downstream alliance among Main Contractors and their Subcontractors. It also provides comprehensive review on a favourable environmental for SCR practicing in construction industry in Hong Kong.

### Keywords:

Supply Chain Relationship, Supply Chain Partnering, Supply Chain Alliance, Measurement Perspectives; Virtual Partnering Relationship

### 33. 企業對政府電子商貿模式：澳門的經驗

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澳門科技大學 行政與管理學院

#### 會議/刊物名稱：

第一屆兩岸經營管理個案研討會，成功大學，臺南市，台灣。2006 年 12 月 22-24 日

#### 內容簡介：

這份論文敘述一個在澳門企業對政府的電子商貿模式的應用實例。企業對政府的電子商貿模式的重要概念及技術最初出現在高技術的西方國家，這個在澳門企業對政府的電子商貿模式的專案是向藥物入口商，衛生局和當地海關提供全面的電子商業服務。經過對澳門藥品入口商面對面的訪問，訪問結果帶出企業對政府的電子商貿模式的創新應用的啓示，這種應用可以應用於電子報關中，藉此吸引商家和增加供應鏈的效率。這個研究找出了於亞洲成立企業對政府的電子商貿模式的方法，這個先驅案例讓亞洲各國的學者和政府得到一個寶貴的經驗從而建立出更好、更快、更有效率的企業對政府的電子商貿模式。

#### 關鍵詞：

電子商貿，電子政府，企業對政府的電子商貿模式，好處及障礙

### 33. Business-to-Government: Lesson Learned in Macao

Lai Ka Wai, Ivan, Hsu Ching Fong

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

#### Name of Conference/Journal:

1st Cross-Strait Conference on Management Case Studies, National Cheng Kung University, Tainan City, Taiwan. Dec 22-24, 2006

#### Abstract:

The article presents a case study on the application of Business-to-Government (B2G) in Macao. The core concepts and techniques of B2G first emerged in the most technologically advanced Western countries. This B2G project for Macao provides comprehensive E-commerce service to medicine importers, Health Bureau, and Macao Customs Service. The results of personal interviews of Macao medicine importers provide the implication of B2G in an innovative way to deliver electronic declaration service, engage business participants, and improve supply chain performance. This study examines the way in establishing the B2G in Asia Pacific countries. This pioneering case is a valuable lesson for learners and governments in Asia to understand how to build better B2G application smoother, easier, and more efficient.

#### Keywords:

Electronic Commerce, Electronic Government, Business-to-Government, Benefits and Barriers

### 34. 供應鏈管理的綜合績效量度架構

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澳門科技大學 行政與管理學院

#### 會議/刊物名稱：

2006 年供應鏈與物流國際研討會，香港。ISBN: 988-97830-2-9. 2006 年 12 月 9-11 日

#### 內容簡介：

一個有效的供應鏈網絡是需要有量度的措施。不同的研究人員提出了許多績效量度的原理如：標杆分析，使用平衡計分卡和使用績效量度棱鏡。可是這些措施只爲了獨立的機構製定，並不適合量度供應鏈的績效，因此有需要爲在獨特的、合作夥伴要達致共同目的的供應鏈中實施商業策略的管理人員製定一個績效量度的架構。這次研究的目的就是成立一個綜合的供應鏈管理的績效量度架構給日後相關的研究使用。

#### 關鍵詞：

供應鏈管理，績效量度，平衡計分卡，績效量度棱鏡

### 34. An Integrated Performance Measurement Framework For Supply Chain Management

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#### Name of Conference/Journal:

International Conference on Greater China Supply Chain and Logistics 2006, Hong Kong. ISBN: 988-97830-2-9. Dec 9-11, 2006

#### Abstract:

Supply chain measurement is essential for an effective supply chain network. Different researchers have proposed different performance measurement principles, such as benchmarking, Balanced ScoreCard (BSC) , and performance prism. However, most principles are focus on individual organization. There is a need to have a framework which enables management to translate their business strategies into actions and fits into the unique supply chain environment where many partnering enterprises must work together in order to achieve their common objectives. The objective of this study is to develop an integrated performance measurement framework for supply chain management, so that further research can be undertaken by using this conceptual framework.

#### Keywords:

Supply Chain Management, Performance Measurement, Balanced Scorecard, Performance Prism

## 35. 跨國公司研發投資對區域經濟發展的效應研究

李璽

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

商場現代化

### 內容簡介：

20 世紀 90 年代以來，隨著經濟全球化的不斷深入，跨國公司為了適應全球化的態勢，開始從長遠發展的戰略角度出發，不斷淡化將母國作為產業研發基地的傳統觀念，逐步將包括產業研發工作在內的業務全球化。近年來，跨國公司研發機構又出現了新的發展趨勢，發展中國家越來越受到跨國公司的青睞，尤其是新興工業化國家正在成為發達國家投資研發的新興市場，如巴西、以色列、墨西哥、新加坡、印度等。其中上海作為中國經濟較為發達的城市，集中了豐富的硬體和人才資源，目前成為跨國公司研發投資的熱點區域。本文從跨國公司研發投資的發展動力機制入手，通過對上海的實證研究，探索了跨國公司研發投資對區域經濟發展的影響，並借此提出了上海構建研發投資經濟高地的對策。

### 關鍵詞：

研發投資，經濟發展，效應

## 35. The Effects of The R&D Investment from MNCs in Regional Economics

Li Xi

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Technology

### Name of Conference/Journal:

Market Modernization

### Abstract:

After the 1990s, the economic globalization has promoted the development of multinational corporation. in order to increase the market share, the strategic development push the R&D forward as one of trends of recent years. More and more corporations put their global R&D institute in developing countries, such as the cities in Brasil, Mexico, Singapore and India. The paper take Shanghai as a case to make a study on the effects of the multinational corporations' R&D insitutes bring to the regional economics. On the basis of the research, the paper offer some advice to the Shanghai's construction of Internaitonal Industrial R&D center.

### Keywords:

R&D Investment, Economic Development, Effects

## 36. 中國旅遊地產開發與盈利模式研究

李璽

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

新亞洲與旅遊研討會，2006，北京

### 內容簡介：

旅遊地產是一種新型的複合型地產，在旅遊與地產業不斷成長壯大的中國，旅遊地產的發展日益興旺。休閒時代的到來更進一步增強了人們對旅遊地產的需求。本文開篇闡述了旅遊地產投資戰略的重要性，並對旅遊地產投資中的重要要素進行了解析。在對旅遊地產的投資進行了理論與實證研究的基礎上，本文提出了三維投資戰略模式，並結合深圳華僑城旅遊地產的開發與投資進行了總結。

### 關鍵詞：

發展戰略，旅遊地產，盈利模式

## 36. The Development and Profit-Earning Mode of China Tourism Estate

Li Xi

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

### Name of Conference/Journal:

Tourism And The New Asia: Implications For Research, Policy And Practice. (Beijing) , 2006. 07

### Abstract:

Tourist real estate is a new kind of multiplex real estate, coming of tourism and real estate two rising sun industry which both have had a rapid development in China. Following with the coming of Leisure Era, tourist real estate will become a magnificent product changing the traditional life style. At the beginning of this paper, the author briefly introduced the concept of investment strategy and the importance of investment strategy in the tourist real estate, and then made an influence analysis of the main factors to tourist real estate investment with quota research method, for finding out the most important factors in investment activities. Combined with the research of strategy characters, this paper brought forward the construction of “three-dimension” investment strategy system of tourist real estate investment, including integrity investment strategy (operation strategy, theme position, exploration way...), strained investment strategy (opportunity strategy, risk dodging, psychological strategy...), target investment strategy (product designing, fund circling, project location...). And applied the “three-dimension” investment strategy to explain the investment activities of Shenzhen “Overseas Chinese Town” at last, in the purpose of summarizing some investment experience and giving some inspiration to the Chinese tourist real estate investors.

### Keywords:

Development Strategy, Tourist Estate, Profit-earning Mode.

## 37. 都市型旅遊地競爭力評價體系構建探討

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### 會議/刊物名稱：

都市旅遊國際會議（上海），2006. 11

### 內容簡介：

都市型旅遊目的地是我國旅遊業發展的重要依託，近年來組織的中國優秀旅遊城市評選活動就從一個側面反映了我國對該類旅遊目的地的重視程度。隨著中國加入世界貿易組織，我國都市型旅遊目的地既要面對國內激烈的競爭，同時還要適應國際市場上的競爭壓力。因此，如何提升都市型旅遊目的地的競爭力成爲人們關注的焦點。都市型旅遊目的地競爭力概念及其評價指標體系的研究，可以爲該類旅遊目的地競爭力的提升提供一定的理論指導。本文從都市旅遊出發對都市旅遊、都市型旅遊目的地的概念進行了辨析，在提出競爭力的箭形模型以及解析都市型旅遊目的地發展動力機制的基礎上，界定了都市型旅遊目的地競爭力，並構建了其評價指標體系。

### 關鍵詞：

都市型旅遊地，競爭力，評價指標體系

## 37. On The Construction of Evaluation System of City Tourism Competitiveness

Li Xi

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Technology

### Name of Conference/Journal:

Conference of Metropolitan Tourism, Shanghai, 2006. 11

### Abstract:

Metropolitan-Tour Destination is one of the most important supports for China tourism industry; the campaign of China's excellent tourism cities evaluation held in recent years indicates the government's emphasis on it. With China's joining the WTO, our metropolitan-tour destinations have to face both the domestic competition and the competition from abroad. Under this condition, people have to focus on the measures to increase the competitiveness of the metropolitan-tour destination. The research on the definition and the competitiveness evaluation index system will surely offer some theoretic suggestion. The essay begins with the analysis on the definition of metropolitan-tour and metropolitan-tour destination, it also explains the development mechanism of this kind of destination, and then it puts up with a whole-new arrow-shaped model of competitiveness. On the basis of upper the analysis, the essay finally defines the metropolitan-tour destination competitiveness and builds up an evaluation index system.

### Keywords:

Metropolitan-tour Destination, Competitiveness, Evaluation Index System.

### 38. 混業經營下金融控股公司新紀元

瞿燕，劉成昆

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

農村金融研究 2006 (9)

**內容簡介：**

公司治理是有關公司控制權的一系列正式和非正式的制度安排。金融控股公司的治理不僅限於通過股東會、董事會和監事會及管理層所構成的治理結構為基礎的內部治理，而是公司內外所有利益相關者通過一系列內部機構和外部機制來實施的共同治理。

**關鍵詞：**

公司治理，利益相關者，金融控股公司

### 38. New Era of Financial Holding Company as Mold of Mixed Operation

Qu Yan, Liu Cheng Kun

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

**Name of Conference/Journal:**

Journal of Rural Financial Research No. 9, 2006

**Abstract:**

Corporate governance is a nexus of institutional arrangement about control rights in modern corporation. This paper analyzes the status of governance of financial holding company in China, and then probes the path to reconstruct and perfect the governance of financial holding company in future.

**Keywords:**

Corporate Governance, Benefit Relations, Financial Holding Company

### 39. 泛珠三角區域管治研究：以粵港澳地區為例

劉成昆

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

第二屆兩岸四地公共管理學術研討會：21 世紀的政策挑戰

**內容簡介：**

該文基於理性人假設，分析了地方政府在發展地方經濟中所引致的行政區經濟壁壘問題，闡釋區域經濟合作的互補性，提出實施區域多中心管治模式。進而在分析粵港地區區域合作發展歷程的基礎上，對現階段粵港地區區域合作的現狀特點及存在問題進行分析，並提出若干推進和深化粵港澳區域管治體系框架的策略，以實現該區域的協調發展。

**關鍵詞：**

區域管治，區域發展，泛珠三角，粵港澳

### **39. A Study on Regional Governance in Regional Economic Development of Pan Pearl River Delta: Cases of Guangdong, Hong Kong and Macau**

**Liu Cheng Kun**

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

**Name of Conference/Journal:**

The 2nd Cross-Strait Conference on Public Administration: Policy Challenges in the 21st Century

**Abstract:**

Based on the assumption of rationality, this paper analyzes the problem of barrier among the administrative region economy, elucidates the complementation of regional economy cooperation and the regional governance model. The paper studies the status of Pan Pearl River Delta regional cooperation, and puts forward some policy to promote the sustainable development of this regional governance and economy.

**Keywords:**

Regional Governance, Regional Economic Integration, Pan Pearl River Delta



## 40. 政府支持與企業創新能力提升關係的實證分析

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澳門科技大學 行政與管理學院

### 會議/刊物名稱：

「自主創新與創新政策」研討會

### 內容簡介：

該文指出政府和創新項目主持者之間存在委託代理關係，由於政府與企業在創新項目上存在的信息不對稱，導致創新項目主持者存在逆向選擇和道德風險。本文提出政府對企業創新項目的支持並不能必然提升企業創新能力的假設，並以某地方政府支持的多家大型工業企業創新項目近 3 年的資料為基礎，運用 SPSS 統計軟件對上述假設進行檢驗，實證研究的結果驗證了假設，即政府連續三年的等量資助創新項目並不能提升企業創新能力。本文最後從事前和事後兩個方面提出了政府的對策措施。

### 關鍵詞：

政府支持，創新能力，逆向選擇，道德風險

## 40. Empirical Analysis of the Relation between Government Support and Enterprise Innovation Competence

Zhu Qian, Liu Cheng Kun, Liu Bao Cheng

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

### Name of Conference/Journal:

Conference of Self-innovation and Innovation Policy

### Abstract:

There is a kind of principal-agent relationship between government and innovation project management. Because of asymmetrical information, the innovation project management therefore inevitably has adverse selection and moral hazard. This article proposed that the existence of adverse selection and moral hazard would influence the efficiency of the government's support on the innovation. This article takes the data of a certain government in the year 2003-2005 as a foundation, and then checks the supposition with the SPSS statistics software. The result shows that government's continuously three years isometric subsidizes cannot promote innovation competence. In the end of the article, some governmental counter measures are presented.

### Keywords:

Government Support, Enterprise Innovation Competence, Adverse Selection, Moral Hazard

## 41. 「泛珠三角」區域經濟一體化的產業經濟學研究

劉成昆

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

「泛珠三角區域合作與澳門定位調整」研究會

**內容簡介：**

從產業經濟學的角度分析了泛珠三角區域經濟一體化進程中的相關問題。

**關鍵詞：**

泛珠三角，區域經濟一體化，產業經濟學

## **41. An Industrial Economics Analysis of Regional Economic Integration of Pan Pearl River Delta**

**Liu Cheng Kun**

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

**Name of Conference/Journal:**

Regional Cooperation in Pan-Pearl River Delta and the Adjustment of Macau's Orientation

**Abstract:**

Analyses the regional economic integration of Pan Pearl River Delta.

**Keywords:**

Pan-pearl River Delta, Regional Economic Integration, Industrial Economics

## 42. 信息化時代的新工業化：基於產業結構升級的分析框架

劉成昆

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

首屆中國信息界學術大會

### 內容簡介：

本文力圖以產業結構升級為主線，從一個新的視角分析資訊化時代的新工業化。本文認為，產業結構升級是一個迴圈累積的動態演進過程，從本質上而言，工業化和資訊化實際上都體現了產業結構演進中的階段性特徵，新工業化是後進國產業結構升級過程中一個特殊時段，在該時階段，與先行國家先工業化後資訊化的歷史順序相比，新工業化呈現出一種產業結構升級的「錯落」或重疊狀態，後進國完成新工業化的關鍵就體現在實現產業結構跨越式升級上。

### 關鍵詞：

工業化，資訊化，新工業化，產業結構升級

## 42. New Industrialization in Era of Informatization: Based on Analytical Framework of Upgrading of Industrial Structure

Liu Cheng Kun

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

### Name of Conference/Journal:

The 1st China Informatization Conference

### Abstract:

This paper analyses new industrialization based on the new theoretical framework. Upgrading of industrial structure is a cumulated and everlasting course, industrialization and informatization are two phases in the course of upgrading of industrial structure, and new industrialization is special phase during the course of upgrading of industrial structure in the backward countries. The key to accomplishing new industrialization turns to realize leap-fogging of industrial structure.

### Keywords:

Industrialization, Informatization, New Industrialization, Upgrading of Industrial Structure

### 43. 參考團體對購買決策的影響：中國實證研究

劉丁己，Sanjay Nadkarni，Yuen Sheung Man

澳門科技大學 行政與管理學院

#### 會議/刊物名稱：

Euro Asia Journal of Management, Issue 31, Vol. 16, No. 1, Jun 2006, pp. 53-64.

#### 內容簡介：

無庸置疑，FMCG 及服務行業促使中國市場蓬勃發展，從而使以中產階級萌芽的中國已經作爲一經濟強國展現於人們面前。然而，購買模式和消費者行爲與中國經濟背景相違背的情況並不爲人所知。針對這一情況，此項研究調查了兩類參考團體對於橫跨四類產品的購買決策的影響。誠然，還有其他因素導致消費者受參考團體影響，例如：消費者特徵、小組特徵及情境。根據這項研究結果顯示，這個研究發現參考團體對公眾奢侈品購買的決定比公眾購買公眾必須品，私人奢侈品和私人必須品購買的決定有著更強的影響力。而且，參考團隊對產品四類型的資訊影響比基準影響更加強。

#### 關鍵詞：

參考團體，購買決策，中國

### 43. The Influence of Reference Group on Purchase Decision: An Empirical Study in China

Liu Ting Chi, Matthew, Sanjay Nadkarni, Yuen Sheung Man

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

#### Name of Conference/Journal:

Euro Asia Journal of Management, Issue 31, Vol. 16, No. 1, Jun 2006, pp. 53-64.

#### Abstract:

China has undisputedly emerged as an economic powerhouse with a burgeoning middle class, thereby making it a booming market of FMCG and service industries. However, little is known in terms of the purchasing patterns and consumer behavior against this backdrop of China's economic ascent. In reference to this context, this study investigates two types of reference group influence on purchase decisions across four product categories. Indeed, there are other factors that predispose consumers to be influenced by reference group, such as consumer characteristics, group characteristics and situation. The findings of this study suggest that the reference group has stronger informational influence on public luxury purchase decision than on public necessity, private luxury and private necessity purchase decision. Moreover, informational influences of reference group on the four types of product are all stronger than normative influence.

#### Keywords:

Reference Group, Purchase Decision, China

#### 44. 從消費者觀點回顧服務價值鏈

劉丁己，呂開顏，張家麟，Billy Ma

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

Chinese Business Review, Vol. 5, No. 6. Jun 2006, pp. 25-28.

**內容簡介：**

這篇文章旨在演示從五十年代的銷售到行銷觀念到當今社會行銷觀念等一系列理念的轉變。服務價值鏈評估不僅參考消費者價值，同時雇員價值對於成功企業而言，從根本上超越消費者。

**關鍵詞：**

服務價值鏈，消費者

#### 44. Reviewing The Service Profit Chain: From Consumers' Perspective

Liu Ting Chi, Matthew, Loi Hoi Ngan, Zhang Jia Ling, Billy Ma

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

**Name of Conference/Journal:**

Chinese Business Review, Vol. 5, No. 6. Jun 2006, pp. 25-28.

**Abstract:**

This essay aims to show the change in mindset, showing the shift from selling in the fifties to the marketing concept and societal marketing concept of today. The value of the Service Profit Chain (SPC) is also considered and looks not only at the importance of the customer but also the employee to the success of a business in ultimately “winning” over the consumer.

**Keywords:**

Service Profit Chain, Consumer

## 45. 電腦網路傳播、社會網路和服務業

Chen Zhi Zhong, 劉丁己

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

Proceedings of IEEE International Conference of Service Systems and Service Management (ICSSSM), Oct 26-28, 2006, pp. 119-126, Troyes, France

### 內容簡介：

服務行業極度關注社會網路和人際交流。傳統意義上，這些溝通行為是通過面對面的交談、會議或其他直接方式，由於資訊技術和網際網路的高速發展，一種新型交流方式脫穎而出，即電腦網路傳播（CMC）。本文將優先考慮溝通的本質和 CMC 有效性。此後，我們將驗證社會網路和虛擬社群的特徵以確保人們可以通過 CMC 進行虛擬溝通。雖然缺乏社會情景，CMC 依然可以幫助人們通過長期的互動建立網路情感。幾個關於 CMC 商業案例也論述了這一點。例如，IBM 公司利用其即時資訊軟體掌握全世界的網路溝通。這有助於 IBM 公司每年節省數百萬的成本，階梯數碼教育亦是利用即時消息軟體將台灣與中國員工聯繫在一起。

### 關鍵詞：

CMC, 社會網路, 虛擬社群, 溝通效果

## 45. Computer Mediated Communication, Social Network and Service Industry

Chen Zhi Zhong, Liu Ting Chi, Matthew

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

### Name of Conference/Journal:

Proceedings of IEEE International Conference of Service Systems and Service Management (ICSSSM), Oct 26-28, 2006, pp. 119-126, Troyes, France

### Abstract:

Service industry is extremely concerned about social network and interpersonal communication. Traditionally, these communication behaviors are through face-to-face talks, conferences or other direct ways. But as the improvement of information technology and Internet, a new form of communication has emerged, namely, the Computer-Mediated-Communication (CMC). This paper will first consider the essence of communication and the validity of CMC. After that, we would check the characters of social networks and virtual communities in order to make sure that people would form virtual communities through CMC. Although lacking of social-situational clues, CMC could help people build emotional-supporting networks through long-term interaction. Several business cases concerning CMC are also discussed. For example, IBM uses its instant messenger software to hold Internet discussion around the world, which helps IBM saving millions of cost every year. Ladder Digital Education also uses instant messaging software to connect employees of Taiwan and China.

### Keywords:

CMC, Social Network, Virtual Community, Effectiveness of Communication

## 46. 從非典型觀點看新的網路媒體服務的

劉丁己，Sanjay Nadkarni，黃毓瑩

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### 會議/刊物名稱：

Proceedings of 12th Cross-strait MIS Conference, Aug 18-20, 2006, pp. 292-296. Hong Kong SAR, China

### 內容簡介：

本文試圖以內容、商業、客戶服務、理念的轉變為線索，探討從傳統市場 4Ps 擴展到非典型 4Cs。由於電子商務業務模式多元化、多管道整合、高速發展。4Ps 架構雖依然沿用，但是仍需不斷補充及完善，尤其在電腦方面。此外，本文採用幾個案件為例支援此論點，這項研究是具選擇性的，非綜述關於 4Ps 在電子商務領域的應用研究回顧。

### 關鍵詞：

4Ps，4Cs，電子商務，網路行銷

## 46. 4Cs New 4Cs of the Internet Marketing: A Non-typical perspective

Liu Ting Chi, Matthew, Sanjay Nadkarni, Huang Yu Ying

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Technology

### Name of Conference/Journal:

Proceedings of 12th Cross-strait MIS Conference, Aug 18-20, 2006, pp. 292-296. Hong Kong SAR, China

### Abstract:

This study tries to discuss the extension of the traditional marketing 4Ps to non-typical 4Cs: content, commerce, customer care, and converting to leads, in E-commerce business model due to its diversification, multi-channel integration, and high-speed development. The 4Ps framework still works but some supplements are needed especially in cyberspace context. Furthermore, several cases are taken as example to support the arguments. This study is a selective, not a complete, review of researches concerning 4Ps application to e-commerce field.

### Keywords:

4Ps, 4Cs, E-commerce, Internet Marketing

## 47. 跨文化衝突並非無解

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### 會議/刊物名稱：

北大商業評論，第 25 期，2006 年 8 月號，頁 98-99

### 內容簡介：

在北京熱貝公司的個案裏，中外合營企業各種跨文化衝突俯拾可見，許多中外合營企業有著同樣的現象與疑惑。事實上，合資企業由中外雙方組成，應該被視為一家嶄新的公司，合營公司吸納中外母公司雙方的資源，必須重新建立組織架構與日常運營規劃，擬定專屬於本身的戰略，並能兼顧母公司的利益。

鑒於合營企業具有跨文化的性質，雙方對於參與企業的基本立場，個別的工作流程、企業文化，甚至深層文化底蘊大相徑庭，因此合營企業的經理人對於發生衝突性的各項議題特別要妥慎處理，提升溝通（communication）的品質，擴大企業內部各階層的參與、傾聽與互助信賴，才能協助合營企業截長補短，發揮一加一大於二的綜效。

### 關鍵詞：

該論文無關鍵詞

## 47. The Solutions of Cross Culture Conflicts Existing in Joint Venture Enterprises

Liu Ting Chi, Matthew, Chiu Jhi Sian

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### Name of Conference/Journal:

Peking University Business Review (PKUBR) , Vol. 25, Aug, 2006, pp. 98-99

### Abstract:

From the Rebei company case in Beijing, each kinds of cross cultural conflict about the Chinese-foreign joint venture happen frequently. Many Chinese-foreign joints venture have the similar phenomenon and doubts. In fact, the joints venture is composed by Chinese and foreign. It should be regard as a brand-new company. The joints venture jointly operated resources from both the Chinese and foreign parent companies. It must reestablish the organization construction and the daily operation plan, draw up exclusively to itself strategy, and benefit to the parent company. In view of the fact that the joint enterprise has cross cultural character, both sides are widely divergent regarding the participation enterprise's basic standpoint, individual work flow, enterprise culture, even the in-depth culture. Therefore joint enterprise's manager should be cautious processing especially each subject which has conflict. Promote communication skill, expand enterprise interior participation, listen attentively and cooperate trustily, Then it will assist the joint enterprise develop better and better, display the syntheses effect that one adds one is bigger than two.

### Keywords:

N/A



## 48. 代言人推薦式廣告影響消費者態度的理論基礎、因素與過程

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### 會議/刊物名稱：

商業研究（全國中文核心期刊，CSSCI 期刊），2006 年 7 月，頁 204-206

### 內容簡介：

在日常生活中，我們常看到許多廣告運用具有專家、真實產品的使用團體，或用明星為產品代言，這種利用代言人的推薦式廣告手法，是期望能對消費者提供專家性、比較性或象徵性，來達到品牌知名度提升，使產品表現出差異化形象，促使消費者的人格特質與品牌形象間產生連結效果，甚至產生行為規範性的影響，於是有越來越多的學者和市場行銷人員將注意力放在廣告中使用的代言人（Spokesperson）或推薦人（Endorser）上，並為其提出理論基礎。本文將討論推薦式廣告的理論基礎、影響因素和過程。

### 關鍵詞：

推薦式廣告，代言人，平衡理論，歸因理論，涉入程度

## 48. The Impact of Endorsing Advertisement on Customer Attitude

Liu Ting Chi, Matthew

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Technology

### Name of Conference/Journal:

Commercial Research, (Core Journal) . No. 7. 2006, pp. 204-206.

### Abstract:

We may see more and more advertisements with endorsers such as celebrity, expert, and consumers in our daily life. Conducting endorsement advertising strategy is one of the best ways to boost the awareness of brands, to demonstrate the unique image of products, to associate the consumers' characteristic with brand image, and even to change consumers' behavior patterns. Lots of researchers and marketers are spending more energies focusing on the issues of endorsers and endorsing advertisement. This article will discuss the theoretical foundations, factors, and process of advertisement with endorsers which could influence consumers' attitude.

### Keywords:

Endorsing Advertisement, Endorser, Balance theory, Attribution theory, Involvement

## 49. 天使投資：科技創業企業融資新途徑

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### 會議/刊物名稱：

商業研究（全國中文核心期刊，CSSCI 期刊），2006 年 3 月，頁 117-119

### 內容簡介：

隨著風險投資基金逐漸遠離創業企業的投資，非正式（無形）的私人風險投資——天使投資在科技企業初創階段的資金來源中逐漸佔據主導地位。天使投資門檻低，決策簡單迅速，對回報率和期限要求較低。天使投資在中國的創業企業融資市場有著巨大潛力。

### 關鍵詞：

創業企業，天使投資，風險投資基金

## 49. The Current Situation and Suggestions of Informal Private Venture Investment (Angel Investment) in China Market

Liu Ting Chi, Matthew, Yu Jia Ming, Lü Ren Yuan

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### Name of Conference/Journal:

Commercial Research, (Core Journal) . No. 3. 2006, pp. 117-119.

### Abstract:

Informal private venture investment (Angel investment) is taking more dominant position in business startups' fund-raising while the venture capital fund is far away along with the investment of startups. Angel investment is low entry barrier, simple-and-quick decision, low return rate requirement, and flexible time limitation. Angel investment has the huge potential in business startups' financing market.

### Keywords:

Startups, Angel Investment, VC

## 50. 淺析資訊科技對跨組織結構合作戰略的影響

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### 會議/刊物名稱：

商場現代化（全國中文核心期刊），第 57 期，2006 年 2 月，頁 190-192

### 內容簡介：

在全球化競爭的背景下，現代化的資訊科技進步不僅可以有效幫助企業降低營運成本、協助戰略決策制定，並且強化個人和組織溝通，其強大的資料儲存及處理能力也在跨組織整合上扮演著非常重要的角色。資訊科技可以從交易成本、協調機制及作業流程等三方面同時影響跨組織關係的建立。當企業之間的跨組織關係緊密到必須發展穩定的跨組織結構時，資訊科技作為組織環境的重要變數，可通過以資訊科技為基礎的組織設計變數，重新設計新型的跨組織結構，以適應日益激烈的競爭環境。以企業及其合作夥伴的資訊科技基礎建設程度為標準，建構企業與夥伴之跨組織矩陣，則電子化傳統組織、協商組織、電子化垂直整合組織及虛擬組織分別適用於矩陣中的四個不同區塊。

### 關鍵詞：

資訊科技，跨組織結構，合作戰略，虛擬組織

## 50. The effect of Information Technology to Inter organizational Strategy Matrix

Zhang Jia Ling, Liu Ting Chi, Matthew, Yu Jia Ming

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Technology

### Name of Conference/Journal:

Market Modernization, (Core Journal) . Vol. 57, Feb. 2006. pp. 190-192.

### Abstract:

Under the globalization competition background, the modernized information advance in technology not only may help the enterprise effectively to reduce operation cost, assist strategic decision, and strengthens individual links up into organization. But also play a crucial role in the cross organization conformity by its formidable information storage function and the handling ability. IT may affect simultaneously the cross organization relationships establishment on three aspects: the transaction cost, the coordinated mechanism and the work flow and so on. When cross-organization relationship among the enterprises closely, IT as an important variable of organization environment redesigned a new-style cross organizational structure in order to be seasoned with the competition environment that drastic increasingly. Take the enterprise and its partner's information science and technology infrastructure degree as a standard, constructs the cross organization matrix among the construction enterprises and their partners. Then the electron tradition organization, the consultative organization, the electron vertical conformity organization and the hypothesized organization separately are suitable to four different sub-areas in the matrix.

### Keywords:

IT, Cross-organizational Structure, Cooperation Strategy, Virtual Organization

## 51. Good morning: 「早上好」健康豆漿機的發展策略

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### 會議/刊物名稱：

第一屆兩岸經營管理個案研討會論文集（臺南，成功大學），2006 年 12 月 23-24 日

### 內容簡介：

「早上好」健康豆漿機是全中國豆漿機的第一品牌。來自河南省開封市的創辦人劉阿爐以不到十年的時間，讓早上好的年銷售量突破百萬臺，銷售額達到兩億元人民幣。早上好以嚴格的成本控制管理、謹慎的市場拓展計畫、持續的產品技術改進、靈活的商業促銷手法以及務實的經營管理態度站穩了該利基市場的行業龍頭地位。面對 2003 年即將大舉進軍豆漿機市場的強大競爭者，早上好如何繼續保持其競爭優勢？它又應該進行什麼樣的策略調整？

### 關鍵詞：

發展策略，競爭優勢，小家電

## 51. The Development Strategy of “Good morning” Soybean Milk Machine

Liu Ting Chi, Matthew, Chu Rong Wei

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

### Name of Conference/Journal:

Proceedings of 1st Bilateral Management Case Conference, Dec 23-24, 2006, Tainan, Taiwan  
(College of Management, National Cheng Kung University)

### Abstract:

“Good morning” healthy soybean milk machine is the first brand of the whole soybean milk machine in China. Founder Liu A lu who come from KaiFeng City Henan province made “Good morning” healthy soybean milk machine year sales volume breaks through million, the sales volume amounts to 200 million Yuan of RMB in ten years. “Good morning” is taking more dominant position in niche marketplace by strict with cost management, prudential market development project, sustained products and technology improves, nimble commerce promotion as well as gimmick management attitude. Then “Good morning” face formidable competitor are about to develop the soy-bean milk machine marketplace on a large scale in 2003. And how to keeping its competitive advantage? What tactics adjustment should be carry out to “Good morning”

### Keywords:

Developing Strategy, Competitive Advantage, Small Home Electric Appliance

## 52. 基於平衡記分卡的中小企業績效評價實證研究

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澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 創新與管理國際學術研討會論文集（臺北，實踐大學與舊金山大學 University of San Francisco 合辦），2006 年 12 月 8 日，（文章編號 47）頁 1-10

### 內容簡介：

企業績效評價的研究對於企業實際運作和學術理論具有重要的意義。而平衡記分卡 (Balance Score Card, BSC) 的盛行也驗證了評價之重要性。平衡計分卡的導入與實施在歐、美、港、臺已經比較普遍，但對於中國大陸許多企業（尤其是中小企業）來說，還是屬於比較創新的做法。文研究以平衡記分卡作為研究的起點和重心，並通過對中國近百家中小企業進行實證研究分析，瞭解該框架在學術研究和實際操作中的適應性。通過因數分析，結果發現該框架對於中國企業來說有一定的參考價值，同時製造性企業與服務性企業績效評價之間也存在比較顯著的差異。

### 關鍵詞：

績效評價，平衡記分卡，中小企業

## 52. Study of SMEs Performance Evaluation in Mainland China

Liu Ting Chi, Matthew, Chu Rong Wei

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### Name of Conference/Journal:

Proceedings of 2006 International Conference on Innovation & Management, Dec 8, 2006, Taipei, Taiwan. (No. 47) pp. 1-10. (Shih Chien University & University of San Francisco)

### Abstract:

The research on Corporation Performance Evaluation (CPE) is important to both practical and academic fields. The population of Balance scorecard (BSC) is a great example. Nowadays, implementation of BSC in corporations in Europe, USA, Hongkong, and Taiwan is quite popular, but it's still innovative way for firms (Especially SMEs) in mainland China. This empirical research verified the generalibility of BSC in China with samples from about 100 SMEs nationwide. According to factor analysis, this research found BSC framework indeed contributed to the CPE in China. Also, there are significant differences between manufacturing industry and service industry for its CPE index.

### Keywords:

Performance, Balanced Score Card, SMEs

## 53. 內地遊客在澳門之博彩消費淺析

呂開顏，劉丁己

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

第一屆澳門人文社會科學大會（澳門，澳門基金會），2006 年 12 月 7-8 日，（文章編號 33）  
頁 1-6

### 內容簡介：

澳門的經濟以旅遊博彩為其支柱，所以遊客對澳門的經濟繁榮和發展十分重要。2003 年 7 月中央政府實施對香港、澳門開放了「自由行」以後，內地到澳門的遊客大幅增長，充分帶動了澳門的經濟發展。本文對內地訪澳遊客的消費進行分析，並且嘗試估算了內地遊客在博彩方面的消費。

### 關鍵詞：

博彩業，旅遊，消費

## 53. Analysis on Mainland Visitor's Consumption on Gaming Sector in Macau

Loi Hoi Ngan, Liu Ting Chi, Matthew

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Technology

### Name of Conference/Journal:

1st Academic Conference of Social Science of Macau, Dec 7-8, 2006, (No. 33) pp. 1-6. Macau world trade center, Macau SAR, China (Fundação Macau) (in Chinese)

### Abstract:

Tourism and Gaming are the pillars of Macau's economy. Travelers, herein, are very important to the economy and development of Macau. Ever since the Macau handover, the rapidly increased mainland Chinese travelers have become the main source of visitors in Macau. This essay analyzes the consumption of mainland visitors and tries to estimate visitors' spending in the gaming sector.

### Keywords:

Gaming Industry, Tourism, Consumption

## 54. 對澳門博彩業可持續發展的建議

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### 會議/刊物名稱：

第一屆澳門人文社會科學大會（澳門，澳門基金會），2006 年 12 月 7-8 日，（文章編號 32）  
頁 1-5

### 內容簡介：

博彩業是澳門的支柱產業。90 年代以後，博彩業已經成為澳門的龍頭產業。同時，我們也清楚地認識到，澳門的博彩業容易給國內帶來不穩定的因素。所以，澳門必須在穩固博彩業的發展的基礎上，積極加強產業結構調整，才能夠確保澳門社會的穩定發展，從而實現澳門博彩業健康和可持續發展的長期目標。

### 關鍵詞：

博彩業，產業結構，可持續發展

## 54. The suggestion for Macao gaming industry's continued development

Loi Hoi Ngan, Liu Ting Chi, Matthew

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

### Name of Conference/Journal:

1st Academic Conference of Social Science of Macau, Dec 7-8, 2006, (No. 32) pp. 1-5. Macau world trade center, Macau SAR, China (Fundação Macau)

### Abstract:

Gaming industry is the pillar of Macao economy. After 1990s, gaming industry has been the dragon head industry of Macao industries. Meanwhile, we definitely know that gaming industry will bring the negative effects on Mainland society. On the foundation of the gaming industry development, Macao has to adjust its industry structure to make sure the stabilization of society, thus achieve the long term objects of the healthy and continued development of Macao gaming industry.

### Keywords:

Gaming Industry, Industry Structure, Continued Development

## 55. 共同基金個人投資者區隔變數分析研究

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### 會議/刊物名稱：

2006 海峽兩岸及東亞地區財經與商學研討會論文集（臺北，東吳大學），2006 年 6 月 6 日，頁 527-540

### 內容簡介：

個人投資者已成為美國等發達國家中共同基金投資者的主體。台灣和中國大陸的開放式基金的發展也逐漸順應這一趨勢。作為市場研究的基礎，個人投資者群體的區隔在基金行銷有基礎且重要的作用。本文從人口統計特徵、投資知識、行為和心理三個方面回顧了國外相關學者在個人投資者區隔變數及其測量上的研究成果，並作了相應評述。在學術上，對相關文獻的分析與整理提供了後進者進一步研究的良好基礎；而對於日益蓬勃的兩岸基金業務推廣而言，也相當具有實務價值之貢獻。

### 關鍵詞：

共同基金，市場區隔，基金行銷

## 55. Analysis of Segment Variables of Mutual Fund Individual Investors

Yu Jia Ming, Liu Ting Chi, Matthew, Huang Yu Ying

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

### Name of Conference/Journal:

Conference Proceedings of Financial and Business Conference of China, Taiwan, and Eastern Asia Region, 2006, Jun 6, 2006, pp. 527-540. Taipei, Taiwan (SooChow University) .

### Abstract:

Individual investors have been majority of mutual fund investors in most developed countries, including U. S. The same trend is seen in Taiwan and mainland of P. R. C. Segmentation of individual investors is footstone of fund marketing research. This article reviews research on segmentation variables and measurements of demographic characteristics, investment knowledge and behavioral psychology. Also, some comments are proposed. This paper not only provides further study a solid base with comprehensive literature review and analysis, but also gives theoretical support to marketers to promote mutual-fund-related products in such a blooming business environment.

### Keywords:

Mutual Fund, Market Segment, Fund Marketing



## 56. 中國大陸非正式私人風險投資之分析研究

劉丁己，賴威達，于茲志

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 海峽兩岸及東亞地區財經與商學研討會論文集（臺北，東吳大學），2006 年 6 月 6 日，頁 317-328

### 內容簡介：

現今全球投資潮流中，風險投資基金已經逐漸遠離新創事業的投資軌道，取而代之的機制，是非正式（無形）的私人風險投資（亦稱天使投資）。與美國的天使投資相比，中國的天使投資還需要逐步建立相應的機制。除了法規上的限制需要解套之外，相應的可以從以下幾個方面加強這方面的建設：加強天使投資的教育和宣傳、建立比較緊密的天使投資人團體、建立校友投資人網路、完善多種風險投資退出機制等等。本文首先對於天使投資的經典研究進行了簡單回顧，並分析美國天使投資現況，進一步分析中國大陸天使投資目前發展的最新現況、發展趨勢、發展困境以及相關建議。中國大陸經濟發展快速，對海峽兩岸與東亞區域經濟情勢有重要影響，本文在學術上對後續的研究將能提供支援，在實務上也能提供重要的視野與參考。

### 關鍵詞：

非正式私人風險投資，天使投資，新創事業，風險投資基金

## 56. The Study of Informal Private Venture Capital Investment in China Market

Liu Ting Chi, Matthew, Lai Wei Da, Yu Zi Zhi

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

### Name of Conference/Journal:

Conference Proceedings of Financial and Business Conference of China, Taiwan, and Eastern Asia Region, 2006, Jun 6, 2006, pp. 317-328. , Taipei, Taiwan (SooChow University)

### Abstract:

Instead of venture capital, angel investment is getting more and more important for business start-ups' fund-raising. Comparing to traditional financial channels, angel investment has some advantages like low entry barrier, simple-and-quick decision, low return rate requirement, and flexible time limitation. That's the reason why angel investment system has great potential in Chinese start-up financial market. Angel investment gradually is taking more dominant position in financial fields of global and Chinese market, especially for high-tech firms. Angel investment will work greater with the better development of Chinese economic reform and capital market environment. Though the angel investment mechanism is not mature enough in China, it believes that angel investment will do more goods to Chinese economic growth after some better progress such as better promotion of angel investment to Chinese investors, stronger ties between angel investment entities, better network of senior investors, and more stable managerial and financial systems. This study reviewed some classic literatures and analyzed the history, current situation, and trend of angel investment market in US and mainland China.

### Keywords:

Informal Private Venture Fund, Angel Investment, Start-up, Venture Capital

## 57. 代言人吸引力對購買意願的影響—對中國大陸消費者的實證研究

劉丁己

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 第四屆全國當代行銷學術研討會論文集（高雄，國立高雄第一科技大學），2006 年 5 月 19 日，頁 2-15（D 組）

### 內容簡介：

品牌代言人問題不僅是企業經常使用的行銷戰略之一，也吸引了大量學者的研究。本研究在文獻研究的基礎上，運用變異數分析研究吸引力在不同產品匹配程度下，對消費者購買意願的影響程度。研究發現，當「代言人/產品組合」匹配程度較高時，高吸引力的代言人對消費者購買意願的正面影響最顯著；當代言人/產品組合匹配程度較低時，高吸引力代言人與中吸引力代言人在影響力方面沒有顯著的差異；吸引力較之匹配度對消費者的購買意願影響更大；等等。最後，討論了本文的研究局限和今後研究的方向。

### 關鍵詞：

代言人，吸引力，匹配度，購買意願

## 57. Endorsers' Attractiveness on Consumers' Purchase Intention

Liu Ting Chi, Matthew

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

### Name of Conference/Journal:

The 4th International Contemporary Marketing Academic Conference Proceedings, May 19, 2006, p. 2-15. (D group), Kaohsiung, Taiwan (National Kaohsiung First University of Science and Technology)

### Abstract:

Conducting brand endorser strategy is not only one of the most popular marketing practices for enterprises, but also a critical research issue for researchers. This research verified the relationships between consumers' purchase intention and attractiveness, the most controversial credibility source factor in literature review, by performing experiment and ANOVA analysis. We found that attractiveness do more positive effect on consumers' purchase intention even the product/endorser mix is low matched than the effect generated by high-matched product/endorser mix with a endorser of low-level attractiveness. Besides, the present study points out endorsers of high-level attractiveness, comparing to low and middle level, could most positively affect consumers' purchase intention of no matter high-matched or low-matched endorsed product. Another interesting finding of this study is that no significant variance of affected purchase intention exists between high-level and middle-level attractive endorsers when the product and endorses' mix is low-matched. The limitation and future directions of this research were also discussed.

### Keywords:

Endorser, Attractiveness, Match-up, Purchase Intention

## 58. 消費者細分變量研究：以消費者金融基金投資者為例

劉丁己，丘智賢，黃毓瑩

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 企業經營管理學術研討會論文集（桃園，開南大學），2006 年 5 月 18 日，摘要於頁 6（全文收錄於光碟，共 12 頁）

### 內容簡介：

消費者金融業務是近年來台灣銀行界的行銷業務重點。例如一般消費者熟知的現金卡與信用卡（雙卡）業務，特色是個人消費者為其金融產品的主要目標。個人消費者（投資者）已成為美國等發達國家中許多金融商品的主體。共同基金就是一個明顯的例子。台灣和中國大陸的開放式基金的發展也逐漸順應這一趨勢。作為市場研究的基礎，個人投資者群體的細分在基金行銷有基礎且重要的作用。本文從多方面回顧了國外相關學者在個人投資者細分變量及其測量上的研究成果。

### 關鍵詞：

消費者金融業務，共同基金，市場細分，基金行銷

## 58. Consumer Segment Variables Analysis: An Example of Mutual Fund Individual Investors in Consumer Finance Field

Liu Ting Chi, Matthew, Chiu Jhi Sian, Huang Yu Ying

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

### Name of Conference/Journal:

Conference Proceedings of Business Operation and Management Conference, 2006, May 18, 2006, (p. 6 for abstract, full text in CD, total 12 pages), Taoyuan, Taiwan (Kainan University).

### Abstract:

Consumer financial business (CFB) is one of the most important parts in banking industry, especially in marketing side, in Taiwan in recent year. For example, credit card and cash card are both focusing on individual consumer segment. Individual consumers (investors) have been majority of mutual fund investors in most developed countries, including U. S. The same trend is seen in Taiwan and mainland China. Segmentation of individual investors is footstone of fund marketing research. This article reviews related research results.

### Keywords:

Consumer Financial Business, Mutual Fund, Market Segment, Fund Marketing

## 59. 中國大陸專業運動員代言人外在吸引力對購買行為影響研究

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澳門科技大學 行政與管理學院

### 會議/刊物名稱：

2006 企業經營管理學術研討會論文集（桃園，開南大學），2006 年 5 月 18 日，摘要於頁 65（全文收錄於光碟，共 14 頁）

### 內容簡介：

隨著運動行銷（sports marketing）的越來越普及，由專業運動員擔任產品（品牌、形象、企業）代言人也成為企業十分喜愛的行銷策略之一；但是也因為其運用的成效不同而吸引了大量學者的研究。本研究在文獻研究的基礎上，運用變異數分析（ANOVA）研究中國大陸專業運動員的吸引力（在不同產品匹配程度下）對消費者購買行為的影響。研究結果主要發現，高吸引力的代言人對消費者購買意願的正面影響，在代言人/產品組合匹配程度較高時，最為顯著；當代言人/產品組合匹配程度較低時，高吸引力代言人與中吸引力代言人在影響力方面沒有顯著差異。

### 關鍵詞：

專業運動員，代言人，吸引力，匹配度，購買意願

## 59. A Study on Professional Athlete Endorsers' Physical Attractiveness to Consumer Purchase in Chinese Context

Liu Ting Chi, Matthew

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

### Name of Conference/Journal:

Conference Proceedings of Business Operation and Management Conference, 2006, May 18, 2006, (p. 65 for abstract, full text in CD, total 14 pages), Taoyuan, Taiwan (Kainan University).

### Abstract:

Along with being more popular of sports marketing, inviting professional athletes as product (brand, image, cooperate) endorsers is not only more and more popular in cooperate marketing strategy, but a hot research topic for researchers due to different empirical results. This research verified the relationships between consumers' purchase intention and attractiveness, by performing experiment and ANOVA analysis. We found that attractiveness do more positive effect on consumers' purchase intention even the product/endorser mix is low matched than the effect generated by high-matched product/endorser mix with a endorser of low-level attractiveness. Besides, the present study points out endorsers of high-level attractiveness, comparing to low and middle level, could most positively affect consumers' purchase intention of no matter high-matched or low-matched endorsed product.

### Keywords:

Professional Athletes, Endorser, Attractiveness, Match-up, Purchase Intention

## 60. 用 VAR 模型構建質量控制圖的具體步驟

Jarrett, J. , 潘峽

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

第 37 屆決策科學學會年會論文集，2006 年 11 月，舊金山

### 內容簡介：

對多變量時變過程的質量控制涉及多個領域，一般實踐人員沒有足夠知識面自動掌握。本文總結以往研究，給出詳細的步驟，引導建立基於向量自回歸殘餘序列的質量控制圖。

### 關鍵詞：

質量控制，多變量自相關過程，VAR 模型

## 60. The Guideline And Procedure For Constructing Quality Control Charts With VAR Models

Jarrett, J. , Pan Xia

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

### Name of Conference/Journal:

Proceedings of the 37th Decision Science Institute Annual Meeting, San Francisco, Nov 2006

### Abstract:

To construct multivariate control charts for a serially correlated process, a number of very detailed problems is overcome. Based on previous research, we suggest guidelines for construction of control charts based on vector autoregressive (VAR) residuals for practical uses. We summarize the procedures using VAR models, including model estimation and selection.

### Keywords:

Quality Control, Multivariate Autocorrelated Process, VAR Model

## 61. 海峽兩岸直航對澳門航空業的影響效應分析

龐川，劉成昆

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門民航學刊

### 內容簡介：

一直以來，人們對海峽兩岸直航給澳門航空業帶來的影響都十分關注，但具體會帶來怎樣的影響卻少見詳細分析。本文針對澳門在當前海峽兩岸「間接直航」所扮演的中介角色，定量分析了海峽兩岸直航對澳門航空貨運量和客運量流失的影響，並初步提出了相應的應對方案。

### 關鍵詞：

兩岸直航，澳門航空業，影響效應，預測

## 61. Analysis on the Impact to Macau Aviation Industry by Direct Cross-Straight Flights

Pang Chuan, Liu Cheng Kun

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

### Name of Conference/Journal:

Journal of Macau Civil Aviation

### Abstract:

People have pay much attention to the effects on Macao aviation industry by direct Cross-Straight flights. But, there is few quantitative analysis on such effects. In this article, the authors quantitatively analyzed the possible loss in cargo and passenger flight transportation via Macao may be caused by direct Cross-Straight flights, and provided some possible solutions.

### Keywords:

Direct Cross-Straight Flight, Macau Civil Aviation Industry, Forecasting

## 62. P2P 環境下基於 Web 服務的知識管理框架

龐川, Xu Zheng Chuan, J., Michael Tarn

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

Communications of the ICISA

### 內容簡介：

一個組織中各提供知識的主體相互連接形成知識網路，該網路中的各個節點都是對等的，稱之為知識節點，它們共同構成 P2P 環境。如何在 P2P 環境中進行有效的知識管理是一個重要的熱點問題。本文提出了一個 P2P 環境中基於 Web 服務的知識管理架構，通過採用 Web 服務和 P2P 技術，該架構不僅集成了知識管理的各項功能，還保證了知識網路中的知識節點都是自治性和獨立性。為了克服 P2P 環境中知識查找的困難，本文把知識網路分割成眾多的知識小區，並給出了一種機制既確保該架構可以有效管理知識小區中的知識；同時，又能降低構建和維護知識管理系統的成本。

### 關鍵詞：

知識管理，P2P，Web 服務，知識小區

## 62. A Web Services Based Framework for Knowledge Management in a Peer-to-Peer Environment

Pang Chuan, Xu Zheng Chuan, J., Michael Tarn

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

### Name of Conference/Journal:

Communications of the ICISA

### Abstract:

The problem of Knowledge Management (KM) is eminent in the peer-to-peer (P2P) area. This research proposes a comprehensive Web services based framework for KM in a P2P environment. P2P KM yields significant advantages when combined and applied as Web services for KM. By adopting the Web services techniques and distributed approaches, the knowledge network is partitioned into numerous knowledge communities self-adaptively. Within the framework, the mechanisms for knowledge management in these knowledge communities are presented. The framework implementing the integration of KM functions and autonomy of knowledge peers in knowledge network facilitates achieving autonomy and self-organized management.

### Keywords:

Knowledge Management, Peer-to-Peer, Web Services, Knowledge Community

### **63. 客戶資產管理導向及其對績效的影響：新產品開發的作用**

王永貴，石貴成，Yang Zhong，張曉

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

IEEE 創新與技術管理國際學術會議 (EI 檢索) ISSN 號：1-4244-0147-X, 2006 年 6 月

**內容簡介：**

儘管市場導向的益處大致被接受，客戶資產的重要性也廣泛被認同，但有些學者和經理們持懷疑態度，而且很少有實證研究檢驗過這些構件對公司績效影響的複雜性。本研究建立了客戶資產導向的一個有效衡量指標，並通過對反映式市場導向和主動式市場導向的區分，檢驗客戶資產導向如何影響市場導向和新產品開發業績之間關係。從中國公司來的證據顯示了客戶資產導向的調節作用。

**關鍵詞：**

客戶資產管理導向，新產品開發，績效

### **63. Customer asset management orientation and its performance implications: the role of NPD**

Wang Yong Gui, Shi Gui Cheng, Yang Zhong, Zhang Xiao

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

**Name of Conference/Journal:**

IEEE International Conference on Management of Innovation and Technology

**Abstract:**

While the benefits of market orientation are largely accepted and the importance of customer asset are widely recognized, a group of scholars and managers remain skeptical, and few studies have empirically examined the complexity of the effects of these constructs on firm performance. The study is to develop a valid measure of customer asset orientation and then examine its impact the relationship between market orientation and new product development performance by distinguishing responsive market orientation and proactive market orientation. Based on evidence from China firms, the moderating effect of customer asset orientation is found.

**Keywords:**

Customer Asset Management Orientation, New Product Development, Performance



## 64. 服務銷售中客戶關係強度的維度及其決定因素

石貴成，陳潔光，施以正，王永貴

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

商務與經濟學會學報（匿名評審英文期刊）ISSN 號：1542-8710, 2006 年 10 月

### 內容簡介：

本文以人壽保險業中保險代理與投保人之間的關係為背景，研究客戶關係強度的維度及其決定因素，提出了由情感強度、理性強度和意志強度組成的客戶關係強度三維衡量模型。結構方程模型化資料分析結果指出關係價值、銷售人員親和力，個人推銷行為和客戶創新意識是與客戶關係強度顯著相關的決定因素。

### 關鍵詞：

客戶關係強度，維度，決定因素，服務銷售

## 64. Dimensions and Determinants of Customer Relationship Strength in Service Selling

Shi Gui Cheng, Allan KK Chan, Shi Yi Zheng, Wang Yong Gui

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

### Name of Conference/Journal:

Journal of Academy of Business and Economics

### Abstract:

Customer relationship strength and its dimensions and determinants were studied in the context of policyholder and agent relationships in the life insurance industry. A three-dimension measurement model for customer relationship strength was proposed involving affective strength, cognitive strength and conative strength. Results from structural equation modeling suggest that relationship value, salesperson likeability, personal selling behavior, and customer innovativeness are significantly correlated with customer relationship strength.

### Keywords:

Customer Relationship Strength, Dimension, Determinant, Service Selling

## 65. 政治感知及工作後果變量：程序正義的中介效果

S.Aryee, 孫立雲, D.Fields, YA.Debrah, P.S.Budhwar

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

美國管理學會年會，2006 年 8 月，地點：美國亞特蘭大

### 內容簡介：

政治感知、政治技能、程序正義

### 關鍵詞：

本研究探討 (1) 政治感知和政治技能對程序正義的主要與互動作用，(2) 程序政治在前因變量（政治感知和政治技能）和工作後果變量關係中的中介效果。數據採自中國一家公共機構 195 份下屬與主管有效配對問卷。

## 65. Politics Perception and Work Outcomes: The Mediating Role of Procedural Justice

S.Aryee, Sun Li Yun, D.Fields, YA.Debrah, P.S.Budhwar

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

### Name of Conference/Journal:

Academy of Management, Atlanta, USA (2006)

### Abstract:

This study examined (i) the main and interactive effects of politics perceptions and political skill on procedural justice, and (ii) the mediating influence of procedural justice on the relationship between the antecedents (politics perceptions and political skill) and the work outcomes. Data were obtained from 195 subordinate-supervisor dyads in a Chinese public sector organization.

### Keywords:

Politics Perception, Political Skill, Procedural Justice

## 66. 組織文化對市場導向和員工企業家 行為關係的調節作用及績效意義

孫立雲，石貴成，高紅

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

中國管理研究國際學會（IACMR），2006 年 6 月，地點：中國南京

### 內容簡介：

本文探討了 (1)組織文化作為市場導向的前因變量，(2)組織文化對市場導向和員工的企業家行為的調節作用，(3)員工的企業家行為與企業績效的關係。研究結果支持了上述假設。

### 關鍵詞：

市場導向，企業家行為，組織文化

## 66. Organizational Culture Moderating the Market Orientation- Employee Entrepreneurial Behaviors' Relationship and Performance Implication

Sun Li Yun, Shi Gui Cheng, Gao Hong

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

### Name of Conference/Journal:

International Association for Chinese Management Research, Nanjing, China (2006) .

### Abstract:

The study examined (i) organizational culture as the antecedent of market orientation, (ii) the moderating role of organizational culture in the relationship between market orientation and employees' intrapreneurial behaviors, and (iii) the relationship between employees' intrapreneurial behaviors and organizational performance. The research results supported the hypotheses.

### Keywords:

Market Orientation, Intrapreneurial Behavior, Organizational Culture

## 67. 非正規就業的企業的對等回報對澳門勞動社會福利的啓示

田青，Yang Chun Hui，Xie Lu

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門研究 2006. 8, p. 71-75 ISSN 0872-8526

### 內容簡介：

本文立足於「非正規就業」理論，提出了一個基於非正規就業的解決方案，並希望藉此解決澳門就業人員的工資、福利以及工作崗位的循環悖論。

### 關鍵詞：

非正規就業，企業對等回報，工資，福利

## 67. Implication on Macao's Labor Social Benefits by the Equivalent Return of Enterprises in Informal Employment

Tian Qing, Yang Chun Hui, Xie Lu

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

### Name of Conference/Journal:

Journal of Macau Studies. Vol. 35. 2006. 8. ISSN 0872-8526, p. 71-75

### Abstract:

The purpose of this study is to find out the dominant culture type of SMEs and its influence on job satisfaction and firms' business performance. Culture of innovativeness, consideration leadership, and stability is significantly related to employees' job satisfaction but only innovativeness has positive relationship with performance.

### Keywords:

Informal Employment, Equivalent Return of Enterprises, Pay, Benefits

## 68. 論在華國際企業直接投資的法律保護

J. H. Fan, 田青

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

轉型國家外國投資的法律基礎 ( ISBN (Berlin) : 3-8305-1199-x, ISBN (Wien) : 3-7083-0366-0)

### 內容簡介：

文章簡要分析了外商直接和間接投資的區別，呈示了涉及外商投資的國際性檔和條款。文章也討論了有關直接投資的中國憲法以及國際雙邊和多邊條款。

### 關鍵詞：

直接投資，中國，法律環境保障

## 68. Rechtsschutz der Direktinvestition von Internationalen Unternehmen in der VR China

J. H. Fan, Tian Qing

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

### Name of Conference/Journal:

“Rechtslage von Auslandsinvestitionen in Transformationsstaaten” (Essay Collections) , Berlin & Wien, 2006. ISBN (Berlin) : 3-8305-1199-x, ISBN (Wien) : 3-7083-0366-0

### Abstract:

The article briefly analyzes the differences between foreign direct and indirect investment, and enumerates important international documents which concern foreign investment. The Constitution of China and international bilateral and multilateral treaties is discussed.

### Keywords:

Direktinvestition, VR China, Rechtsschutz

## 69. 從道德哲學分析中國商業從業人員對商業賄賂的認知

田青

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

世界商業道德討論會

### 內容簡介：

論文檢視了道德哲學對中國商業管理者商業賄賂的認知。調查顯示道德相對主義對商務賄賂和回扣具有影響性。而商務送禮既不受道德相對主義也不受道德理想主義影響。商務送禮在中國文化社會接受度較廣。

### 關鍵詞：

賄賂，回扣，送禮，道德哲學

## 69. Perception of Corrupt Payments in China: the Impact of Moral Philosophy

Tian Qing

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

### Name of Conference/Journal:

Proceedings of World Business Ethics Forum: Does East Meet West? Nov 2006, Hongkong and Macau.

### Abstract:

The paper examines the influences of Chinese business managers' moral philosophies on perception of corruption type payments such as bribery, kickbacks and gift giving. Business managers from Mainland China were selected as target respondents. The survey results generally indicate that moral relativism is a significant predictor of Chinese business managers' favorable perception of bribery and kickbacks as hypothesized. In examining the attitude toward gift giving, it was found that gift giving attitude was neither affected by individuals' moral relativism nor by moral idealism. This probably implies that gift giving is widely accepted as legal practice in business in Chinese cultural society.

### Keywords:

Bribery, Kickbacks, Gift Giving, Moral Philosophy

## 70. 文化對賄賂認知的影響——中國和德國商業從業人員比較

田青

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

The 18th International Conference on Systems Research, Informatics & Cybernetics. Baden-Baden, Germany, 2006. 08

### 內容簡介：

此研究運用了霍夫斯蒂的文化緯度分析了中國和德國的文化差異，並探索了兩個國家在商業受賄認知上的差異。文章運用了不同情景來衡量被調查者回應中的道德內容，從而顯示兩個國家從商者對不同情景的認識差異。

### 關鍵詞：

文化烙印，倫理

## 70. Cultural Impact on Bribery -- a Comparison of Chinese and German Business Practitioners

Tian Qing

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

### Name of Conference/Journal:

The 18th International Conference on Systems Research, Informatics & Cybernetics. Baden-Baden, Germany, 2006. 08

### Abstract:

The present study analyzes the different cultural characteristics of China and German using Hofstede's cultural typology and explores comparative views along bribery and gift giving between these two countries. Various scenarios were presented to the respondents to measure whether they thought these situations involved ethical contents, whether they would pay bribery or "give small gifts" to smooth the way for business. Differences were found as a result of the manipulations within the scenarios.

### Keywords:

Cultural Impact, Ethics

## 71. 澳門中小企業企業文化對員工滿意度和績效的影響評估

田青，齊瑾

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

Proceedings of the Eighth Westlake International Conference on SMB, Hangzhou, 2006. PR. China

### 內容簡介：

研究的目的是挖掘澳門中小企業的主控文化以及文化對員工工作滿意度和企業績效的影響程度。研究顯示：創新文化，關懷性領導以及追求穩定對員工的工作滿意度影響甚大，創新型文化又強烈影響企業的績效。

### 關鍵詞：

中小企業，組織文化，工作滿意度和績效，澳門

## 71. Assessing the Influence of Organizational Culture on Job Satisfaction and Business Performance in the SMEs of Macao

Tian Qing, Qi Jin

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

### Name of Conference/Journal:

Proceedings of the Eighth Westlake International Conference on SMB, Hangzhou, 2006. PR. China

### Abstract:

The purpose of this study is to find out the dominant culture type of SMEs and its influence on job satisfaction and firms' business performance. Culture of innovativeness, consideration leadership, and stability is significantly related to employees' job satisfaction but only innovativeness has positive relationship with performance.

### Keywords:

Small and Middle-sized Enterprises, Organizational Culture, Job Satisfaction and Performance, Macao



## 72. 承諾、聲譽及其對匯率制度的影響

楊菁

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

第六屆中國青年經濟學者論壇

### 內容簡介：

匯率制度的選擇對於任何國家來說其重要性都是不言而喻的。本文探討了承諾以及聲譽對於匯率制度有何影響。分析結果顯示，成功的匯率制度離不開政府的可信承諾以及政策的聲譽。在此基礎上，本文進一步分析了中國匯率制度改革過程，指出目前政府承諾以及新的匯率政策的聲譽是不足的，而這將直接影響到改革的成功。

### 關鍵詞：

承諾，聲譽，匯率制度

## 72. Commitment, Reputation and the Effects on Exchange Rate Mechanism

Yang Jing

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

### Name of Conference/Journal:

The 6th Forum of Chinese Youth Economists

### Abstract:

It is very important to choose a proper exchange-rate mechanism for every country in the world. This article discussed how commitment and reputation affect exchange rate mechanism. Analysis indicates that successful exchange rate mechanism has close relationship with government's credible commitment and the reputation of policies. The article analyzed the reform of china's exchange rate mechanism and pointed out that lack of commitment and reputation would hinder the success of this reform.

### Keywords:

Commitment, Reputation, Exchange Rate Mechanism

### 73. 企業如何應對成長中的「兩難選擇」

殷紅

澳門科技大學 行政與管理學院

**會議/刊物名稱：**

中國國情國力 2006 年第 2 期（北京國家統計局）CNCAS. 02/2006.

**內容簡介：**

本文在簡要分析企業成長過程中不可避免出現「兩難選擇」並導出「公司一致性」問題的基礎上，主要對有關公司一致性理論相關研究進行了回顧和評述，同時指出公司一致性理論研究存在的不足，並探討其未來研究方向與研究方法。

**關鍵詞：**

企業成長，公司一致性

### **73. The Survey and Comment of the Corporate Coherence Theory**

**Yin Hong**

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

**Name of Conference/Journal:**

From National Bureau of Statistics of China

**Abstract:**

With the induction of the problem as corporate coherence through the analysis of the dilemma situation during the process of corporate growth, this paper makes a survey of the corporate coherence theory, points out the weak points of the current study and bring forward the directions and approaches for further study.

**Keywords:**

Corporate Growth, Corporate Coherence

## 74. 基於服務利潤鏈理論的澳門服務業管理創新 ——以旅遊博彩業為例

殷紅

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

首屆澳門人文社會科學年會（2006 年 12 月 7 日-8 日）澳門基金會主辦

### 內容簡介：

澳門服務業在顯著發展的同時，也面臨著增長速度緩慢，市場規模有限等問題，鑒於此，本文將基於服務利潤鏈的基本理論模型，以澳門最具代表性的旅遊博彩業為例，分析其服務利潤鏈的構成，提出旅遊博彩業服務利潤鏈的管理創新模式，並給出相關政策建議。

### 關鍵詞：

服務利潤鏈，澳門服務業，旅遊博彩，管理創新

## 74. The Management Innovation of Macao Service Industry Based on the Service Profit Chain Theory

Yin Hong

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

### Name of Conference/Journal:

The First Conference on the Humanities and Social Sciences in Macau, Macau Special Administrative Region, Macao Foundation

### Abstract:

With the significant development of Macao service industry, such problems as slower increase speed of the profit and limited market share etc. According this paper is trying to make an analysis of it for the development of the industry. Based on the fundamental theoretical model of the service profit chain and taking the Macao tourism and gambling industry as an example, we illustrate the internal structure of the service profit chain of Macao tourism and gambling industry, propose the management innovation pattern for it, and file out the policy suggestion as a result.

### Keywords:

Service Profit Chain, Macao Service Industry, Tourism and Gambling Industry, Management Innovation

## 75. 澳門公共行政學科發展之探討

鄭興弟

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

澳門人文社會科學: 回顧與前瞻, 首屆澳門人文社會科學大會論文集

### 內容簡介：

從澳門公共行政高等學府之課程設計，學術研究與學科學會探討澳門公共行政學科之現狀，並對學科之未來發展提出具體政策性建言。

### 關鍵詞：

公共行政，課程設計，學術研究，學科學會

## 75. The Advance of the Discipline of Public Administration in Macau: A Preliminary Study

Cheng Hsing Ti

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

### Name of Conference/Journal:

The Humanities and Social Sciences in Macau: Retrospects and Prospects, The Proceedings of the First Conference on the Humanities and Social Sciences in Macau

### Abstract:

The thrust of this paper focuses on approaches or alternatives for advancing. The discipline of public administration in Macau.

This paper proposes three essential approaches to advance the discipline of public Administration in Macau:

1. Initiating graduate curriculum re-design and establishing inter-university Teaching evaluation mechanism;
2. Strengthening academic research teams and publication of academic journal;
3. Creating professional/ academic association.

### Keywords:

Advance of the Discipline of Public Administration in Macau

## 76. 澳門水污染防治和循環經濟立法探析

黃明健，譚佩文

澳門科技大學 行政與管理學院

### 會議/刊物名稱：

《亞洲（澳門）國際公開大學學報》2006 年第 1 期

### 內容簡介：

水污染防治與循環經濟的立法已成為全球經濟一體化和國際環境保護所致力重點目標之一，澳門作為地球村中的一員，亦應明白環境保護是一場全民皆兵的戰役，在這場關乎人類及所有生物物種的存亡及可否持續發展的戰役中，我們能動用的最佳防禦武器就是法律。本文擬就澳門水污染防治工作及立法作出分析和歸納，試圖說明澳門是否有進行循環經濟立法的必要，並對循環經濟立法內容提出一些構想，希望能為澳門環境保護和經濟發展實踐提供借鑒。

### 關鍵詞：

水污染防治，循環經濟，立法，區際合作

## 76. Analysis of Water Pollution Prevention and Circular Economy Legislation of Macao

Huang Ming Jian, Tan Pei Wen

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

### Name of Conference/Journal:

Asia Internatinal Open University (Macao) Journal

### Abstract:

Abstract: Legislation on prevention and control of water pollution and recycling economy has become a major goal targeted by integration of world economy and international environmental protection. As a member of the global village, Macao should come to realize that environmental protection, in relation to the subsistence of mankind and other living species and sustainable development, is a battle demanding collective efforts and participation of the entire people. Law is the best weapon we can employ to fight the battle. This paper is intended to present a careful analysis and conclusion of the work and legislation on prevention and control of water pollution completed in Macao to illuminate the necessity for legislation on recycling economy. Proposals on legislation on recycling economy in Macao are also presented in the paper.

### Keywords:

Prevention and Control of Water Pollution, Recycling Economy, Legislation, Inter-regional Cooperation

## 77. 論生態標誌制度對國際貿易的影響

黃明健

澳門科技大學 法學院

### 會議/刊物名稱：

《福建論壇》（人文社會科學版）2006 年第 9 期

### 內容簡介：

摘要 環境保護與國際貿易是當今國際社會的熱點問題，生態標誌制度以及它對環境獨特的保護作用被冠以「綠色天使」的美名。在國際貿易中，生態標誌開始成爲各國產品進入國際市場的綠色通行證。本文介紹了生態標誌制度的基本內容，分析了實行生態標誌制度的作用，探討了生態標誌制度對國際貿易的影響，爲我國生態環境法制建設能夠適應現代市場經濟的需要提供一些理論依據。

### 關鍵詞：

生態標誌，國際貿易，環境保護

## 77. Eco-label Scheme Influence upon International Trade

Huang Ming Jian

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Fujian Tribune (The Humanities & Social Sciences)

### Abstract:

Abstract: The environmental protection and international trades are a little bit hot problems of the international society nowadays. The ecosystem marking system and it to special protection function of environment drive hat with the good reputation of "green angel". In the international trade, the ecosystem marking starts become green pass that each domestic product enters the international market. This text introduced the basic contents of the ecosystem marking system, analyzing the institutional function of the execution ecosystem marking, inquiring into the ecosystem marking influence of the system upon the international trade, for the our country the ecosystem environment legal system constucts the demand that can adapt the modern market economy to provide some theorieses according to.

### Keywords:

Eco-labelling, International Trade, Environmental Protection

## 78. 論作為整體公平的生態正義

黃明健

澳門科技大學 法學院

### 會議/刊物名稱：

《東南學術》2006 年第 5 期

### 內容簡介：

摘要：法哲學是以正義為核心的學問體系，一切法哲學都要涉及到正義與非正義的界限問題。生態法哲學是從 20 世紀 60 年代以後開始萌芽、發展的。生態危機的現實存在和生態哲學的理性思考，形成了生態正義觀念。通過對生態正義理論向度的探索，可以發現作為整體公平的生態正義其內容應包括代內正義、代際正義和自然正義。而生態正義秩序的建立，則是實現生態正義基礎。

### 關鍵詞：

整體公平，生態正義，代內正義，代際正義，自然正義，生態秩序

## 78. On Ecosystem Justice as Holistic Equity

Huang Ming Jian

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Southeast Academic Research

### Abstract:

The philosophy of law is a knowledge system with justice as its core. All philosophies of law involve the definition of boundaries between justice and injustice. The ecosystem philosophy of law sprouted and developed after 1960s. The realistic existence of ecosystem crises and rational considerations on ecosystem philosophy engendered conceptions of ecosystem justice. A probe into dimensions of the theories of ecosystem justice shapes cognition that ecosystem justice as holistic equity should include intrageneration justice, intergeneration justice and natural justice. The formation of ecosystem justice order lays the foundation for the realization of ecosystem justice.

### Keywords:

Holistic Equity, Ecosystem Justice, Intrageneration Justice, Intergeneration Justice, Natural Justice, Ecological Order

## 79. 美國能對中國紡織品出口加以限制嗎？ ——遊戲規則的變化

Rajesh Sharma

澳門科技大學 法學院

### 會議/刊物名稱：

《濠江法苑》2006 年 5 月 (May 2006) 總第 2 期 (Vol. 2) ISSN 1817-2040

### 內容簡介：

紡織品配額的取消將會使包括中國在內的亞洲國家獲益，但是，針對中國紡織品出口的紡織品特別保障措施條款又可能在中美之間引發貿易爭端。CITA 擁有監督紡織品協議實施的權力。中國紡織品出口具有比較優勢，中美兩國均從中受益。中國政府正採取措施提升產品出口質量，美國在針對中國紡織品採取特別保障措施方面也應謹慎從事。

### 關鍵詞：

WTO，紡織品貿易，中美貿易爭端

## 79. Can the US Impose Limitations on Textile Exports From China: Changes in the Rules of the Game

Rajesh Sharma

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Macao Journal of Law Studies, Vol. 2, 2006, pp. 117-119. ISSN 1817-2040

### Abstract:

The elimination of the quota limitation of textile products will benefit Asian countries including China. The specific safeguard measures against Chinese textile products by the USA may cause trade disputes between China and the United States. CITA has the power to supervise the enforcement of agreements on textile products. It is, however, not resolved whether CITA has the authority to enforce China's commitments in the WTO regarding textile. Therefore any rules adopted by CITA may be questionable. From the business perspectives, the export of Chinese textile products has some comparative advantages and will benefit both China and the United States in particular. The Chinese government is also adopting measures to upgrade the quality of export of textile products. Considering the efforts of China, the United States government also needs to take a cooperative and flexible stand on the specific safeguards against Chinese textile products.

### Keywords:

WTO, Trade in Textile Products, Sino-US Trade Disputes



## 80. 略論刑法學研究中的「事」與「器」

方泉

澳門科技大學 法學院

### 會議/刊物名稱：

中國社科核心期刊《中外法學》2006 年第 2 期 ISSN: 1002-4875

### 內容簡介：

本文認為刑法學是一門應用性的人文科學，而刑法是距離道德最近的部門法，在刑法學的研究物件及研究方法上均應以這個前提展開。

### 關鍵詞：

刑法，刑法哲學，刑法解釋學，研究方法

## 80. Objects and Approaches in Criminal Law Research

Fang Quan

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Peking University Law Journal, Vol. 18, No. 2, 2006 (General No. 104)

### Abstract:

Criminal Jurisprudence should be regarded as an applied human science, but not a social science, so Ethical Considerations are necessary in empirical research.

### Keywords:

Criminal Law, Criminal Philosophy, Criminal Hermeneutics, Methodology

## 81. 人不應成爲工具：對純粹規範論體系的分析與批判

方泉

澳門科技大學 法學院

### 會議/刊物名稱：

第三屆全國中青年刑法學者項目研討會暨「犯罪論體系」高級論壇

### 內容簡介：

德國刑法學家雅各斯近期提出純粹規範論體系、敵人刑法等概念，是德國犯罪論體系發展的一個極端方向，是對技術理性的臣服，是犯罪論體系成爲封閉在規範內的體系，必將使人被工具化。

### 關鍵詞：

犯罪論體系，純粹規範論體系，技術理性

## 81. Criticism of the Purism Theoretical System of Norm

Fang Quan

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

The 3rd National High-Level Forum of Mid-aged and Youth Criminal Jurisprudence Scholars, 22nd-24th, Sept. 2006

### Abstract:

Germany criminal jurist Jacobs poses the Pure Theoretical System of Criminal Norm, and “enemy penal code”, led by Technological Reason, that tends towards toolkiting human inevitably.

### Keywords:

Criminal Theoretical System, the Pure Theoretical System of Criminal Norm, Technological Reason

## 82. 論澳門刑法中的刑事處遇延長制度

方泉

澳門科技大學 法學院

### 會議/刊物名稱：

《澳門檢察》2006 年第 7 期

### 內容簡介：

刑事處遇延長制度是澳門刑罰變更制度中最具特色的刑罰制度之一，包括刑法延長制度和保安處分延長制度，體現了澳門刑法之為「行為人刑法」的本質特徵。

### 關鍵詞：

澳門刑法，刑罰延長制度，保安處分延長制度

## 82. On the Punishments-and-Security-Measures-Prolonged System in Macau Criminal Law

Fang Quan

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Macau Prosecution Review, No. 7, 2006

### Abstract:

Punishments lengthened System and Security Measures lengthened System in Macau Penal Code is quite unique theoretically and legally, compared with other countries' law, which is essentially featured by the concept of "punish the person not the crime".

### Keywords:

Macau Penal Code, Punishments Lengthened System, Security Measures Lengthened System

### 83. 我國應對紡織品特別保障措施的制度選擇

金孝柏

澳門科技大學 法學院

**會議/刊物名稱：**

世界貿易組織動態與研究 2006 年第 2 期 P12-15

**內容簡介：**

紡織品配額取消後，我國的紡織產業面臨新的發展機遇和挑戰。為履行 WTO 協定的義務，保持紡織產業的穩定健康發展，維護公平的對外貿易制度，我國應該建立和完善統一、公平、自由的外貿秩序。統一、公平、自由的外貿秩序包括建立統一的對外貿易制度、公平的對外貿易機制、自由的對外貿易體制、統一維護國家的貿易利益和維持紡織產業的可持續發展五個方面的內容。通過完善公平貿易法制、建立和完善產業協調與預警機制和發展仲介機構、完善行業自律機制可以實現統一、公平、自由的外貿秩序的目標。

**關鍵詞：**

紡織品，貿易，秩序

### **83. On China's Countermeasures against China-Specific Safeguard Measures in Textile Products**

**Jin Xiao Bai**

**Faculty of Law, Macau University of Science and Technology**

**Name of Conference/Journal:**

World Trade Organization Focus, 2006 (2) : 12-15.

**Abstract:**

China's textile industry is faced with both opportunities and challenges after the elimination of the quota regime. China needs to institute and improve a uniform, fair and free foreign trade order for the purpose of fulfilling its WTO commitments, retaining the stable and healthy development of the textile industry and maintaining a fair foreign trade regime. To create a uniform, fair and free foreign trade order entails the establishment of a uniform foreign trade system, a fair foreign trade mechanism and a free foreign trade regime, the protection of the national trade interest in a uniform manner and maintaining the sustainable development of the textile industry. To attain the aim, China needs to improve its legal system governing fair trade, to establish an industrial coordination and precaution system, to develop intermediary agencies and to improve its self-discipline system in the textile sector.

**Keywords:**

Textile Products, Trade, Order

## 84. 法雨東移，多元並進——第六屆東亞法哲學研討會紀行

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### 會議/刊物名稱：

濠江法苑 2006 年 5 月總第 2 期，ISSN：1817-2040

### 內容簡介：

文章分四個部分介紹了會議中的主要議題，對新世紀東亞社會中的民主、人權、法律文化等問題均有涉及，體現各國學者對法治社會的理性思考與追求，多元文化在碰撞中不斷成長，積極探詢東亞法治文明精神。

### 關鍵詞：

東亞社會，法哲學，法文化

## 84. Summarization On The Sixth Conference Philosophy Of Law Of East Asia

Li Yan Ping

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Haojiang fayuan 2006 vol. 2

### Abstract:

There are fours parts in this conference. The issues are involved demacracy, human rights, legal culture of East Asia in the new century. There are many kinds of thinking and ideas about legal society in which the pluralistic cultures are evolutional.

### Keywords:

East Asia Society, Philosophy of Law, Legal Culture

## 85. 通識教育對法學教育的意義——兼對澳門法學教育的展望

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澳門科技大學 法學院

### 會議/刊物名稱：

2006 年 12 月澳門首屆人文社會科學大會

### 內容簡介：

文章首先分析了法學教育的目的，提出建立在合理的通識教育基礎上的專業教育才是法學教育的性質和目標，接下來在對通識教育理論簡單介紹基礎上闡述了良好的通識教育對法學教育的重要意義。最後，對澳門地區法學教育發展前景進行了粗略的設想。

### 關鍵詞：

通識教育，法學教育，專業教育

## 85. The Importance Of General Education To The Law Education

Li Yan Ping

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

The First Conference of Humanism and Social Science of Macau

### Abstract:

There are three parts in this paper. First, the suitable object of legal education is a professional education based on the rational general education. Second, after theoretically clarified the general education, the paper illustrates the importance of general education to legal education. Thirdly, there is an tentative plan of the future of the legal education of macau.

### Keywords:

General Education, Legal Education, Professional Education

## 86. 羅馬「嫁資」制度及其對我國婚姻財產立法的啓示

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### 會議/刊物名稱：

湖南湘潭大學哲學社會科學學報 2006 年第 4 期

### 內容簡介：

在古羅馬，有無嫁資是區分正式婚姻與姘合的重要標誌，「嫁資」制度由此而成爲了羅馬婚姻財產制度的重要組成部分。爲克服嫁資制度可能引致的不公平，平衡婚姻當事人之間和遺產繼承人之間的利益，羅馬法又創建了婚姻贈與和嫁資合算制度。這一套制度的建立和發展充分體現了公平和正義的羅馬法理念，並對現代婚姻財產立法產生著深遠影響。

### 關鍵詞：

嫁資，婚姻贈與，嫁資合算，公平

## 86. Rome “trousseau” system and its enlightenment to our country marriage property legislation

Tan Gui Zhen

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Xiangtan University (Philosophy and Social Sciences)

### Abstract:

In the ancient Rome, whether having trousseau or not is an important symbol which discriminates official marriage and illegal marriage, thus “the trousseau system” became one important part of the Roman marriage property system. In order to overcome the unfairness which trousseau system possibly caused, and balance benefit between marital litigant and inheritance, the Roman law founded the marriage presentation and the trousseau- assess system. The establishment and development of this set of system has fully manifested Roman law idea- fair and just, and greatly influenced modern marriage property legislation.

### Keywords:

Trousseau, Marriage Presentation

## 87. 論簡單單一制、複雜單一制和複合單一制 ——兼論中央和港澳特別行政區關係中的幾個問題

王禹

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### 會議/刊物名稱：

《港澳研究》第 2 卷，2006 年 6 月

### 內容簡介：

本論文研究了單一制的概念及其判斷標準，提出了一種新的分類法，將單一制分為簡單單一制、複雜單一制和複合單一制，並以世界上多個國家的結構形式為例，說明簡單單一制、複雜單一制和複合單一制的特徵。

論文認為我國的國家結構形式屬於複雜單一制，並在此基礎上，回答了我國中央與港澳特別行政區的幾個具體問題，如港、澳基本法不能稱為港、澳特區的小憲法，中央政府不能被稱為港澳特區的「宗主國」政府，憲法在特別行政區具有最高的法律效力，但其適用必須遵循「一國兩制」的精神，香港和澳門的法院在審理案件也可以援引憲法條文進行說理，香港和澳門的終審法院在我國法院體系中處於地區性法院的地位，以及如何理解兩部基本法規定的「全國性法律除列於基本法附件三者外，不在特別行政區實施」的涵義，等等。

### 關鍵詞：

單一制，簡單單一制，複雜單一制，複合單一制，香港，澳門，特別行政區，國家結構，中央與地方關係，憲法，基本法



## **87. Some Problems Concerning Relations Between the Central Government and the Hong Kong/Macao SARs from the Perspective of Simple, Complex and Composite Unitary Systems**

**Wang Yu**

**Faculty of Law, Macau University of Science and Technology**

### **Name of Conference/Journal:**

Hong Kong and Macao Studies (Vol. 2) , Jun, 2006

### **Abstract:**

After studying the concept of the unitary system and its judgment criterion, the article puts forward a new kind of categorization, breaking it down into simple, complex and composite unitary systems and explained their respective characteristics with the structures of many countries across the world.

It deems that the form of China's state structure belongs to the complex unitary system and has answered some relevant concrete questions. For example, the basic laws observed in Hong Kong and Macao cannot be called mini constitutions and neither can suzerainty be used to depict the sovereignty power of the central government over the two special administrative regions. Although the Chinese Constitution enjoys the effect of the supreme law, yet its applications there should be in compliance with the spirit of "One country, two systems". In conducting hearings, the courts there may cite articles of the Constitution to substantiate their argument, but the status of the court of last instance there is local in nature in the court system of China. The author also interprets the meaning of the stipulation that national laws shall not be implemented in the special administrative regions except those listed in the Annex 3 of the two Basic Laws and others.

### **Keywords:**

The Unitary System, Simple, Complex and Composite Unitary Systems, Hong Kong, Macao, The Special Administrative Region, Relations Between the Central Government and Local Authorities, the Constitution, the Basic Laws.

## 88. 澳門反洗錢立法之探討

楊誠

澳門科技大學 法學院

### 會議/刊物名稱：

本文先在紀念澳門基本法頒佈 13 周年學術研討會上宣讀，後刊登於楊允中、饒戈平主編的《基本法：構建和諧社會的根本保障——紀念澳門基本法頒佈 13 周年學術研討會論文集》一書，由澳門基本法推廣協會 2006 年出版。ISBN99937-666-9-0

### 內容簡介：

本文指出澳門在 2006 年通過的「預防及遏止清洗黑錢犯罪」法案，使澳門的在反洗錢立法上與有關國際標準基本接軌，在六個重要方面體現了國際標準的要求，從而改變了澳門長期以來在這一法律領域中比較落後的局面。但是，該法的實施還有賴於教育宣傳和制定細則，尤其是制定貫徹對博彩行業中反洗錢規則的細則規定。

### 關鍵詞：

洗錢，反洗錢立法，國際標準

## 88. Anti-Money-Laundering Legislation in Macau

Yang Cheng, Vincent

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

The Basic Law: A Fundamental Safeguard to A Harmonious Society. ISBN99937-666-9-0

### Abstract:

The paper indicates that the enactment of the 2006 Act on the Prevention and Deterrence of Money Laundering Crimes in Macau has made the laws in Macau more compatible with international standards. The Act, by incorporating 6 important aspects of rules required under international standards, has brought about positive changes to the systems in Macau in this area. However, the implementation of the Act will rely on more training, public education and detailed operational rules, especially the introduction and enforcement of more detailed regulations to control money laundering in the gaming industry.

### Keywords:

Money Laundering, Anti-money-laundering Legislation, International Standards

## 89. 論澳門地區法律援助制度之改革

楊誠

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### 會議/刊物名稱：

刊登于《濠江法苑》第二期。2006 年 5 月出版。ISSN1817-2040

### 內容簡介：

本文分析澳門的法律援助（司法援助）制度，指出現行制度存在六個重大缺陷，導致服務質量不高的問題，並提出如何加以改革的三點建議。

### 關鍵詞：

法律援助，平等，公正，法律改革

## 89. The Reform of Legal Aid System in Macau

Yang Cheng, Vincent

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Haojiang Law Journal, ISSN 1817-2040。

### Abstract:

The paper provides an analysis of Macau's legal aid (judicial aid) system, identifying six major problems in the current system which have had a negative impact on the quality of service, and offering three options to improve the system.

### Keywords:

Legal Aid, Equality, Fairness, Law Reform

## 90. 論生態倫理的法律化

周偉，黃明健

澳門科技大學 法學院

### 會議/刊物名稱：

2006 年全國環境資源法學研討會（年會）論文集

### 內容簡介：

綠色原則成爲民法基本原則的問題是生態倫理法律化的重大問題。生態倫理是人類思想的偉大變革，它必將對人類的制度文明產生重大影響。利奧波德的土地倫理和江山的人際同構法論證了生態倫理的正當。現代西方的主流思想是自由主義，它能夠容忍生態倫理在政治法律中有所體現，這是符合其多元主義要義的。但是，以欲望的解放、人的標準的降低、個人主義爲特徵的自由主義本質上反對人際同構法，因爲它的人際性、同構性、他知性、倫理性從根本上顛覆了現代西方法的根基——自由。現代中國法正在追尋自己的精神，天人合一與倫理性是中國法傳統的要義，中國嚴峻的現實處境也需要新的發展路徑。現代中國應該實踐這一理念，建設和諧社會。

### 關鍵詞：

綠色原則，生態倫理，民法典，現代性

## 90. The Legislation of Ecological Ethic

Zhou Wei, Huang Ming Jian

Faculty of Law, Macau University of Science and Technology

### Name of Conference/Journal:

Proceedings of Conference in 2006 of Environment and Resources Law Society of China Law Society

### Abstract:

The problem of Green principle becoming basic principle of civil law is important to law of ecological ethics. Ecological ethic is the great changes of human thoughts, it is bound to have a major impact on legal system. Aldo Leopold's Land Ethic and Jiang Shan's Concomitance law between human and ecology construct ecological ethics' theoretical system. The ideological mainstream of modern Western is liberalism. It could Tolerate ecological ethics embodied into it's political and legal system, which is consistent with its pluralism. However, liberalism as the desire for liberation, the lower standard of humanity and individualism, oppose ecological ethics, because it make a subversive of the foundation of modern Western law -- Freedom. Modern Chinese Law are seeking his own spirit, the combination of heaven and man into one and ethics of law is main features of Chinese traditional law. And China's grim reality needs new development strategy. So China should practice this philosophy, building a harmonious society.

### Keywords:

Green Principle, Ecological Ethics, Civil Code, Modernity

## 91. 五臟相音——《黃帝內經》失傳 2000 多年的理論和技術

高也陶

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

APBN (Asia Pacific Biotech News, 04631-f000-c) 2006, 10 (14) : 764-765

### 內容簡介：

本文介紹了 2000 多年前《黃帝內經》記載的五心臟相音理論。整理和研究了傳統五音與現代聲學的關係，中醫五臟相音理論與現代科學前沿細胞聲學研究的相呼應，以及最新的檢測方法。

### 關鍵詞：

細胞聲學，發音頻率，五臟相音，黃帝內經，二十五音分析儀

## 91. Five Zang-organs Harmonize Pitch: How the Lost Theory and Technology of Huang Di Nei Jing can be Applied to the Modern Clinical Treatment

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

APBN (Asia Pacific Biotech News, 04631-f000-c) 2006, 10 (14) : 764-765

### Abstract:

The phrase “Five Zang-organs Harmonize Pitch” is from Su Wen Chapter 10 of Huang Di Nei Jing which states that ‘five Zang-organs harmonize pitch can be realized’.

The theory of Five Zang-organs Harmonize Pitch considers that the five organs, spleen, lung, liver, heart and kidney each provide a pitch, or musical vibration. The five organs are relative to the five pitches of Chinese traditional music, Gong (do) , Shang (rei) , Jiao (mi) , Zi (sou) and Yu (la) . The five musical scales are the five pitches of the ancient Chinese five-tone scale and also relative the five elements, earth, gold, wood, fire and water. These five elements and Ying-Yang are the important basics of Traditional Chinese Medicine.

### Keywords:

Sonocytology, Five Zang-organs Harmonize Pitch, Huang Di Nei Jing

## 92. 五臟相音——《黃帝內經》 失傳 2000 多年的理論和技術的現代研究

高也陶

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

《醫學與哲學》(ISSN 1002-0772) 2006, 27 (9): 51-53

### 內容簡介：

2000 年，德國學者發現動物患病或受傷時的發音頻率呈非線性改變。2002 年，美國學者發現細胞從生到死，受酒精刺激和癌變時，都有細胞壁振動（聲音）的改變。細胞聲學由此建立。2004 年，美國《科學》刊登細胞聲學研究，揭示有望在細胞尚未發生病變前，就通過細胞壁振動的改變而獲得診斷。這些研究與 2000 多年前《黃帝內經》記載的五臟相音理論遙相呼應。本文介紹了利用現代化高科技對該理論的研究。

### 關鍵詞：

細胞聲學，發音頻率，五臟相音，黃帝內經，二十五音分析儀

## 92. Five Zang-organs Harmonize Pitch: Modern Research of the Lost Theory and Technology in Huang Di Nei Jing

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Medicine and Philosophy (ISSN 1002-0772) 2006, 27 (9) : 51-53

### Abstract:

A Japanese macaque infant with metabolic disease was investigated expressing a high amount of nonlinear phenomena by Gemery researchers in 2000. America researchers found that the change of vibratory frequency on the yeast cell wall from growth to death, stimulated by alcohol or had developed into the malignant phase in 2002. Sonocytology was build. The study was reported in "Science" in Aug 2004. It is potentially medical application is already being pursued. Someday, listening to the sounds of your cells might tell a doctor, before symptoms occur, whether you are healthy or not. The theory of Five Zang-organs Harmonize Pitch, the lost theory and technology in Huang Di Nei Jing, is one of the diagnosis and treatment devices of Traditional Chinese Medicine and is similar with the modern research of sonocytology.

### Keywords:

Sonocytology, Pronouncing Frequency, Five Zang-organs Harmonize Pitch, Huang Di Nei Jing, Sono-frequency Analysis Facility

### 93. 論《黃帝內經》臟腑的實體解剖觀

高也陶

澳門科技大學 中醫藥學院

**會議/刊物名稱：**

《中西醫結合學報》(ISSN 1672-1977) 2006, 4 (4): 339-342

**內容簡介：**

常有人以傳統中醫有「肝生於左」的說法，批評中醫連人體解剖都不正確；而回答最多的是：傳統中醫的臟腑不是實體的解剖器官而是功能系統，與西醫的概念是完全不同的。目的：探討傳統中醫經典認為機體的器官是實體解剖器官還是虛象的功能系統。方法：追溯《黃帝內經》以來的傳統中醫經典論述，考證他們對人體臟腑的實際看法。結果：1) 「肝生於左」的說法是指中國傳統文化卦象上相對的位置，而非人體解剖部位；2) 臟腑首先是實體解剖器官；3) 臟腑的解剖位置與現代醫學是大致相符合的。4) 某些臟腑的功能是與現代醫學一致的。結論：傳統中醫的臟腑是實體解剖學的觀點，與當代醫學的解剖觀是基本一致的，不應當過分強調中醫的臟腑是虛形的功能系統，與西醫的所指的解剖器官不同，從而遠離人體科學。

**關鍵詞：**

黃帝內經，臟腑，解剖學

### 93. Gross Conception of Anatomical Structure Zang-fu Viscera in Huang Di Nei Jing

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

**Name of Conference/Journal:**

Journal of Chinese Integrative Medicine (ISSN1672-1977) 2006, 4 (4): 339-342

**Abstract:**

Traditional Chinese Medicine (TCM) is often criticized as the parlance liver is in the left of the human body. The most of the answers for the criticism are that the conception of Zang- Fu organs in TCM is different from the modern medicine, which they are not real organs of human anatomy but functional system. Objective: To study a gross anatomical organ or an indistinct functional system is the theory of TCM. Methods: To review the classical works since Huang Di nei Jing. Result: A ccording to Huang Di Nei Jing, 1) It is based on the eight diagrams of Traditional Chinese Culture but not the human anatomy which the growth of liver is from the left, 2) the conception of Zang- Fu organs, initially, is a gross anatomical opinion, 3) the anatomical location of Zang- Fu organs are broadly similar with the perspective of the modern medicine, 4) the some functions are also similar with the modern medicine. Conclusion: It should not emphasize excessively in the study of TCM that Zang- Fu organs is not a gross anatomical organ but an indistinct functional system different from the opinion of the modern medicine.

**Keywords:**

Huang Di Nei Jing, Zang-Fu Organs, Anatomy

## 94. 論《黃帝內經》中三焦的實體解剖結構

高也陶

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

見《看中醫還是看西醫》，北京，中醫古籍出版社 2006 附錄

### 內容簡介：

三焦的解剖位置或概念至今是傳統中醫中爭論最多的問題之一。自《難經》提出三焦有名無形之說後，2000 多年來，對三焦的理解就眾說紛紜，無一定論。本研究拋開《難經》以降的各種學說和爭論，僅以《黃帝內經》的理論和論述為依據，結合現代解剖學的理論，並從器官發生學和進化論上尋找證據，推論：1) 三焦是具體的實體解剖器官，2) 三焦是空腔臟器，3) 上焦是腦脊腔，中焦是胸腔（可能包括胃），下焦是腹腔（包括生殖腔）；猜想：與三焦對應的臟器，應當是大腦，不論他曾經被稱作什麼。

### 關鍵詞：

黃帝內經，三焦，解剖學

## 94. Gross Conception of Anatomical Structure of Triple Burner in Huang Di Nei Jing

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

To see Chinese Traditional Doctor or Western Doctor? Beijing, PublishingHouse of Ancient Chinese Medicine. 2006 Attachment. First Author.

### Abstract:

So far, the triple burner is one of the most arguments in Traditional Chinese Medicine (TCM) and its anatomical structure has not been confirmed since Nanjing say it is just named and no structure. This study give up the triple burner parlances of Nanjing and after Nanjing because the inconsistency in Nanjing and use just the theory and state from Hunagdi Neijing with the treatise from Anatomy, organic development and evolutionism. Conclusion: 1. Triple burner is a gross anatomical structure. 2. Triple burner is a cavity of the gross anatomical structure. 3. Upper burner is Cranial-Spinal Cavity. Middle burner is Thoracic Cavity. Maybe, it contains the stomach. Lower burner is Abdominopelvic Cavity with Reproductive Cavity. The further guess the Zang-organ corresponding to Triple burner is brain in spite of this Zang-organ had been named anything.

### Keywords:

Huang Di Nei Jing, Triple Burner, Anatomy



## 95. 經絡調理磁療貼的臨床應用

高也陶

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### 會議/刊物名稱：

中醫雜誌 (ISSN 1001-1568) 2006 (sup)

### 內容簡介：

磁療 300 年前就在歐洲流行，隨著科學的進步而發展。磁療與針灸的結合應用，已經在得到了大量的臨床經驗。本研究介紹的一種經絡調理磁療貼，具有明確的磁場方向性，且與經絡走行方向平行。因此，在臨床應用時，可以順行或逆行與經絡走行，以達到類似針刺補與瀉的作用。同時由於其可以較長時間的在皮膚上留置，可以解決經絡子午流注的問題。臨床應用經濟、方便、無痛、無創。

### 關鍵詞：

磁療貼，經絡調理，循經感傳

## 95. Clinical Study of a Special Meridian Magnetic Application

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Traditional Chinese Medicine 2006, 47 (sup) : 227-228

### Abstract:

A special meridian magnetic application is found 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 compares to on other conditions above. Owing to a definite directivity of the magnetic field gradient is produced when the magnetic application on 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

## 96. 五臟相音——心身疾病早期診斷的一種方法

高也陶

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

《中華醫學會心身醫學分會第 12 屆年會論文集》 2006 年 10 月 第 54-59 頁

### 內容簡介：

心身疾病如何早期診斷，是否有可能借助 21 世紀剛剛發展起來的細胞聲學的研究結果。本文回顧傳統樂理的應用，利用《黃帝內經》的理論和技術，通過現代化聞診的研究，採用高科技對聲音進行辨別分型，提供診斷意見，指導經絡調理和飲食調理。提供了一種對心身疾病早期診斷的方法，以期在疾病尚未成形前就予以適當治療，提高健康水平。

### 關鍵詞：

細胞聲學，黃帝內經，五臟相音，心身疾病

## 96. Five Zang-organs Harmonize Pitch: one of the early diagnosis methods for the psychosomatic disease

Gao Ye Tao

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

The transactions of the 12th almanac of Psychosomatic Association, Chinese Medicine Association.

### Abstract:

How would the psychosomatic disease been diagnosed in primary? Whether we could use the outcome of sonocytology developed lately in 21 century. This paper reviews the theory of Chinese traditional music and the technology of Five Zang-organs Harmonize Pitch in Huang Di Nei Jing. The technology is from the study of modern listening diagnosis and it can distinguish from the pronunciation of human being. It will supply a diagnosis method for the psychosomatic disease and directs the treatment of meridians and diet so that heals diseases before their formed.

### Keywords:

Sonocytology, Huang Di Nei Jing, Five Zang-organs Harmonize Pitch, Psychosomatic Disease

## 97. 淺談振動與人體的關係

楊嘉麟

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

醫學與哲學 (ISSN 1002-0772) 2006, 27 (9): 55, 59

### 內容簡介：

目的 通過探究振動的物理性質，從聲波振動、臟器振動、細胞振動、振動與維生素的吸收等四個角度分析了振動與人體生理及健康的關係，讓人們認識到振動在保健、養生、治病中的重要性，從而利用振動與人體的關係來維持人體的正常健康。

### 關鍵詞：

振動，養生，聲細胞學

## 97. Vibration and Health

Yang Jia Lin

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### Name of Conference/Journal:

Medicine and Philosophy (ISSN 1002-0772) 2006, 27 (9) : 55, 59

### Abstract:

To explore the relationship between vibration and body by 4 ways (hearing, viscera, cells and vitamin) . The main idea is to cause us acknowledge not only the importance of harmonious vibration which is used in therapy and health's preserved but also the ways to keep healthy by making good use of vibration.

### Keywords:

Vibration, Sonocytology, Health Preserving

## 98. 從文化背景看中醫心理學思想

王丹芬

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

北京 2006 年國際中醫心理學學術會議大會交流並收入論文集編

### 內容簡介：

本文分析了中醫心理學發展過程中宗教和哲學思想的滲透、蘊藏著的深刻社會文化背景和人文意義。指出心理學的發展不能背離這個傳統文化背景。中醫心理學的發展有利於醫學模式的順利轉變。

### 關鍵詞：

中醫心理學，文化背景，醫學模式

## 98. The Impact of the Cultural Background on the TCM Psychology

Wang Dan Fen

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Intenational committee on TCM Psychology China, Beijing. 2006, Jun

### Abstract:

The paper analyzes the infiltration of both religious and philosophical thinking in the development of psychology of the traditional Chinese medicine, together with its profound social and cultural background and significant humanism hidden behind it. It points out that the development of psychology cann't deviate from this traditional cultural background. The development of psychology of traditional Chinese medicine will benefit the transformation of medical mould.

### Keywords:

TCM Psychology, Cultural Background, Medical Mould.

## 99. 對中醫氣質測量的醫學思考

王丹芬

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

北京 2006 年國際中醫心理學學術會議大會交流並收入論文集編

### 內容簡介：

氣質診斷是中醫心理學思想的主要內容之一，長期以來不但指導著中醫臨床實踐，更體現了生物-心理-社會醫學模式的宗旨，本文分析了中醫氣質診斷的臨床意義和氣質客觀化測量研究領域的現狀、存在的主要問題和解決思路。

### 關鍵詞：

中醫氣質/人格，心理評估，解決思路

## 99. The Thinking on TCM Personality/Temperament Survey

Wang Dan Fen

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Intenational committee on TCM Psychology. China, Beijing. 2006, Jun

### Abstract:

The main distinguish between Traditional Chinese medicine (TCM) and western medicine is that TCM think much of the temperament, body constitution and four weather condition. Being the main part of TCM psychology thinking , personality/temperament theory not only directs TCM clinic practice, but also shows the tenet of biology-psychology-social medical model. The paper discusses the clinical meaning of TCM personality theory and actuality of evaluation methods, indicating the problems remained to solve.

### Keywords:

TCM Personality / Temperament, Evaluation, Solving Ways

## 100. 中醫養生學的的優勢和發展前景

項平

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

澳門醫學雜誌 ISSN 1608-7801

### 內容簡介：

中醫養生學是中醫學的重要組成內容。其在我國衛生保健事業中發揮了重要的作用。

#### 1. 中醫養生學的特點和優勢：

##### (1) 中醫養生學理論獨特

中醫養生學理論有三個主要觀點，即整體養生觀、審因施養觀和盡終天年觀，其中突出強調整體養生和審因施養。

##### (2) 中醫養生方法簡便廉驗，便於推廣應用

中醫養生方法眾多，有調攝情志、傳統健身、飲食調養、針灸、推拿按摩、氣功等，其中大多數的方法都是便於學習掌握的非藥物養生法或自然養生法，不僅養生效果好，而且價格低廉，因而便於推廣應用。

#### 2. 中醫養生學現狀

##### (1) 中醫養生機構的成立

##### (2) 中醫養生學人才的培養

##### (3) 學術水平不斷提高

#### 3. 中醫養生學的發展前景

中醫養生學的發展，應注意做到在繼承中求發展，在應用中求創新，既保持中醫養生學的特色，又努力跟上時代前進的步伐。要重視中醫養生知識和具體養生方法的宣傳和普及；依託原有的醫療機構，以社區為基層單位建立各級健康管理中心；各高等中醫院校應重視中醫養生學人才的培養；加快對傳統的中醫養生學的理論和方法的整理、研究和提高，使其步入科學化、規範化、標準化的軌道。這些也都是促進中醫養生學發展必須要做的。

今後，中醫養生學必將在人類衛生保健事業中做出更大的貢獻，具有廣闊的發展前景。

### 關鍵詞：

中醫養生學，優勢，前景

## 100. Advantages and Prospects of TCM Health Preserving

Xiang Ping

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Health Science Journal of Macao

### Abstract:

TCM health preserving is the important content of TCM. It provided important effect in the health care activities of our country.

#### 1. Characteristics and advantages of TCM health preserving:

(1) The theory of TCM health preserving is distinctive. There are three major points of view on the theory of TCM health preserving. The first is health preserving on macro view, the second is health preserving based on different reasons and the third is spending life of natural human body.

(2) The methods of TCM health preserving is simple, easy, less expensive and great effect. There are numerous methods of TCM health preserving such as taking care of one's mind, traditional fitness activity, adjusting food and drink, acupuncture, Tuina and Qigong, etc. Of which the most methods are non-medicine or natural and they are easy to learn. There are not only great effects on them, but also less expensive on adopting. Thus, it is easy to be popular and be using.

#### 2. The current situation of TCM health preserving:

(1) The institutes of TCM health preserving had been established in recent years.

(2) The talents of TCM health preserving were trained.

(3) The learning standards of TCM health preserving are getting higher and higher.

#### 3. Prospects of TCM health preserving:

To develop TCM health preserving while inheriting tradition, maintain unique and competitive advantages of TCM, and a bold introduction of modern scientific technology, we should attach importance to popularize the knowledge and the methods of TCM health preserving. We should build organizations in different levels to take care of people's health, and rely on the original medical institutes and to use the community. The TCM universities and colleges should attach importance to train the talents of TCM health preserving. We should strengthen on researches and raise the theoretical levels and improve the methods of TCM health preserving so as to standardize on the course of science. From now on, TCM health preserving is going to contribute to the health activities of humankind more and more, and develop broader and broader.

### Keywords:

TCM Health Preserving, Advantage, Prospect

## 101. 中醫藥幹預亞健康研究思路探討

項平

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

2006 世界中醫藥大會演講論文（香港浸會大學中醫藥學院）

### 內容簡介：

一段時期以來，人們對中醫藥幹預亞健康議題的研究熱情高漲，也取得了一定的成績。但總體來說，由於研究思路尚未理清，以致出現研究力量分散，低水平重複較多，實際成效不大的情況。

筆者認為，要理順中醫藥幹預亞健康的研究思路，應先解決好以下問題：①政府應從衛生學、經濟學、社會學的高度充分發揮政府的主導作用，將幹預亞健康作為政府衛生工作的重要組成部分予以高度重視，有專人分管，撥給專項經費，設立專門機構（或在綜合性醫院裏有專門的部門），招聘專門人才，開展積極有效的研究和幹預工作；②在醫療衛生人員中確立幹預亞健康的意識，自覺地重視對亞健康的研究和幹預；③組織熱心中醫藥幹預亞健康研究的專家共商研究思路，選好切入點，由政府主管部門出面組織協作攻關，開展卓有成效的研究。

在專業技術人員具體的研究思路，筆者認為應重視以下幾個問題：①亞健康的範圍和分類的研究。重視分類或單個亞健康狀態的流行病學研究、預防和幹預方案研究、有效幹預方法的研究。②不同地區、不同行業亞健康人員的特點研究。重視不同地區、不同行業多發性亞健康狀態的流行病學研究、預防和幹預方案研究、有效幹預方法的研究。③不同類型、不同地區以及單個亞健康狀態人員的體質特點和主要證型研究。④通過臨床觀察、實驗室研究等途徑開展具體幹預方法（或方案）的優化研究，並重視中醫藥幹預亞健康的多學科研究。⑤中醫藥幹預亞健康在社區範圍內推廣應用的研究。中醫藥幹預亞健康的保健食品、藥品及儀器設備的研製。

此外，重視中醫藥幹預亞健康的學術交流與合作，也是促進中醫藥幹預亞健康研究深入開展不可或缺的。

### 關鍵詞：

該論文無關鍵詞



## **101. A Research of impact of Chinese Medicine on Subhealth**

**Xiang Ping**

**Faculty of Chinese Medicine, Macau University of Science and Technology**

### **Name of Conference/Journal:**

Conference of World Chinese Medicine

### **Abstract:**

In the past recent years, people were interested in research on impact of Chinese medicine on subhealth. However, since the train of thought was not clear, the researches were not concentrated enough, there was lack of practical outcomes.

According to the author, in order to clear the thought of impact of Chinese medicine on subhealth, researchers should solve the following problems: 1. government should play an important role, and it should pay much attention to subhealth; it should create a department or organization, provide financial supports, and employ professional people to study the impact of subhealth; 2. the government should promote the concept of subhealth among the people who are working in the clinical departments; 3. the government should coordinate and contact some researches with experts of subhealth, so as to focus on one of its fields and find out valuable outcomes.

From the point of view of some technical people, the author thought that the following problems should be pay attention to: 1. The scope and classification of subhealth. Scope or study on single epidemic disease, research on prophylaxis proposals, and effective treatment should be attached importance; 2. Researches on characteristics of different regions and industries of subhealth people; 3. Researches on characteristics of different types, regions and physique of subhealth people; 4. Through the clinical observation and laboratory studies researchers should provide detailed plan on effective treatment; 5. Researches on promotion and application of impact of Chinese medicine on subhealth in some communities; 6. Development of medicine, healthy food and clinical machines of treatment of subhealth. Moreover, academic exchange and corporation on impact of Chinese medicine on subhealth is very important for pushing ahead the studies and researches of this field.

### **Keywords:**

N/A

## 102. 中醫食療藥膳的應用及發展趨勢

項平

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

世界中醫藥雜誌

### 內容簡介：

中醫食療和藥膳是中醫學寶庫中的重要成分，其發展歷史悠久，內容也很豐富，為人們養生保健和防病治病作出了突出貢獻。中醫食療作用平和，副作用小，便於長期食用。食療可單獨應用於患者的治療以及康復階段；也可與藥療結合應用，不僅能提高療效，還有利於減少用藥量，避免藥物的副作用。藥膳可以說是食療與藥療的結合運用，食物中加適量的藥物，既可增強補益或療病的功效，又能減輕藥物的副作用，是強身健體，養生防病，補正祛邪，療病康復的好方法。目前實際應用中的藥膳以具有補益強壯功效的為主，而且有四季五補之分。在具體應用中，藥膳以食為主，藥量一般較小，作用往往較緩。藥膳在保健、養生、康復中有重要地位，尤其能使部分慢性病、老年病、婦兒疾病患者在享受美味的同時，得到保養、調理與治療。但從臨床疾病治療的角度來看，藥膳在很大程度上還不能替代藥劑，特別是對一些急重患者的治療，仍應以藥劑為主，即使用藥膳，也只是輔助作用。切不可因強調藥膳的長處而延誤了急重患者的病情。

筆者認為，對食療、藥膳的應用與研究應組織力量，著重做好幾方面的工作。其一，繼續做好食療、藥膳的文獻整理研究工作。其二，重視食療、藥膳方組方規律的研究。其三，進行食療、藥膳方製作工藝的研究。其四，開展食療、藥膳方的作用機理及療效分析研究。其五，開發食療、藥膳方便劑型。其他如加強學術的交流交往，重視食療、藥膳人才的培養等也是發展中醫食療、藥膳所必需的。

### 關鍵詞：

該論文無關鍵詞

## **102. The Current Situations and Development Perspective of Chinese Medicine**

**Xiang Ping**

**Faculty of Chinese Medicine, Macau University of Science and Technology**

### **Name of Conference/Journal:**

Journal of World Chinese Medicine

### **Abstract:**

The traditional Chinese dietary therapy and the foods with Chinese medicines mixed in are in the traditional Chinese medicine treasure house important ingredient, there is a long development history on it and provided a great contribution in preventing disease for the people and keeping in good health care treats an illness. Traditional Chinese dietary therapy function gentle, the side effect is small, is advantageous for long-term edible. It may alone apply to patient's treatment as well as is restored to health the stage; it may also cure with the medicine, not only can enhance the curative effect, but also is advantageous to the reduction uses the dose, avoids the side effect of medicine. The foods with Chinese medicines mixed is utilization which the nutritional therapy and the medicine cures, and may benefit to treatment effect, and can reduce the side effect of medicine, be supplements and corrects dispels evilly. Currently in practical application foods with Chinese medicines mixed in may be differentiated in terms of four seasons. It shows importance in traditional Chinese dietary therapy, especially in effects of curing the partial chronic illness, sickness of old age, and the woman disease patient However, the traditional Chinese dietary therapy can not completely replace the medicine, especially for the anxious or heavy patients' treatments. The traditional Chinese dietary therapy can only act as assistance for the treatment.

The author believed that, to the traditional Chinese dietary therapy, the researchers should pay more attention to the following issues: First, continue to accomplish in literature reorganization research works. Second, pay more attention to researches on rules of the traditional Chinese dietary therapy. Third, contact more researches on developing the traditional Chinese dietary therapy. Fourth, contact more researches on curative effect analysis of traditional Chinese dietary therapy. Fifth, develop new dietary therapy for convenience to patients. Moreover, the academic exchanges and contacts are necessary too.

### **Keywords:**

N/A

### 103. 氦-氖激光針療法在兒科臨床的應用

徐偉英

澳門科技大學 中醫藥學院

**會議/刊物名稱：**

第 23 屆中醫兒科學術研討暨兒科名中醫講習班

**內容簡介：**

目的：觀察用氦-氖激光針治療小兒遺尿、嬰幼兒泄瀉、小兒肺炎和支氣管炎等臨床療效。方法：根據 121 例患者臨床主要症狀、體征以及病程等進行療效判定。結果：治療後療效與文獻記載針灸治療療效相近。結論：用氦-氖激光照射穴位能夠代替毫針針刺的作用。

**關鍵詞：**

氦-氖激光照射穴位，遺尿，泄瀉，肺部炎症

### 103. He-Ne laser acupuncture therapy in pediatric applications

Xu Wei Ying

Faculty of Chinese Medicine, Macau University of Science and Technology

**Name of Conference/Journal:**

No. 23-second pediatric Chinese medicine practitioners and Chinese medicine pediatric academic seminar workshop

**Abstract:**

Abstracts: Objective: Objective using He-Ne laser treatment of enuresis in children and infants with diarrhea, pneumonia and bronchitis in children Clinical Based on 121 patients with clinical symptoms and signs of disease and efficacy etc. Result: Acupuncture treatment efficacy and documented similar therapeutic effects. Conclusion: Using He-Ne laser irradiation can replace cents Acupuncture point to the role.

**Keywords:**

He-Ne Laser, Acupuncture, Infantile Enuresis, Infantile Diarrhea, Pneumonia

## 104. 清肺合劑配西藥治療下呼吸道疾病療效分析

徐偉英

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

2006 年 11 月 3-6 日南京中醫藥論壇，「未來中醫藥發展的新思路與新方法」

### 內容簡介：

目的：觀察清肺合劑配西藥結合治療，以清肺化痰、宣肺止咳平喘，治療下呼吸道疾病臨床療效。方法：將 70 例下呼吸道疾病患兒分為中西藥結合組和西藥組，就臨床主要症狀，以及肺部體征的吸收和病程等進行療效判定。結果：中西藥結合組肺部體征消失顯著比西藥組快，P 值<0.01, 另外病程也明顯縮短 P 值<0.05。結論：中西藥結合組臨床比西藥組明顯有效。

### 關鍵詞：

下呼吸道疾病，清肺合劑，西藥

## 104. Analysis in Therapeutic Effectsof Treatment to Diseases in lower Respiratory Tract by Qingfei Decoction Combining with Western Medicine

Xu Wei Ying

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Nanjing International Forum on Traditional Chinese Medicine, 3-6 Nov, 2006 NANJING/CHINA. "New Thoughts and Approaches to the Future Development of Traditional Chinese Medicine"

### Abstract:

Objective: Combined Western observation Qingfei mixture alloc. Huatan to Qingfei, Xuanfei Zhihepingchuan, Clinical treatment of respiratory diseases. Methods: Children will be divided into 70 cases of lower respiratory tract diseases combination of Chinese and Western medicine. On the clinical symptoms and signs of pulmonary disease, such as the absorption and efficacy judge. Results: Dysphrenia group lungs notable signs disappear faster than western medicine. P <0.01, Another course has also been shortened significantly. P <0.05. Conclusion: Dysphrenia clinical effective than Western group.

### Keywords:

Lower Respiratory Tract, Qingfei Mixture, Western

## 105. 探討澳門地區原發性高血壓的中醫藥防治特點

趙永華

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

澳門醫學雜誌

### 內容簡介：

以澳門地區原發性高血壓流行病學資料為基礎，對原發性高血壓中醫病因病機學說進行闡述，認為本地區早期原發性高血壓發病的中醫病機學有自身的特點，中年人群以肝陽偏亢，痰濁阻絡證型為多，老年人群發病多因年老肝腎虧虛，風陽內動所致，以相應中藥方劑治療早期原發性高血壓，具有療效穩定、持久的特點。

### 關鍵詞：

原發性高血壓，中醫藥防治，澳門

## 105. Discussion the characteristic on using Traditional Chinese Medicine to prevent and cure primary hypertension in Macao

Zhao Yong Hua

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Health Science Journal of Macao ISSN: 1608-7801

### Abstract:

Analysing the cause and mechanism of primary hypertension in the field of Traditional Chinese Medicine by the information of epidemiology in Macao. It thinks that the aetiology of Traditional Chinese Medicine of early primary hypertension has its own characteristic. The syndrome of "liver-Yang" appeared excessively and the meridian obstructed by sputum-phlegm mainly occurs in middle-aged crowd; while old people crowd mainly caused by deficiency of liver and kidney followed with "liver-wind" disturbing. It appears stable and resistant of treating early primary hypertension by using relative tradition Chinese medicine.

### Keywords:

Primary Hypertension / Prevention and Cure of Traditional Chinese Medicine, Macao Region

## 106. 澳門中醫藥的歷史沿革、現狀分析與發展策略

鄭其昌

澳門科技大學 中醫藥學院

### 會議/刊物名稱：

中醫藥發展與現代科學技術

### 內容簡介：

澳門是一個東西文化交融的小型化社會，決定了澳門開放與封閉相容的文化特性。澳門的中醫藥正是在這種獨特的文化背景下逐漸發展完善的，自成一體，擁有很多獨特的個性。本文從澳門中醫藥的歷史入題，記述了澳門民間人士對中醫藥發展的推動；接著從中醫診療狀況、中藥發展狀況、中醫藥團體、中醫藥教育、中醫藥管理與法規、中醫藥界對外交流與合作、「中藥園」計畫等多個方面介紹了澳門中醫藥的發展現狀，在此基礎上，根據作者本人經驗，結合澳門中醫藥的發展需要，提出了提高澳門本土中醫藥界人士的素質，利用 Intel 網路，及走向葡語系國家等澳門中醫藥發展策略的建議。希望通過此篇文章，讓更多的人瞭解澳門中醫藥歷史，認識澳門中醫藥的發展狀況，更希望能一同參與澳門中醫藥的未來建設。

### 關鍵詞：

澳門中醫藥，中藥園

## 106. The History, Actuality and Future

Cheang Kei Cheong

Faculty of Chinese Medicine, Macau University of Science and Technology

### Name of Conference/Journal:

Traditional Chinese Medicine Development and Modern Science and Technology

### Abstract:

Macau is a miniaturization society with eastern culture and western culture. And the Traditional Chinese Medicine in Macau has been influenced by Macau's special culture to form a special system. My thesis starts from the history of the Traditional Chinese Medicine in Macau, records and narrates the process of the development to the Traditional Chinese Medicine in Macau. Then I introduce the actuality of the Traditional Chinese Medicine in Macau about the herbalist doctor, the herbal development, the associations, the education, the management, the rule of law, the communication and corporation with exterior, and the government plan of "Traditional Chinese Medicine park". Based on the history and actuality of Traditional Chinese Medicine in Macau and according to the background of Macau, I suggest that we should bring up the local professional people, we should utilize the modern tool, and we should tend towards to the lousophone. Via this thesis, I want to make more people know about the history and actuality of Traditional Chinese Medicine in Macau, and call for more people to come in to the development of Traditional Chinese Medicine in Macau.

### Keywords:

Traditional Chinese Medicine in Macau, Traditional Chinese Medicine Park

## 107. 促進澳門中醫藥走向巴西

鄭其昌

澳門科技大學 中醫藥學院

**會議/刊物名稱：**

剖析東亞經濟

**內容簡介：**

從技術層面論述澳門中醫藥如何能進一步發展，通過自身中葡文化的特性和國際化區域的優勢，將中醫藥推廣出去，走向巴西。

**關鍵詞：**

中醫藥

## 107. To Promote Traditional Chinese Medicione Go to Brazi

Cheang Kei Cheong

Faculty of Chinese Medicine, Macau University of Science and Technology

**Name of Conference/Journal:**

Deep analysis to the economic of east asia

**Abstract:**

The author believes Macao has a pivotal role to play in promoting the development of Chinese medicine in the Portuguese-spoken countries giving the historical connection and currently existing close ties between Macao and these nations. So we plan to do something just as translation, communication, exchange student and so on to promote the TCM to Brazil. Furthermore, the research will surely promote Macau's the research of the Chinese medicine and the development of the Chinese medicine industries.

**Keywords:**

Traditional Chinese Medicione



## 108. 批到達按訂單裝配系統的隨機最優控制

蔣倩

澳門科技大學 基礎教學部

### 會議/刊物名稱：

第八屆全國概率統計會議，中國徐州，2006 年 10 月

### 內容簡介：

本文研究了具有多種產品和零件且產品和零件均按照更新過程批到達的按訂單裝配系統的隨機最優控制問題。我們的目標是通過選擇產品的價格、零件生產速度和動態裝配序列來最大化期望水平無窮貼現利潤。我們將靜態規劃問題和離散審查策略推廣到批到達的情形並且得到了忙期系統運行的漸近最優策略。這一策略表明系統可以用一個擴散過程逼近並且表現出了一定的狀態空間崩塌性質。我們還對對泛函中心極限定理在批供應和批需求情形下作了一些新的研究以便得到我們的主要結論。

### 關鍵詞：

隨機最優控制，布朗運動，擴散逼近，泛函中心極限定理，Skorohod 表示定理，按訂單裝配系統，忙期，線性規劃

## 108. Stochastic Optimal Control of ATO Systems with Batch Arrivals via Diffusion Approximation

Jiang Qian

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

The 8th Probability & Statistics Annual Conference of China, Xuzhou, China, Oct 2006

### Abstract:

We study the approximating stochastic optimal control for an assemble-to-order system with multiple products and components which arrive at the system in random batches and according to renewal processes. Our purpose is to maximize expected infinite horizon discounted profit by selecting product prices, component production rates and a dynamic sequencing rule for assembly. We extend the solution of some static planning problem and a discrete review policy to batch arrival environment, and develop an asymptotically optimal policy for the system operating under heavy traffic, which indicates that the system can be approximated by a diffusion process and exhibits certain state space collapse property. In justifying the optimal diffusion approximation, we give some new studies on functional limit theorems, which allow us to establish corresponding results (such as weak convergence of optimal functionals) in batch supply and demand situation and to achieve our main conclusion.

### Keywords:

Stochastic Optimal Control, Brownian Motion, Diffusion Approximation, Functional Limit Theorem, Skorohod Representation Theorem, Assemble-to-order System, Heavy Traffic, Linear Programming

## 109. 指導青少年科技創新活動的三個重要環節

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

澳門教育 2006 年第 2 期，73-75 頁

### 內容簡介：

在培養創新人才的過程中，開展科技創新活動具有不可替代的積極作用。要想指導這一活動持續、健康地發展下去，有三個重要環節應當引起重視。它們是：開發創造能力、培養科學精神和倡導團隊合作。澳門地區的中小學如能抓住以上三個重要環節，則一定能取得顯著效果，將科技創新教育提升到更高的水平。

### 關鍵詞：

青少年，科技創新，創造能力，科學精神，團隊合作

## 109. Three Important links to Guide Youngsters to Develop Creative Scientific and Technological Activities

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Macao Education 2006, No. 2 pp73-75

### Abstract:

In the processes of cultivating creative talents, creative scientific and technological activities possess their positive function. In order to guide these activities developing sustainable and healthily, three important factors should be paid more attention. They are development of creativity, promotion of scientific spirit and initiating team work. If the above factors be practiced by middle and primary schools in Macao, evident results will be achieved and creative scientific and technological education will certainly rise to a higher level.

### Keywords:

Youngsters, Scientific and Technological Innovation, Creativity, Scientific Spirit, Team Work

## 110. 澳門人文社會科學借鑒自然科學創新研究方法的哲學思考

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

首屆澳門人文社會科學大會論文集 61-66 頁

### 內容簡介：

爲了理順自然科學與人文社會科學的關係，適應代代科學的發展趨勢，促進人文社科提升水平並且尊重澳門的歷史文化特徵，澳門地區的人文社會科學研究有必要借鑒自然科學，力求研究方法的創新。從哲學的角度來考慮，從相對之中優選絕對，從偶然之中把握必然，從量變之中促進之便，從否定之中實現在否定，是澳門地區人文社會科學創新研究方法、催生創造性成果的有效途徑。

### 關鍵詞：

人文社會科學，自然科學，研究方法 哲學思考

## 110. **Philosophic Ways of Research of Humanities and Social Sciences in Macao to Renew Their Methodology Learning from Natural Sciences.**

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Proceeding of First Symposium of Humanities and Social Sciences in Macao, pp: 61-66

### Abstract:

In order to managing properly the relation between natural and human-social sciences, to fit the tendency of science development, to raise the level of human-social sciences, to value the historic and cultural characters of Macao, it is necessary and possible for humanities and social sciences in Macao to learn from natural sciences to renew their methodology. From the angle of philosophy, there are some effective ways for humanities and social sciences in Macao to renew their methodology and produce creative achievements. They are optimizing the Absolute from relativity, grasping the necessity from contingency, promoting qualitative change from quantitative change, and achieving negation from the negation of negation.

### Keywords:

Humanities and Social Sciences, Natural Sciences, Research Methods, Philosophic Ways

## 111. 以學生為中心：一種挑戰性的先進教育理念

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

澳門教育，2006 年，第 4 期，第 49-51 頁

### 內容簡介：

著名心理學家卡爾 羅傑斯於 1952 年提出「以學生為中心」的教育理念，在教育界產生了深遠的影響。以學生為中心符合心理學與教育學的規律，具有積極意義；同時也向一些落後的傳統教育觀念提出了挑戰。為了實踐以學生為中心的教育，教師應該從以下五個方面入手正確處理好師生關係，即：理解學生，尊重學生，服務學生，啓迪學生和激勵學生。

### 關鍵詞：

以學生為中心，教育理念，挑戰

## 111. An Advanced Educational Idea with Challenges

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Macao Education 2006, No. 4 pp. 49-51

### Abstract:

In 1952, a famous American psychologist Karl Rogers a new idea of education namely student-centered education and exerted deep influence in the field of international education. This educational idea accords with psychological and educational rules, thus possesses positive significance. In order to practise student-centered education, teachers should deal with the teacher-student relationship properly: understanding students, respecting students, serve students, enlightening students and inspiring students.

### Keywords:

Student-centered, Educational Idea, Challenge

## 112. 關於澳門歷史與現狀的觀察與思考 (上)

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

群言雜誌，2006 年，第 2 期，22-28 頁

### 內容簡介：

澳門是一片清雅秀麗的土地，也是一片獨特神奇的土地。澳門是一座小巧玲瓏的城市，也是一座氣象萬千的城市。澳門的特質是多元、開放與和諧。澳門的和諧體現在經濟、政治、人際關係、人與自然的關係等方面。澳門的多元文化則通過語言文化、宗教文化、建築文化等方面表現出來。

### 關鍵詞：

澳門，歷史，現狀，和諧，多元

## 112. Observation and Viewpoint about the History and Present Situation of Macao (Part I)

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Popular Tribune, 2006, No. 2, pp. 22-28

### Abstract:

It is a piece of elegant, unique and magical land in Macao. The city of Macao is small, exquisite as well as spectacular. The main characteristics of Macao are pluralism, opening and concordance. The feature of Macao's concordance is embodied in economy, politics, person-person relation and man-nature relation. The feature of pluralism is reflected by language, religion and architecture etc.

### Keywords:

Macao, History, Present Situation, Concordant, Pluralistic

## 113. 關於澳門歷史與現狀的觀察與思考 (下)

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

群言雜誌，2006 年第 3 期，29-31 頁

### 內容簡介：

澳門是一片清雅秀麗的土地，也是一片獨特神奇的土地。澳門是一座小巧玲瓏的城市，也是一座氣象萬千的城市。澳門的特質是多元、開放與和諧。澳門以其全面開放的姿態，長期與祖國和世界保持著密切的聯繫。多元文化的精華是基本單元，全面開放是動力機制，集成整合而構建了一個生動活潑的和諧社會。這就是澳門成功的秘訣。

### 關鍵詞：

澳門，歷史，現狀，開放

## 113. Observation and Viewpoint about the History and Present Situation of Macao (Part II)

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Popular Tribune 2006, No. 3, pp: 29-31.

### Abstract:

It is a piece of elegant, unique and magical land in Macao. The city of Macao is small, exquisite as well as spectacular. The main characteristics of Macao are pluralism, opening and concordance. With a completely opening situation, Macao is always keeping a close relation to the motherland and the whole world. Taking the essence of multiple culture as basic units, regarding opening as motive mechanism, through epitomizing and composing, Macao at last built a vivid and vigorous concordant society. This is the successful mystery of Macao.

### Keywords:

Macao, History, Present Situation, Opening

## 114. 高等學校改革的外部制約因素及其對策探討

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

東南大學學報 哲學社會科學版 Vol. 8 No. 5 (2006 年第 5 期) 117-120 頁

### 內容簡介：

我國高等教育改革已經取得顯著成效。然而，現階段高等學校深化改革的進程正在受到若干外部因素的制約。高校改革的外部制約因素之所以不容忽視，既有哲學依據和教育學依據，又有現實需要。當前應該認真對待的高校改革外部制約因素主要有三，一是經濟因素，二是管理因素，三是社會因素。針對上述種種制約因素，應當採取相應的對策：完善教育投入體制，切實增加高等教育投入，強化高校改革的動力；建立寬鬆靈活的高等教育管理體制，增加高校改革的活力；建立多元化的高等學校入學機制，發揚高校改革的個性與特色。

### 關鍵詞：

高等教育改革，外部制約因素

## 114. Outside Restricting Factors of Reform of Universities

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Southeast University Philosophy and Social Science

### Abstract:

Evident achievements have been gained in the reform at universities and colleges in our country. However, the process of deepening the reform nowadays is restricted by some factors outside. These outside restricting factors of universities' reform should not be ignored due to the philosophic grounds, the pedagogic grounds and the needs of practice. There are mainly three types of outside restricting factors of universities' reform should pay attention to at present. They are economical factor, managing factor and social factor respectively. Some countermeasures concerned should be directed against these outside restricting factors. They are perfecting the educational investing system, increasing really the investing to higher education and enhancing the power of universities' reform; founding a flexible managing system for higher education and increasing the vitality of universities' reform; establishing a multi-mechanism of entrance of higher education and developing the specific characters of the reform of colleges and universities.

### Keywords:

Higher Education Reform, Outside Restriction Countermeasure

## 115. 創造教育及其對澳門基礎教育改革的啓示

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

澳門研究 2006 年 12 月號

### 內容簡介：

20 世紀 50 年代開始，新學科創造學的興起促成了新穎的教育體系—創造教育。創造教育是以開發受教育者的創造力、進而培養創造性人才為宗旨的綜合教育系統，是相應的教育思想、觀念、原則與方法的總和，對於教育改革和創造性人才培養具有重要作用。半個多世紀以來，創造教育在美國、日本、歐洲諸國、中國內地和台灣、香港等許多地區逐漸推廣，取得了顯著的成效。澳門地區的中小學應當從教育理念、課程設置、教學方法和教學評價等方面向創造教育學習借鑒，深入進行教育教學改革，提升基礎教育的總體水平。

### 關鍵詞：

創造教育，教育改革，教育理念，課程設置，教學方法，教學評價

## 115. Creative Education and its Enlightenment to the Reform of Basic Education in Macao

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Macau Studies vol. 37 (Dec , 2006)

### Abstract:

From the 1950s a new rising science Creative Studies produced the new educational system called Creative Education. Creative Education means a sum of educational ideas, principals and methods concerned. It aims at developing students' creativity and fostering creative talents, and possesses important functions to educational reform and talents cultivation. In the past of half a century, creative education has been practiced in America, Japan, European countries, main land of China, Taiwan and Hong Kong. Evident results are achieved. Primary and middle schools in Macao should learn from Creative Education in respects of educational idea, curricula, teaching methods and educational evaluation.

### Keywords:

Creative Education, Education Reform, Educational Idea, Curricula, Teaching Method, Educational Assessment



## 116. 超常教育、創造教育與創新人才培養

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

群言雜誌 2006 年第 9 期

### 內容簡介：

超常教育于 20 世紀初開始，在美國和歐洲推廣，20 世紀 70 年代傳入中國大陸。西方教育家設計了超常教育的兩種模式，即速成計劃與充實計劃，分別強化超常人才的超前優勢與超群優勢，促進創新人才的培養。創造教育是 20 世紀 50 年代隨著綜合性新學科創造學的興起而形成的，80 年代初期開始，在我國逐漸推廣。創造教育通過促進全腦開發、優化綜合素質和引導個性發展而有利於創新人才的培養。在高等教育階段，把超常教育和創造教育有機地結合起來，是加速培養創新人才的有效途徑。

### 關鍵詞：

超常教育，創造教育，創新人才，培養

## 116. Gifted Education, Creative Education and Cultivation of Creative Talents

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Popular Tribune 2006, No. 9

### Abstract:

Talntd Education was established at the beginning of the 20th century in America and European countries. It entred into the main land of China in 1970s. Educators in esten countries desighned two kinds of gifted education namely rapid plan and enhanced plan, to strenthen different superiority of gieted students respectively, thus to promote the fostering of creativetalents. Creative Education was established with a new developing comprehansive subject called Creative Studies in 1950s and popularizedgradually in China from the bginning of 1980s. Through the function of promoting the developing of whole brain, superiorizing comprehansive quality and guiding development of personality, Creative Education will benifit the growing of creative talents. It is an effective way to cultivate creative talents at universities by combinating Gieted Education with Creative Education.

### Keywords:

Gifted Education, Creative Education, Creative Talents, Cultivation

## 117. 高等學校發展規模與質量效益之間差距明顯

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

群言雜誌，2006 年第 1 期

### 內容簡介：

近 20 年來我國高等院校的改革已經取得較大的成效。改革給我國高等教育帶來了較快的發展速度和較大的發展規模。但是，發展規模與質量效益之間存在著明顯的差距。主要的不足之處有三點。一是改革理論依據有所偏頗；二是高校缺少辦學特色和內部活力；三是造成了較強的社會壓力與較大的社會矛盾。上述問題應當引起足夠的重視並認真加以解決。

### 關鍵詞：

高等院校，發展規模，效益，差距

## 117. There Exist Evident Disparity Between Developing Scale and Beneficial Results of Colleges and Universities

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Popular Tribune 2006, No. 1 pp: 7-9.

### Abstract:

The reform of colleges and universities in China have achieved great results in the recent 20 years. It brings rapider developing speed and greater developing scale. But, there exist obvious disparity between developing scale and educational quality and beneficial results. The main shortcomings are as follows: 1. deviation of theoretical basis of the reform; 2. lack of distinguishing feature and vitality of universities; 3. leading strengthening social pressure and greater social contradiction. The above problems should be paid more attention and solved seriously.

### Keywords:

Colleges and Universities, Developing Scale, Beneficial Results, Disparity

## 118. 關於我國現行高考制度的觀察與思考

李嘉曾

澳門科技大學 基礎教學部

### 會議/刊物名稱：

群言雜誌 2006 年第 8 期，24-27 頁

### 內容簡介：

我國現行的高等學校入學考試制度具有極大的社會影響。統一高考制度是一定歷史條件下的產物，具有一定的積極意義，也產生過積極的作用。然而，也存在不少弊端：不利於實施素質教育，加重了社會負擔，不利於同國際先進教育體制接軌。從本質上講，現行高考制度反映了落後的價值觀念，體現了狹隘的教育理念，應當徹底地進行改革。對高考體制改革的建議是 1、淡化高考意識；2、弱化高考作用；3、推行多元化的高考制度。

### 關鍵詞：

高考，社會影響，評價，建議

## 118. Observation and Viewpoint about the Present System of University Entrance Examination in Mainland of China

Li Jia Zeng

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Popular Tribune 2006, No. 8 pp: 24-27

### Abstract:

The present university entrance examination system (UEES) possesses great social influences. The united UEES was a production under a certain historical condition and once took positive effects to the higher education of our country. But, it still has a lot of disadvantages such as being unfavorable to practise quality -education, aggravating the social load, and deviating from the advanced international education system. UEES reflected actually backward ideas of evaluation and education, and has to be reformed completely. Our suggestion to reform UEES are weakening the function of univrsity entrance examination and practising a multupal UEES.

### Keywords:

University Entrance Examination, Social Influence, Assessment, Suggestion

## 119. 從魯迅兒童觀的變化看他對《愛羅先珂童話集》的評價

李麗

澳門科技大學 基礎教學部

### 會議/刊物名稱：

2006 香港魯迅論壇

### 內容簡介：

《愛羅先珂童話集》是魯迅在 1920 年代初期翻譯的俄國盲詩人愛羅先珂的童話作品集。魯迅在翻譯這些童話之時，對「童心」、「赤子之心」給予了特別的強調和關注，對愛羅先珂其人其文充滿讚美之詞。大約三年後的 1925 年，魯迅在《墳·雜憶》一文中談到了翻譯愛羅先珂童話情形和動機時，卻與他當初的表述有矛盾之處。時隔十多年後，魯迅在 1936 年 2 月 19 日致夏傳經信中談到自己編譯的書時，對這本童話集標注為「淺」。這與他當初翻譯《愛羅先珂童話集》時的大加讚賞很顯然是不同的，也就是說，魯迅對自己翻譯的《愛羅先珂童話集》的評價發生了改變。而許多研究者在探討魯迅的翻譯動機時，大都以他 1925 年的言論為依據，而忽視了魯迅本人對《愛羅先珂童話集》的評價發生的變化。導致譯者看法變化的原因何在？為什麼他在 20 世紀 20 年代初期會特別鍾情於「童心」呢？本論文嘗試從魯迅兒童觀的變化來尋找答案。研究發現他對《愛羅先珂童話集》評價的變化和他兒童觀的變化呈現一致性。

### 關鍵詞：

魯迅，兒童文學翻譯，《愛羅先珂童話集》，兒童觀

## 119. Revisit Lu Xun's Comments on Vasily Eroshenko's Fairy Tales: From the Perspective of Concept on Children

Li Li

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

2006 Hong Kong Lu Xun Forum

### Abstract:

Lu Xun translated into Chinese a number of fairy tales written by Russian blind poet Vasily Eroshenko in 1920s. At the time of his translating, Lu Xun paid special attention to Eroshenko's purity and sang highly of Eroshenko and his works. In 1925 Lu Xun recalled his motivation for translating Eroshenko's fairy tales, saying what he wanted to express was nothing but the painful voice of the oppressed and the arousal of the indignation from the Chinese people. This is, in most cases, quoted by many scholars as a proof for Lu Xun's motivation for translation. Then 10 years later, in 1936, Lu Xun marked those fairy tales as "superficial" when talking about the works he translated. It can be obviously noted that Lu Xun's comments on those fairy tales underwent dramatic changes, which is ignored in scholarly research regarding Lu Xun. This paper starts with the identification of the changes of Lu Xun's comments on his translated fairy tales written by Eroshenko. Followed is an investigation of the possible reason for such changes from the perspective of concept on children. It is concluded that Lu Xun's concept on children underwent significant changes and the changes were accordingly compatible with the changes in the comments on his translated fairy tales written by Eroshenko.

### Keywords:

Lu Xun, Translation of Children's literature, Eroshenko, Conception Children

## 120. 廣州話的動態助詞「過」

林俐 (第二作者)

澳門科技大學 基礎教學部

### 會議/刊物名稱：

暨南學報（哲學社會科學版），2006 年第 28 卷，第四期，第 118-122 頁

### 內容簡介：

現代廣州話動態助詞「過」有四種含義：（1）動作完畢；（2）動作或變化的過程已經經歷過、嘗試過；（3）表示整個動作過程從頭重複；（4）要去嘗試做一下該動作或決意要幹某事。以動態助詞「過」在共同語的發展為參照，通過考察動態助詞「過」在明清時期三種粵語俗曲文本《花箋記》、《二荷花史》和《粵謳》中的使用情況，認為動態助詞「過」是動詞「過」逐漸語法化的結果。

### 關鍵詞：

廣州話，動態助詞「過」，語法化

## 120. The Dynamic Auxiliary 'Guo' 過 in Cantonese

Lin Li (Second author)

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Journal of Jinan University, Vol. 28, No. 4, 2006, 118-122

### Abstract:

This thesis discusses four different usages of the dynamic auxiliary 'guo' 過 in Cantonese, describes its usage situation in three Cantonese books of the Ming & Qing Dynasty, and points out that its formation is the result of gradual grammaticalization.

### Keywords:

Cantonese, Dynamic Auxiliary, Guo 過, Grammaticalization

## 121. 廣州話「倒」字能性述補結構

林俐

澳門科技大學 基礎教學部

### 會議/刊物名稱：

第十一屆國際粵方言研討會

### 內容簡介：

廣州話裏除了「得」字能性述補結構（如：「用得」、「食得落」）以外，還存在著「倒」字能性述補結構（如：「用倒」、「食倒三碗飯」、「入倒去」）。本文對廣州話「倒」字能性述補結構在句法和語義上的特點進行描述，當中貫穿與廣州話「得」字能性述補結構的比較，並試圖總結出在「能性」語義範疇中「倒」字能性述補結構與「得」字能性述補結構的語義分工。

### 關鍵詞：

廣州話，能性述補結構，「倒」字，「得」字

## 121. A Study on the Potential V-C Construction with the mark 'dou' 倒 in Cantonese

Lin Li

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

The 11th International Conference on Yue Dialect

### Abstract:

This thesis argues that, in the Cantonese grammar, 'dou' 倒 can be applied in the potential V-C construction as a potential auxiliary, just like the potential mark 'deg' 得. Besides, it describes the syntactic and semantic feature of the potential V-C construction with the mark 'dou' 倒 in Cantonese, and concludes the semantic allocation between the potential V-C construction with the mark 'dou' 倒 and the one with the mark 'deg' 得.

### Keywords:

Cantonese, Potential V-C Construction, Dou 倒, Deg 得

## 122. 澳門大學生的英語學習態度：回歸後調查

楊明儀

澳門科技大學 基礎教學部

### 會議/刊物名稱：

世界英語，第 25 卷，479-490 頁 [英語類核心期刊. ISSN: 0883-2919]

### 內容簡介：

本文探討澳門回歸中國五年後，澳門大學生對英語學習的態度。本研究以問卷調查的方式，成功訪問了 144 名澳門出生和 197 名中國內地出生的大學生。結果發現學生對學習英語有著良好的學習動機，認為英語應該作為大學的授課語言。研究以 t-測試對澳門和內地兩組的資料進行統計學比較分析，發現澳門出生的學生對講英語的信心較弱，也對葡萄牙語和英語在澳門的地位有著不同的意見。兩地學生在語言態度方面的差異，可能是由於葡萄牙語在過去的四百多年一直是澳門唯一的官方語言，也可能是由於澳門缺乏長遠的語言政策和英語推廣活動而引致的。

### 關鍵詞：

澳門，英語，態度

## 122. Macao Students' Attitudes toward English: a Post-1999 Survey

Young Ming Yee

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

World Englishes, Volume 25, Pages 479-490 [Core Journal. ISSN: 0883-2919]

### Abstract:

This paper describes a survey that assessed the attitudes toward English among university students in Macao five years after it reunited with the People's Republic of China and ceased to be a Portuguese colony. A group of 144 Macao-born and 197 Mainland-born Chinese students studying in a university in Macao were surveyed using a 22-item questionnaire. The results reveal students' strong motivation to learn English and readiness to use English as a medium of instruction. Mean comparisons using t-tests indicate that the Macao-born students are, compared to their Mainland-born counterparts, less comfortable in speaking English and less certain of whether or not Portuguese is superior to English. These differences might lie partly in the remaining influence of Portuguese as the sole official language of Macao over the past four centuries and partly in the lack of long-term language policy and English learning campaigns in Macao.

### Keywords:

Macao, English, Attitudes

## 123. 從鄰近地區的英語運動看澳門英語教學的發展方向

楊明儀

澳門科技大學 基礎教學部

### 會議/刊物名稱：

「華人社會的教育發展」學術研討會

### 內容簡介：

由於世界貿易和資訊科技的蓬勃發展，英語不再是英國殖民地的語言象徵，而是全球人民的通用語言之一。英語的全球化使得新加坡政府從 2000 年起發起「講正確英語運動」。北京爲了入世和舉辦 2008 年的奧運會，開展「北京市民講外語活動」，積極提倡公務員和市民學習英語。香港政府自 1998 年起，就有計劃地引進以英語爲母語的教師來提高學生的英語交際能力。相比之下，澳門沒有長遠的語言政策，未能發起大規模的英語推廣運動。爲了趕上英語教育發展形勢的要求，本文建議澳門參照鄰近地區的英語運動經驗，透過以下幾方面的共同努力，促進英語教育發展：（1）有關當局；（2）學校、教師、學生、家長；（3）學術研究團體。

### 關鍵詞：

英語教學，全球化，教育發展

## 123. Regional English Movements and their Implications for the Teaching of English in Macau

Young Ming Yee

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

Conference on Education Development in Chinese Society

### Abstract:

With the rapid development of global economy and information technology, English is no longer a colonial language but serves as a lingua franca in many countries. In response to the globalisation of English, the Singapore government launched the “Speak Good English Movement” in 2000. Beijing, the capital of the new member of World Trade Organisation and the host of the 2008 Olympic Games, launched the “Beijing Speaks to the World” campaign in 2000 to encourage the government officials and citizens to learn English. In Hong Kong, the “Native English Teacher” scheme was launched in 1998 to improve students’ English communication skills. However, in Macau, there is no such movement because of the lack of long-term language policy. In order to meet the challenge of language education development, this paper recommends that Macau should learn from the region and promote English learning with the assistance from the following parties: (1) the authorities concerned; (2) schools, teachers, students and parents; and (3) research bodies.

### Keywords:

English Language Teaching, Globalisation, Education Development



## 124. 澳門英語：社會語言學分析

楊明儀

澳門科技大學 基礎教學部

### 會議/刊物名稱：

第十二屆世界英語國際協會研討會

### 內容簡介：

本文主要從澳門的歷史、英語使用的範圍、學生學習英語的態度等方面，對澳門英語進行社會語言學的分析。本文首先概述自 1637 年外國商人和華人用英語交際起，到澳門特區政府的語言政策為止的一段澳門英語歷史。根據以往的語言學研究和作者的科研成果，澳門的英語使用範圍主要是交際、工作、創作等領域。不過，隨著國際商貿不斷發展，英語在法律的領域上也越來越重要。澳門學生和老師都對英語學習有著正面的態度，不過學生認為要學好英語並不容易。

### 關鍵詞：

社會語言學，澳門，英語

## 124. A Sociolinguistic Profile of English in Macao

Young Ming Yee

General Studies, Macau University of Science and Technology

### Name of Conference/Journal:

The 12th Annual Conference of the International Association for World Englishes (IAWE2006)

### Abstract:

This paper is a sociolinguistic profile of the English language in Macau. After a brief introduction of the demographics of Macau, the presenter describes the history of English in Macau from the first contact between English speakers and the Chinese people in 1637 to the present language policy of this ex-Portuguese colony. Based on the data collected from the research body and the presenter's own empirical study, the presenter argues that English is mainly used for interpersonal, instrumental and creative functions in Macau. However, there is evidence that English, besides Chinese and Portuguese, is becoming an important language used for regulative function. Regarding language attitudes, many English learners and teachers in Macau believe that the English language is a difficult subject although they have positive attitudes towards English.

### Keywords:

Sociolinguistics, Macao, English

## 125. 終身學習和高等教育改革研究：澳門觀點

梁文慧

澳門科技大學 持續教育學院

### 會議/刊物名稱：

“The International Journal of Learning” 第 13 期 4 號

### 內容簡介：

本研究探討從事澳門持續教育的資深學者對其所從事的興趣與學術領域的觀念，從而探究在終身學習的理念下，澳門高等教育的供應和實施及成人學習者的需要之間是否配合。研究範圍包括澳門的三所高等教育機構與及他們的認可和非認可學位，專業培訓課程及短期課程。這些高等教育機構包括澳門大學，澳門理工學院和澳門科技大學。選擇它們是因為它們擁有最高的學生註冊人數。被邀請參加是次研究的是被認為對高等教育機構和成人教育擁有深度瞭解的專家學者。二十五名參加者通過面對面的訪談進行研究；並引用訪談日程表來引導討論。然後檢示所得資料與研究目的的相關性。並就個別題目的回答頻率作出審查。資料顯示，澳門三個高等教育機構的資深學者相信成人教育的供應和成人學習者的需要之間的配合是較小的。為了使澳門在持續成人教育市場上有效地競爭並符合需求，顯然改變這三所高等教育機構（與及澳門持續教育系統）是不可避免的。筆者根據所得的資料提出五項建議，包括：(1) 規章及措施；(2) 資金的來源；(3) 成人教育或終身學習課程的認可；(4) 從業者的專業精神；及(5) 教材。

### 關鍵詞：

終身學習，成人教育，成人學習者，教育政策

## **125. A Study of Lifelong Learning and Higher Education Reform: Macau Perspectives**

**Aliana, Leong Man Wai**

**School of Continuing Studies, Macau University of Science and Technology**

### **Name of Conference/Journal:**

The International Journal of Learning, Volume 13, No. 4 ISSN 1447-9494

### **Abstract:**

This study investigates how senior academics involved with Macao's continuing education conceptualise their field of interest in order to ascertain whether there is a fit between the provision and implementation of higher education and the needs of adult learners in Macao, within the context of a lifelong learning approach. The study scope included three selected higher education institutions in Macao, and their accredited and non-accredited degree and professional training programs, as well as short courses. These higher education institutions were the University of Macau (UMAC) , the Macau Polytechnic Institute (MPI) , and the Macao University of Science and Technology (MUST) . They were selected because they comprised the highest number of student enrolments. Senior academics of these institutions who were considered to possess significant knowledge about the institutions and adult education were invited to participate in the research. Twenty- five participated in the research via face-to-face semi-structured interviews; an interview schedule was employed to guide the interview. The data was then examined for themes of relevance to the study's purpose. Also, the frequencies of responses to specific interview questions were examined. These data showed that senior academics in Macao's three higher education institutions believed that the fit between adult education provision and the needs of adult learners is tenuous. It appears inevitable that changes will need to be made to the three selected higher education institutions (as well as the continuing education system of Macao) in order to respond to these unmet demands and for Macao to compete effectively in the continuing adult education market. Five categories of recommendations are given based on these data, including recommendation on (1) regulations and policies; (2) sources of funding; (3) accreditation of adult education or lifelong learning programs; (4) professionalism of practitioners; and (5) teaching materials.

### **Keywords:**

Lifelong Learning, Adult Education, Adult Learner, Education Policy

## 126. 澳門定位為會議觀光城市的前景和現狀

梁文慧

澳門科技大學 持續教育學院

### 會議/刊物名稱：

《旅遊科學》全國優秀社科學報，中國社會科學引文索引來源期刊（CSSCI），第二十卷，第六期

### 內容簡介：

近年來目睹澳門旅遊業的驚人發展，基本上可歸咎於博彩業的發展。不過，為了確保澳門經濟的可持續和穩健發展，需要依賴會展業，這重要因素沒有被決策者遺忘。就澳門現在經濟的發展，本研究將作出探究性分析，以空前盛大的旅遊業建設為背景，探討澳門發展成為會議觀光城市的潛力，把沉睡的澳門飛躍地變成「東方拉斯維加斯」。

本研究以澳門的旅遊發展方向為總背景，討論澳門發展成為會議觀光城市之優勢和劣勢，透過對產業利益相關的參與者的調查，目的找出發展成功的會議觀光之條件因素，澳門的具體表現和這些條件因素作出比較。這項分析結果可以具體地指出澳門要成為一個具有競爭力的會議觀光城市還存在一些差距。

### 關鍵詞：

會展，澳門，觀光定位，利益相關的參與者認知

## 126. Positioning Macao as a MICE Destination: Prospects and Realities

Aliana, Leong Man Wai

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### Name of Conference/Journal:

The Journal of Tourism Science, Volume 20, No. 6 ISSN 1006-575X

### Abstract:

The phenomenal growth in tourism witnessed by Macao in recent years has been largely attributable to the development of the casino industry. However, the significance of the MICE sector in ensuring a sustainable and robust growth of Macao's tourism-driven economy has not been lost on the policymakers. In light of these developments, this study provides an exploratory analysis of Macao's potential as a MICE tourism destination against the backdrop of the unprecedented spurt in tourism infrastructure development that is transforming this once 'sleepy' enclave into the 'Las Vegas of the East'.

The study provides the overall backdrop that has set Macao on the tourism growth trajectory and discusses the pros and cons of establishing it as a MICE destination in its own right. Stakeholder perceptions are solicited by means of a survey with the objective of determining the critical attributes that contribute towards building a successful MICE destination and Macao's performance indicators vis-à-vis these attributes. The analysis provides pointers towards identifying critical gaps that Macao needs to address in order to position itself as a competitive MICE destination.

### Keywords:

MICE, Macao, Destination Positioning, Stakeholder Perceptions

## 127. 國外酒店集團發展趨勢及對澳門的啓示

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澳門科技大學 持續教育學院

### 會議/刊物名稱：

《集團經濟研究》核心期刊，第十二期 ISSN 1007-712X

### 內容簡介：

在經濟全球化和需求多樣化的影響下，世界著名酒店集團紛紛加劇了在全球範圍內的擴張速度和發展進程，國外著名酒店集團的發展在一定程度上引領著全球酒店業的發展方向。通過分析國外酒店的成功經營運作和未來發展的趨勢走向將對我國酒店業的發展有一定的啓示和借鑒作用。我國澳門特別行政區酒店業的發展在近年來獲得了長足的進步，但是與全球著名的酒店集團相比，差距是顯而易見的。本文首先綜合分析了國外酒店集團的發展趨勢，然後立足澳門酒店業發展的現狀特點，對澳門酒店業未來的發展做出了一定的探討。

### 關鍵詞：

國外酒店集團，發展趨勢，澳門酒店業

## 127. Development Trend of Overseas Hotel Groups and Its Inspiration towards Macao

Aliana, Leong Man Wai

School of Continuing Studies, Macau University of Science and Technology

### Name of Conference/Journal:

The Journal of The Economic Research Group, Volume 12 ISSN 1007-712X

### Abstract:

Under the effects of economic globalization and demand diversification, renowned hotel groups over the world have speed-up their expansion and development in the global arena, the development of overseas hotel groups has, to a certain extent leading the development direction of the hotel industries in the world. Analysis of the successful operation and future development trend of overseas hotels serve as an inspiration and references for China hotel industry. The development of hotel industry in Macao S. A. R. is recently advancing; however, there is still much difference when compared to the world renowned hotel groups. This paper first generally analyzes the development trend of overseas hotel groups, followed by referring to the current development characteristics of Macao hotel industry, it serves as an exploration for the future development of Macao hotel industry.

### Keywords:

Overseas Hotel Groups, Development Trend, Macao Hotel Industry

## 128. 整合資源優勢，把握泛珠三角區域合作機遇 的澳門旅遊發展策略思考

梁文慧

澳門科技大學 持續教育學院

### 會議/刊物名稱：

2006 年 5 月 28 至 30 日，「第三屆泛珠江三角洲區域旅遊文化合作開發論壇」，由雲南社會科學界聯合會主辦，在中國雲南昆明舉行

### 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。最後提出其他省區融入配合澳門旅遊業發展的可行性建議：一、人力資源開發的合作；二、機場潛在運載量的合作；三、區域性旅遊高等教育的交流和合作；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，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

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

Aliana, Leong Man Wai

School of Continuing Studies, Macau University of Science and Technology

### Name of Conference/Journal:

The 3rd Tourism and Cultural Collaboration Development Forum in the Pan Pearl River Delta Region, Organized by the Federation of Yunnan Social Sciences and Humanities, held in Kunming, Yunnan, China.

### Abstract:

This paper describes the history and tourism products of Macao. The author briefly analyzes the pros and cons of the Macao tourism industry. The positioning of Macao tourism is appealing in the Pan Pearl River Delta District cooperation. The author believes that Macao's tourism industry should be in the central position of the entire Macao economy. 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's 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 River Delta, Regional Cooperation, Tourism Development

## 129. 兩岸四地大學發展持續教育合作研究思考

梁文慧

澳門科技大學 持續教育學院

### 會議/刊物名稱：

首屆澳門人文社會科學大會，澳門基金會主辦

### 內容簡介：

兩岸四地大學發展持續教育合作研究的目的包括四方面：一、瞭解兩岸四地大學在成人推廣教育實務上的異同；二、探討兩岸四地大學在成人推廣教育合作的可能性；三、分析兩岸四地大學在成人推廣教育合作的背景條件；四、研擬兩岸四地大學在成人推廣教育合作的可行策略。由上述四項研究目的，可發展出持續教育實務、合作態度、觀念、合作目的與策略等的研究問題。研究主要為評估海峽兩岸暨港澳地區（中國、香港、澳門以及台灣，以下將簡稱兩岸四地）大學發展持續教育合作之可行性，乃以兩岸四地的大學成人推廣教育實際工作人員、政府行政人員及學術界的學者專家，共 30 人為研究對象，採用質性研究方法，以文件分析法、分區座談法及訪談法，進行研究。研究工具乃是根據文獻探討與相關資料分析後，自編之「兩岸四地大學推廣教育座談會研討議題大綱」以及「兩岸四地大學推廣教育訪談問卷」。

研究通過四部分的文獻探討：一、港澳臺大學持續教育的發展現況與比較。二、教育合作的相關理論與研究。三、高等教育與大學持續教育。和四、知識社會與大學持續教育。期望達到本研究有下列幾項預期之成果：

(1)、藉由中港澳台大學推廣教育的互訪參觀與合作研究，進而彼此交互學習，達到兩岸四地教育合作交流的實質目的與聯繫彼此感情的具體成果。

(2)、以中港澳台大學推廣教育的合作評估研究作為基礎，進而朝向未來兩岸四地的教育交流與合作，並建立起大中華文化圈的教育合作模式。

(3)、經由中港澳台大學推廣教育的合作評估，規劃未來可行的合作方案與具體策略。

(4)、將中港澳台大學推廣教育合作評估成果，作為兩岸教育合作政策制定的參考。

### 關鍵詞：

兩岸四地，持續教育，合作

## **129. Some Considerations on the study on the collaborative development of continuing education among universities in the cross-strait region**

**Aliana, Leong Man Wai**

**School of Continuing Studies, Macau University of Science and Technology**

### **Name of Conference/Journal:**

The First Symposium on Social Sciences and Humanities in Macau, organized by Macao Foundation

### **Abstract:**

The aim of the study includes four aspects: 1. to understand the similarities and differences; 2. to investigate the feasibilities of collaboration; 3. to analyze the background conditions of collaboration; and 4. to recommend viable strategies for the collaborative development of continuing education among universities cross-strait (including the Mainland China, Hong Kong, Macao and Taiwan) region. From the four aims mentioned above, research questions such as the practice of continuing education, the attitudes and concepts of collaboration, the purposes and strategies of collaboration can be derived. The prime objective of the study is to evaluate the feasibilities of collaborative development of continuing education in the cross-strait region. The research target includes a total of 30 interviewees who are practitioners of continuing education services, governmental administrative officers and scholars/experts. A qualitative approach is applied by means of documentary analysis, focus group discussion and interviews. Based on the literature review and analysis of related information, the outline of the focus group discussion and the interview questions were developed as research instruments of the study.

Through four parts of literature review: 1. Comparison of current situation and practices of continuing education developments among universities in the cross-strait region. 2. The theoretical frameworks of education collaboration. 3. Higher education and university continuing education. 4. Knowledge society and university continuing education. The author hopes to achieve the following outcomes:

(1) . Through mutual visiting and collaborative research among universities in the cross-strait region, people may learn from each other and may reach the actual goals of education collaboration and exchange as well as the concrete results of friendship enhancement.

(2) . With the fundament of the collaborative development of continuing education among universities in the cross-strait region, the further direction should be toward education exchange and collaboration and the establishment of the educational collaborative model in the Greater China region.

(3) . Through the evaluation of collaborative development of continuing education among universities in the cross-strait region, future collaborative projects and concrete strategies can be planned;

(4) . The research outcomes can be used as references of making education collaborative policies in the cross-strait region.

### **Keywords:**

Cross-strait, Continuing Education, Collaboration



## 130. 兩岸四地大學持續教育發展的現況與比較

梁文慧

澳門科技大學 持續教育學院

### 會議/刊物名稱：

2006 年 8 月 1 至 3 日，第五屆「成人教育與社會發展國際研討會」，由澳門科技大學與澳門成人教育學會主辦，在中國澳門特區舉行

### 內容簡介：

本文為澳門基金會資助的研究課題「中港澳台大學發展持續教育合作之評估研究」的一部分，研究的目的包括四方面：一、瞭解兩岸四地大學在成人推廣教育實務上的異同；二、探討兩岸四地大學在成人推廣教育合作的可能性；三、分析兩岸四地大學在成人推廣教育合作的背景條件；四、研擬兩岸四地大學在成人推廣教育合作的可行策略。由上述四項研究目的，可發展出持續教育實務、合作態度、觀念、合作目的與策略等的研究問題。本文將著重探討兩岸四地大學在發展持續教育有何異同的問題。通過比較，歸納出雖然執行單位的名稱上的不同，然而都有類似的功能；雖然法規上的不同，但其努力的方向是一致的，也都符應著歐美潮流的發展以及對終身學習的重視；以及儘管實施推動的型態不同，然而都包含了學位、學分和非學分等三種型態。同時也可看出兩岸四地在大學持續教育上的合作契機以及合作的可行評估上的一大有利基礎。

### 關鍵詞：

兩岸四地，持續教育，評估，教育合作

## 130. Comparison of Continuing Education Development among Cross-strait Universities

Aliana, Leong Man Wai

School of Continuing Studies, Macau University of Science and Technology

### Name of Conference/Journal:

1st to 3rd Aug, 2006, The Fifth International Conference on “Adult Education and Social Development”, organized by Macau University of Science and Technology and Macao Association for Adult Education, held in Macau

### Abstract:

This paper is derived from part of the Macau Foundation funded research titled “A Study on the Collaborative Development of Continuing Education among Universities in Mainland China, Hong Kong, Macau and Taiwan”. The purposes of the study are fourfold: 1. to understand the differences of continuing education practices among the cross-strait universities; 2. to investigate the possibilities of cooperation in continuing education; 3. to analyze the background and conditions in cooperation; and 4. to recommend the viable strategies for the cooperation among these universities. As the first part of the study, this paper is concentrated on the differences of the continuing education practices. Through depth comparison, three differences were induced: 1 although the execution units are different, the functions are similar; 2. although the regulation and legislations are different, the direction is coherent, both are in accordance with the trends and developments of Europe and America and value lifelong learning; 3. although the operation modes are different, they all include degree, credited and non credited three types. This comparison study may serve as a very beneficial fundament for the evaluation of cooperation/collaboration in continuing education among the universities in the cross-strait.

### Keywords:

Cross-strait, Continuing Education, Evaluation, Education Collaboration

## 131. 市場導向與組織績效的關係： 組織學習與創新的影響-珠三角地區企業的實証研究

謝洪明，劉常勇，陳春輝

澳門科技大學 戰略管理研究所

### 會議/刊物名稱：

工商管理理論論壇

### 內容簡介：

近年來，市場導向的企業文化被認為是企業取得競爭優勢的關鍵因素，但外國學者的實証研究卻一直懷疑這一命題。改革開放以來，我國許多企業開始引入市場導向的管理觀念，然而這種觀念是否以及如何影響企業的績效？國內外學術界尚未發表以中國內地數據為基礎的實証結果，也就是說我國企業倡導以市場為導向經營理念有一定的盲目性。本文以我國珠三角地區企業等為調查對象，對市場導向是否以及如何通過組織學習和組織創新影響組織的績效進行實証研究。結果表明：(1)市場導向並不直接影響組織的績效；(2)市場導向對組織學習有顯著的直接影響，對組織創新沒有顯著的直接影響；(3)組織學習對技術創新和管理創新都有顯著的直接影響；(4)市場導向通過組織學習對組織創新有顯著的間接影響；(5)管理創新對組織績效有直接正面的影響，技術創新並不直接影響組織的績效；(6)組織創新可分為管理創新和技術創新，技術創新對管理創新有顯著的正面影響；(7)組織學習通過影響組織創新進而間接影響組織績效；(8)市場導向會通過影響組織學習，進而影響組織創新，並最終影響組織的績效，管理創新在“市場導向—組織學習—組織創新—組織績效”鏈中起到了至關重要的作用，是提升組織績效的瓶頸。

### 關鍵詞：

市場導向，組織學習，管理創新，技術創新，組織績效

## **131. Market Orientation and Firm Performance -- Empirics of Pearl Delta Region**

**Xie Hong Ming, Liu Chang Yong, Chen Chun Hui**

**The Institution of Strategic Management, Macau University of Science and Technology**

### **Name of Conference/Journal:**

Academic Forum of Business Administration

### **Abstract:**

In recent years, being static-and-individual-market-oriented has been considered the key factor by which enterprises have obtained competitive advantages, but foreign scholars have been doubtful about this proposition according to their case studies. Since the reform and opening to the outside world, China's many enterprises have begun to introduce the management concept of the so called "being market-oriented"(BMO) , which to them actually means management directed by the status quo of markets or by individual markets. But does this concept have any effect on enterprises' performance? And how? Up to now, the academic circles, both domestic and abroad, have not published any results of their case studies based on the data collect from the mainland of China. That is to say, the above-mentioned management concept advocated by China's enterprises is somewhat reasonless. We have made a case study of the enterprises in the Pearl River Delta Region and other enterprises on whether and how following the market through organizational study and creation effects organizational achievement. Our study indicates that (1)BMO does not directly work on organizational performance at all; (2)BMO has obvious direct bearing on organizational study, but not on organizational creation; (3) organizational study carries obvious direct weight on technical and management innovation; (4)BMO has obvious indirect impact on organizational innovation through organizational study; (5)management creation directly and positively affects organizational achievement, but technical innovation does not; (6) organizational creation may be divided into management innovation and technical innovation, the former is clearly and positively swayed by the latter; (7)organizational study indirectly acts on organizational performance through effecting organizational creation; (8) by impacting on organizational study, BMO plays on organizational creation. In the MMO-organizational creation-organizational performance hain, management creation — the bottleneck in raising organizational achievement--plays a crucial role.

### **Keywords:**

Market Orientation, Organizational Learning, Administrative Innovation, Technical Innovation, Firm Performance

## 132. 知識整合：內部社會資本和組織文化作用 ——華南地區企業的實証研究

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### 會議/刊物名稱：

科學管理研究第 24 卷第 4 期 2006 年 8 月

### 內容簡介：

組織的知識整合日益受到學者的重視，但相關研究對知識整合的影響因素研究較少。本文研究組織內部軟件層面的內部社會資本和組織文化對知識整合的影響，並以華南地區 151 家企業為對象運用結構方程模型進行實証研究。理論貢獻在於証實了內部社會資本和組織文化對知識整合均有顯著的直接正向影響，而且內部社會資本和組織文化之間存在顯著的相關關係。結果為企業通過提高社會資本和評運用組織文化來提升知識整合能力提供了理論基礎和實踐參考。

### 關鍵詞：

內部社會資本，組織文化，知識整合

## 132. Knowledge Integration: The Role of Firm-internal Social Capital and Organizational Culture -- An Empirical Research in the South China

Xie Hong Ming, Wang Cheng, Wang Qi

The Institution of Strategic Management, Macau University of Science and Technology

### Name of Conference/Journal:

Scientific Management Research Vol.24 No.4 2006August

### Abstract:

Knowledge integration shows more and more important role, but the schoar seldom take into account the factor inflencing knowledge integration. We examine the relationships among firm-internal social capital, knowledge integration and organizational culture through structural model in this paper. The sample of this study has 151 companies in South China. We proved that: Firm-internal social capital has a distinct direct positive impact on knowledge integration

### Keywords:

Bonding Social Capital, Organization Culture, Knowledge Integration

### 133. 知識整合、組織創新與組織績效：華南地區企業的實証研究

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澳門科技大學 戰略管理研究所

#### 會議/刊物名稱：

管理學報第 3 卷第 5 期 2006 年 9 月

#### 內容簡介：

主要探討企業知識整合、組織創新與組織績效之間的關係，並選擇我國華南地區的 142 家企業為樣本進行實証研究。理論貢獻在於証實了上述變量之間的影响路徑，即知識整合可以通過技術創新來提升組織績效，也可以通過管理創新來提升組織績效，知識整合提升組織績效的另外一條路徑是知識整合→技術創新→管理創新→組織績效。

#### 關鍵詞：

知識整合，技術創新，管理創新，組織績效

### 133. Knowledge Integration and Organizational Performance: Whether We Ignore the Organizational Innovation or Not?

Xie Hong Ming, Wang Cheng, Wu Long Zeng

The Institution of Strategic Management, Macau University of Science and Technology

#### Name of Conference/Journal:

Chinese Journal of Management Vol.3 No.5 2006 September

#### Abstract:

Taken 142 companies in South China as a sample, the relationships among knowledge integration, organizational innovation and organizational performance were examined. It is proved that: (1) knowledge integration has a positive indirect impact on performance by organizational innovations; (2) Technical innovation has a positive direct impact on administrative innovation and (3) Administrative and technical innovation have positive direct impact on organizational performance.

#### Keywords:

Knowledge Integration, Administrative Innovation, Technical Innovation, Organizational Performance

# 重要演講與文章

## Major Talks and Articles

## 公開演講

1. 趙軍輝，題目：3G 在澳門  
演講於澳門 3G 應用研討會，由澳門科技大學，澳門工程師學會主辦  
時間及地點：澳門公共行政大樓地庫演講廳，2006 年 3 月 21 日
2. 趙軍輝，題目：RFID 系統中接收信號強度定位方法研究  
演講於泰國曼谷「IEEE ISCIT2006」會議，由 IEEE ECTI 主辦  
時間及地點：泰國曼谷，2006 年 10 月 20 日
3. 金輝，題目：加強國際交流與合作、實現會展教育國際化  
演講於中國國際貿易學會會議與展覽專業委員會第一屆全國會展教育年會，由中國國際貿易學會  
會議與展覽專業委員會、北京第二外語學院會展研究中心和中國商務出版社主辦  
時間及地點：北京第二外語學院，2006 年 3 月 11 日-12 日
4. 金輝，題目：會展經濟與管理專業課程體系建設  
演講於亞太旅遊教育培訓機構執委會第 3 次會議、上海亞太旅遊會展教育培訓國際研討會暨國內  
旅遊會展院校課程體系建設研討會，由聯合國亞太經社會亞太旅遊教育培訓機構和上海師範大學  
主辦  
時間及地點：上海國際教育中心花園大酒店，2006 年 5 月 22 日
5. 楊菁，題目：承諾、聲譽及其對匯率制度的影響  
演講於第六屆中國青年經濟學者論壇，由《經濟研究》編輯部主辦  
時間及地點：山東威海市，2006 年 9 月 23-24 日
6. David N. Smith，題目：外國的直接投資  
演講於由高麗大學法學院主辦的學生講座  
時間及地點：韓國，2006 年 10 月 24 日
7. David N. Smith，題目：成功之路：明日領袖的訓練  
演講於由漢城大學主辦的學生講座  
時間及地點：韓國，2006 年 11 月 2 日
8. David N. Smith，題目：法學教育的目標：成爲一個出色的律師  
演講於濠江法苑創刊號典禮，由澳門科技大學學生會法學社主辦  
時間及地點：澳門科技大學，2006 年 5 月
9. 王長斌，題目：重新設計反壟斷法的執法機構  
演講於亞洲競爭法論壇，由香港理工大學主辦  
時間及地點：香港，2006 年 12 月 11-12 日
10. 楊誠，題目：加拿大憲法判例之走向  
演講於中加刑法改革演講會，由北京師範大學刑事法律研究院主辦  
時間及地點：北京，2006 年 2 月
11. 楊誠，題目：中加刑事法制改革的共同課題  
演講於中加刑事法制改革研討會，由北京師範大學刑事法律科學研究院、加拿大刑法改革與刑事  
政策國際中心主辦  
時間及地點：北京，2006 年 6 月
12. 楊誠，題目：中加刑事司法合作的法律問題  
演講於聯合國反腐敗公約與中國刑事法制的協調與完善學術演講會，由國際專家參加國際刑法學  
會中國分會、北京師範大學刑事法律研究院主辦  
時間及地點：貴州，2006 年 6 月

13. 楊誠，題目：中加反腐合作中的人權問題  
演講於反腐敗公約演講會，由貴州大學法學院主辦  
時間及地點：貴州，2006 年 6 月
14. 楊誠，題目：也談腐敗犯罪的社會根源  
演講於經濟犯罪基本理論學術研討會，由上海市社會科學院法學研究所主辦  
時間及地點：貴州，2006 年 6 月
15. 楊誠，題目：貫徹刑事司法國際標準之問題  
演講於中加貫徹刑事司法國際標準系列專家研討會（包括反腐敗公約、打擊跨國有組織犯罪公約、檢察改革、警務管理等會議）  
時間及地點：加拿大，2006 年 7 月
16. 楊誠，題目：中加社區矯正制度的異同  
演講於中加社區矯正專家研討會，由中國監獄學會主辦  
時間及地點：北京，2006 年 10 月
17. 楊誠，題目：關於反腐敗機構人員的培訓和技能提升  
演講於國際反貪局聯合會成立大會暨首屆年會 第 12 場專題研討會（培訓與技能提升），由中國最高人民檢察院主辦  
時間及地點：北京，2006 年 10 月 22-25 日
18. 楊誠，題目：合作追逃和追贓問題  
演講於中加合作追逃和追贓問題研討會，由北京師範大學刑事法律研究院主辦  
時間及地點：北京，2006 年 10 月
19. 楊誠，題目：社區矯正制度之引進與比較  
演講於 2006 年犯罪問題與對策國際研討會，由國立中正大學犯罪防治學系暨研究所、台灣「中華民國犯罪學會」、「中華民國犯罪矯正學會」主辦  
時間及地點：台灣，2006 年 11 月 9-10 日
20. 楊誠，題目：罪犯遣返的問題  
演講於中加刑事法律和警務工作演講會暨研討會，由北京師範大學刑事法律研究院和北京市員警學院主辦  
時間及地點：北京，2006 年 12 月
21. 楊誠，題目：加拿大判例法關於警察違法取證是否應當排除的原則規定  
演講於中加刑事訴訟法與和警務演講會暨研討會，由中國政法大學訴訟法學研究院主辦  
時間及地點：北京，2006 年 12 月
22. 楊誠，題目：加拿大刑事司法制度的特色  
演講於中加刑事司法和檢察制度演講會，由國家檢察官學院主辦  
時間及地點：北京，2006 年 12 月
23. 楊誠，題目：司法腐敗與法官職業化  
演講於第二屆珠海法官論壇，由珠海法官協會主辦  
時間及地點：珠海，2006 年 12 月
24. 楊誠，題目：評反恐立法之原則  
演講於反恐立法之問題與前瞻名師專題講座，由澳門科技大學主辦  
時間及地點：澳門科技大學，2006 年 2 月 20 日
25. 楊誠，題目：中國大陸知識產權的刑法保護  
演講於內地與香港知識產權刑法保護論壇，由香港工商品牌保護陣線主辦  
時間及地點：香港，2006 年 2 月 22 日
26. 楊誠，題目：伯恩斯關於反酷刑公約分析之啓示  
演講於聯合國反酷刑公約演講會，由中國政法大學刑事法律研究中心主辦  
時間及地點：中國政法大學刑事法律研究中心，2006 年 3 月



27. 楊誠，題目：預防警務工作的酷刑  
演講於反酷刑與警務工作演講會，由北京師範大學刑事法律研究院主辦  
時間及地點：北京師範大學刑事法律研究院，2006 年 3 月
28. 楊誠，題目：刑事訴訟法改革的被害人視角  
演講於中加刑事訴訟改革演講會，由中國政法大學刑事法律研究中心、北京第二外國語大學法學院主辦  
時間及地點：北京，2006 年 2 月
29. 楊誠，題目：澳門反洗錢立法研究  
演講於基本法研討會，由澳門基本法推廣協會主辦  
時間及地點：澳門，2006 年 3 月
30. 楊誠，題目：加拿大廢除死刑之啓示  
演講於「關注死刑改革系列論壇」第 6 次研討會，由北京師範大學刑事法律研究院主辦  
時間及地點：北京師範大學刑事法律研究院，2006 年 6 月
31. 楊誠，題目：矯正立法的模式：國際比較  
演講於中加社區矯正演講會，由廣東省司法廳、中國監獄協會主辦  
時間及地點：北京和廣州，2006 年 5 月
32. 高也陶，題目：看中醫還是看西醫  
演講於《您聽我說》專題採訪，由北京人民廣播電臺主辦  
時間及地點：北京人民廣播電臺，2006 年 12 月 12 日
33. 項平，題目：重視亞健康研究，提高人類健康水平  
演講於世界中醫藥學會聯合會亞健康專業委員會成立暨首屆世界亞健康學術大會開幕式上的演講，由世界中醫藥學會聯合會亞健康專業委員會主辦  
時間及地點：北京人民大會堂小禮堂，2006 年 1 月 15 日
34. 鄭其昌，題目：中醫治療子宮肌瘤  
演講於中醫藥系列專題講座，由香港中文大學中醫學院主辦  
時間及地點：香港中文大學中醫學院演講廳，2006 年 10 月 4 日
35. 梁文慧，題目：會展教育的挑戰和倡議：澳門觀點  
演講於 2006 國際會議及展覽峰會，由香港理工大學和美國內華達州大學主辦  
時間及地點：中國香港特區，2006 年 2 月 9 日至 11 日
36. 梁文慧，題目：澳門在兩岸四地旅遊區域合作中的共贏與發展思考  
演講於第二屆海峽旅遊論壇，由中國國家旅遊局和福建省人民政府主辦  
時間及地點：中國福建廈門，2006 年 9 月 6 日至 9 月 13 日
37. 梁文慧，題目：澳門定位為會議觀光城市的前景和現狀研究  
演講於澳大利亞大學旅遊和酒店教育會議，由澳大利亞墨爾本“Victoria”大學主辦  
時間及地點：澳大利亞墨爾本，2006 年 2 月 6 日至 8 日
38. 梁文慧，題目：終身學習和高等教育改革研究：澳門觀點  
演講於第十三屆國際學習學術研討會，由國際文學及教育研究網絡主辦  
時間及地點：牙買加，2006 年 6 月 22 日至 25 日
39. 梁文慧，題目：兩岸四地大學發展持續教育合作之評估研究  
演講於「21 世紀繼續教育發展」國際研討會，由浙江大學成人教育研究所和德國成人教育研究所主辦  
時間及地點：中國浙江，2006 年 10 月 16 至 19 日

## Major Talks

1. Zhao Jun Hui, Topic: 3G in Macau, Macau 3G application seminar, Macau Public Administration Building Cave Lecture Hall, Mar 2006
2. Zhao Jun Hui, Topic: Received Signal Strength Indication Location Algorithm, RFID System in IEEE ISCIT 2006, organized by IEEE ECTI, Thailand Bangkok, Oct 20, 2006
3. Jin Hui, Topic: Strengthen the International Exchange and Cooperation, Realize the Internalization of the MICE Education, The First National MICE Education Annual Meeting of the Convention and Exhibition Professional Committee, China International Trade Society, organized by The Convention & Exhibition Professional Committee of China International Trade Society, and The MICE Research Center of Beijing Second International Study University & China Commerce and Trade Press, Beijing Second International Study University, Mar 11-12, 2006
4. Jin Hui, Topic: The Development of the MICE Economy and Management Program's Course System, The Seminar on the Course System Development of China Domestic Tourism & MICE Higher Education Institutions, a sub-meeting of the 13th Meeting of the Executive Committee of Network of Asia-Pacific Education & Training Institutes in Tourism (APETIT) & The Seminar on tourism and MICE Education and Training in Asia and the Pacific, Shanghai, 23-25 May 2006, organized by Asia-Pacific Education & Training Institutes in Tourism (APETIT) of UNESCAP & Shanghai Normal University, The Garden Restaurant of Shanghai International Education Center, May 22, 2006
5. Yang Jing, Topic: Commitment, Reputation and the Effects on Exchange Rate Mechanism, The 6th Forum of Chinese Youth Economists, organized by Economic Research Journal, Weihai, Shandong Province, China, SEP 23-24, 2006
6. David N. Smith, Topic: Foreign Direct Investment, Lecturer to Student, organized by Faculty of Law, Korea University, Korea, Oct 24, 2006
7. David N. Smith, Topic: The Road to Success: Training Tomorrow's Leaders, Lecturer to Student, organized by Seoul National University, Korea, Nov 2, 2006
8. David N. Smith, Topic: The Goals of Legal Education: Becoming a Lawyer of Excellence, Ceremony to Launch the Publication of Macau Journal of Law Studies, organized by Student's Union of MUST, Macau University of Science and Technology, 2006
9. Wang Chang Bin, Topic: Redefining the Enforcement Authority, Asian Competition Forum, organized by The Hong Kong Polytechnic University, Hong Kong, Dec 11-12, 2006
10. Yang Cheng, Vincent, Topic: An Analysis of the Charter Cases in Canada, China-Canada Joint Workshop on the Reform of Criminal Law, organized by the Research Centre of Criminal Jurisprudence of the Beijing Normal University, Beijing, Feb. 2006
11. Yang Cheng, Vincent, Topic: Common Issues in the Reforms of Criminal Justice in China and Canada, China-Canada Symposium on the Reform of Criminal Justice, organized by Research Centre of Criminal Jurisprudence of Beijing Normal University and ICCLR, Beijing, Jun 2006
12. Yang Cheng, Vincent, Topic: The UN CAC and China's Reform of Criminal Law Symposium, Symposium on the UNCAC and the Reform of Chinese criminal law, organized by IAPL China Branch and Research Centre of Criminal Jurisprudence of Beijing Normal University, Guizhou, Jun 2006
13. Yang Cheng, Vincent, Topic: The Issues of Human Rights in Sino-Canadian Cooperation to Combat Corruption, UNCAC Workshop, organized by School of Law, Guizhou University, Guizhou, Jun 2006
14. Yang Cheng, Vincent, Topic: The Roots of Corruption in the Society, Basic Theories Regarding Economic Crimes, organized by Shanghai Academy of Social Sciences Institute of Law, Guizhou, Jun 2006
15. Yang Cheng, Vincent, Topic: Issues in Implementing International Standards in Criminal Justice, Sino-Canadian expert workshops on implementing international standards in criminal justice (UNCAC, UNTOC, procuratorial reforms, policing, etc) , Canada, Jul 2006

16. Yang Cheng, Vincent, Topic: Some Similarities and Differences between Community Corrections in Canada and China, Sino-Canadian expert workshops on community corrections, organized by China Prison Society, Beijing, Oct, 2006
17. Yang Cheng, Vincent, Topic: Training and Upgrading Skills among Staff of Anti-Corruption Authorities, Workshop 12 on Training and Upgrading Skill to the final plenary of the 1st Annual Conference of International Association of Anti-Corruption Authorities, organized by Supreme People's Procuratorate of China, Beijing, Oct 22-25, 2006
18. Yang Cheng, Vincent, Topic: Issues in Cooperation for the Returns of Fugitives and Stolen Assets, Symposium on Sino-Canadian cooperation for the return of fugitives and stolen assets, organized by Research Centre of Criminal Jurisprudence, Beijing Normal University, Beijing, Oct, 2006
19. Yang Cheng, Vincent, Topic: The Importation and Comparisons of Community Corrections, 2006 International Symposium on Problems of Crime and Counter-measures, organized by Institute of Crime Prevention, Zhongzhen University, Taiwan, Nov 9-10, 2006
20. Yang Cheng, Vincent, Topic: the Return of Fugitives, Special Seminar and Workshop on Sino-Canadian Criminal Law and Policing, organized by Beijing Normal University, Beijing and Beijing Municipal Police College, Beijing, Dec, 2006
21. Yang Cheng, Vincent, Topic: Principles regarding the Exclusion of Police Illegally Obtained Evidence, Special Seminar and Workshop on Sino-Canadian Criminal Procedure and Policing, organized by Research College of Procedural Laws at CUPSL, Beijing, Dec, 2006
22. Yang Cheng, Vincent, Topic: Sino-Canadian criminal justice and procuratorial systems, Features of Canada's Criminal Justice System at Special Seminar, organized by National Prosecutors College, Beijing, Dec, 2006
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# 碩/博士學位論文精選

## Selected Master/Ph. D Theses

## 1. 正交變換及其在數字信號處理中的應用研究

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**論文摘要：**

在數字信號處理這一學科中，變換域分析法是非常重要的且必不可少的數學工具。本文主要探討一種特別的完備正交函數系（U-系統）及其衍生的 V-系統和研究它們在數字信號處理中的應用。

本文首先討論了 U(V)-系統在語音和圖像信號壓縮中的應用。目前信號的壓縮技術大多以 Fourier（或正交余弦）變換和小波變換為基礎，在本文中對信號壓縮中的正交變換的選擇做了新穎的嘗試，將 U(V)-系統首先應用在語音和圖像信號壓縮領域，取得了一定的成果。

接著，本文進一步把 U(V)-系統應用在信號濾波領域。將時域信號通過 Fourier-U(V)級數分解得到 U(V)-系統下的頻譜，通過設置閾值的方法選擇保留主要頻譜系數，重構後的信號可以得到較高的峰值信噪比。結合目前一些廣泛應用的技術進行了平行的比較和分析，揭示了 U(V)-系統在信號濾波領域的應用價值和潛力。

隨後，本文探討了對點雲數據進行曲面擬合的一種新方法。將離散點雲數據視為一類數字信號，利用有限項 Fourier-V 級數展開式，高效的生成點雲數據顯示的被測量對象的幾何造型。實驗表明，這種方法對很廣泛遇到的一類問題而言，處理過程簡單、速度快、精度高。

最後本文對 U(V)-系統在信號處理領域取得的成果及存在的問題作了總結，並對將來的工作做了展望。

**關鍵詞：**

正交變換，U-系統，V-系統，信號處理，多小波



# 1. Research on Orthogonal Transform and Its Applications In Digital Signal Processing

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## Specialization:

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## Abstract:

With the subject of signal processing the approach of transform analysis is very important even indispensable. In this thesis, an especial complete orthogonal function system (called U-system) and its ramification (called V-system) are discussed, with some concerned research for the digital signal processing are illuminated.

Firstly, some application of U(V)-system for signal compression are discussed. At the present time, most of technologies about signal compression are base on Fourier (orthogonal cosine) transform or wavelet transform. In this thesis, a new approach that the U(V)-system is replace of DCT or wavelet transform in the signal compression is implemented for the first time, and some experimentations illustrate their feasibility.

In the second part of thesis, some technologies of signal filtering are discussed reasonably. Signals are transformed form time domain to frequency domain by kinds of orthogonal transform, then the process that signal filtering to hold the main frequency coefficient is implemented by selecting threshold based on the characteristic of original signal. Finally, do the inverse-transform for the frequency coefficient filtered to get the reconstructed signal. The result of experiment illustrate there is the high PSNR between the reconstructed signal and original signal. Through the compare and analysis on some signal filtering approach in common use that it indicates the importance and potential power of U(V)-system applied in signal filtering and denoising.

Thirdly, A novel approach to points cloud fitting is given in the thesis. The work is based on V-system. It can effectively generate geometrical sculpt from surveying object displayed of points cloud by using limited number items of Fourier-V progression. The experimentations indicate that this approach has simple processing, fast calculating and high precision for some ordinary project.

In the last part of this thesis, the conclusion of research for U(V)-system and their Applications in digital signal processing include two part: the production achieved and some problem which are not resolve yet. Furthermore, it describe and indicate a general future of the research work with U(V)-system.

## Keywords:

Orthogonal Transform, U-system, V-system, Signal Processing, Multi-wavelet

## 2. 低配置環境下三維動畫技術的實現

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**論文摘要：**

電腦高度普及的今天，三維動畫技術不斷地迅速發展，已經廣泛應用到影視特技、商業廣告、遊戲設計、電腦輔助教學、醫學、建築、地質、氣候、天文等領域。

現在，雖然個人電腦（PC）能夠製作高品質的三維動畫，但需要高配置 PC 才能有效地製作。實際上，一些小型公司或機構不會為此而購買高配置設備，針對這種客觀現實情況，本人研究在低配置環境下，如何有效運用三維動畫技術。通過三維動畫技術運用在工業設計的「立體構成」上。製作出關於三維空間中，點、線、面、體這些基本的構成要素的運動變化，並製作成一個短片，配上音樂和燈光效果，而整個過程在低配置 PC 上完成，實現了三維動畫技術在低配置設備上有效運用。

本人的工作為以下幾方面：

### 1. 對三維動畫技術，特別運動方面給出綜述

在論文中對三維造型、動畫發展、動畫運動規律、三維動畫技術、三維動畫軟件—3Ds Max 和立體構成等知識，都會給出綜述。

### 2. 在低配置設備環境下三維動畫技術的有效實現

通過在低配置 PC 上製作三維動畫，比較 3Ds Max 的用戶介面（User Interface，UI）和腳本語言（MAXscript）製作的效果和效能，找出有效的製作方法。本人的工作表明，在低配置 PC 上使用 MAXscript 來編制動畫，比用 UI 製作來得快和準確，可以降低因硬件設備不足而造成的影響。

### 3. 三維空間大量物體同時運動的和諧處理

在製作立體構成的動畫時，控制數百個物體運動，所遇到問題是難以統一操控其動作的協調，在這方面本人仿效舞蹈上打拍子的方法編寫 MaxScript 程序，實現了對場景中數百個物體運動的統一操控，在文章中會給出對「點」和「棒」操控例子。

### 4. 三維動畫技術在教學輔助設計上應用

因為學校可使用的三維動畫課件不多，針對這種客觀現實情況，本人強調研究可用於教學輔助設計的三維動畫製作技術。本人從工作中得到的經驗與技術，運用到教學工作上。提出自己的經驗和方法，使在資源不足的情況下，可以由學校自行製作適合課程需要的三維動畫，在文章中會列出例子說明。

**關鍵詞：**

三維空間，3Ds Max，MaxScript，低配置 PC，動畫製作

## 2. Techniques of 3D Animations On Low-Quality Computer

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### Abstract:

Nowadays, computer is widely used in this modern world, 3D animation has been developing rapidly and it is applied in the production of film special effect, advertising, video games production, computer-aided teaching, medical science, architecture, geology, climate and astronomy.

Only high-quality personal computer enables us to make good quality 3D animation, the low-quality personal computer is not subjected to this kind of production. In fact, some small firms or corporations will not buy this kind of high-quality personal computer. To solve this situation, this thesis will go deep and see how to solve this problem and how the technique of 3D animation is used. The 3D animation is used in the industrial design, 3D animations relates to dot, line, surface, structuring the different movements of objects and the making of the short movie with music and light effect. Besides, it also shows the possibilities of 3D animations by using the low-quality computer application.

The author covers the following topics:

1. The general summary of the 3D technique, especially focuses on the operations of 3-D animation.

It illustrates how the structure, development and movement of it. It also covers the software---3Ds Max.

2. The possible effective techniques of 3D animations by using the low quality computer application.

By using low quality computer, the effect and outcome of User Interface and Maxscript can be used to find out possible solutions. The writer shows that by using Maxscript with UI in comparing Maxscript, UI is much faster, reducing the dissatisfactory result due to insufficient computer application.

3. When comes to produce 3D animations, 3D animations controls millions of objects, it deals with difficulties in controlling the work.

The writer wrote the Maxscript program by the concept of beat in dancing, with thousands of objects being operated together, by using the example of dot and cube.

4. 3D animation in the application of computer-aided teaching.

Regarding to the situation that there are not many 3D animation software used in school, the writer will discuss more in this topic in teaching. The writer gained his experience from his own work, giving their own experience and idea. Under the condition that there are limited resources in school, the teachers can design their own software with 3D animation.

### Keywords:

3-D Space, 3Ds Max, MaxScript, Low-quality Personal Computer, Animate Manufacture

### 3. 手寫體成績單數字識別方法的研究

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**論文摘要：**

本文主要研究了手寫體成績單數字識別的理論和方法，目的是爲了提高成績單數據錄入的準確性，並提高錄入數據的速度。

在單個手寫數字脫機識別方面，本文討論了手寫數字的預處理方法，通過對數字圖像按點陣密度及陣列中每行或每列上的筆劃數兩種特徵進行特徵密度均衡化，有助規範不同書寫風格的字符。另外，本文討論了利用神經網絡進行分類的方法。神經網絡的學習方式可分爲有導師學習及無導師學習。BP 網絡是有導師學習的，但缺點在於訓練時間很長，而 SOM 網絡則是無導師學習的，在沒有導師信號下對輸入樣本自我組織、自行分類。本文結合兩種網絡的優點，設計了 SOM-BP 二級混合式網絡，把 SOM 網絡未能準確進行分類的樣本再次送進 BP 網絡進行第二次分類，以提高對數字的識別效率。

在成績單網絡提取方面，本文討論了印刷體成績單及手寫體成績單的讀入方法，把圖像進行垂直及水平投影，投影最大值處即爲網線的位置。對不粘連的數字，可使用投影法進行裁切。對於粘連的數字，本文提出了輪廓特徵的方法，根據下輪廓從左至右先出現上升沿，再在上輪廓出現上升沿或下輪廓出現下降沿，則可判定該點爲粘連數字的切分點。

本論文的工作在深入的理論研究上，進行了大量的實驗，並對實際的成績單進行了測試，在成績單自動錄入方面取得了一定的經驗。

**關鍵詞：**

成績單，手寫數字識別，神經網絡，SOM 網絡，BP 網絡，數字粘連

### **3. The Research on Handwritten Digits Recognition in School Mark Sheets**

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**Degree:**

Master of Philosophy in Science (Information Technology)

**Specialization:**

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**Abstract:**

The thesis is on the theories and methods of handwritten digits recognition in school mark sheets. It is in order to enhance the recognition accuracy and speed of importing the data from the mark sheets.

In the section of single handwritten digits recognition, the method of pre-processing of the handwritten digits images is introduced. In order to normalize the writing styles of the digits, digit images are sent to be processed by characteristic-density-equalization. There are two kinds of characteristic-density-equalization: pixel-density and strokes. In addition, the method for classifying digits by Neural Networks are introduced. There are two ways of learning in Neural Networks – Learning with Supervising and Learning without supervising. BP network is a kind of network learning with supervising. It's not good enough to be used because of its long training time. SOM network is a kind of network learning without supervising. It can be self-organized and clustered the samples imputed. We designed a SOM-BP hybrid-neural network, which mixed the good advantages of these two kinds of neural networks. The test samples would be sent to the BP networks for the second time of classifying if it could not be correctly classified by the SOM network. The accuracy of digits recognition can be enhanced while using this method.

In the section of extracting the digit images from the grids of the mark sheets, the method of importing data from printed and handwritten mark sheets is discussed. The image pixels are projected vertically and horizontally. The position of the lines in the mark sheets has the maximum projection value. Method of projection can be used to segment the unconnected digits. We can segment the connected digits according to the characteristic of the contour. If an ascending edge is appeared from the bottom contour, then an ascending edge from the top contour or a decreasing edge from the bottom contour is followed, this point can be regarded as the segment point.

**Keywords:**

Mark Sheets, Handwritten Digits Recognition, Neural Network, SOM, BP Network, Connected Digits.

## 4. 人體指紋特徵辨識的研究

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**論文摘要：**

近幾年來，商業交易和門禁系統開始使用生物技術當作辨識身份的工具，例如指紋辨識、人臉辨識、語音辨識等等。由於指紋具有唯一性、不變性和普遍性三種特性，所以指紋辨識是其中最為廣泛使用的技術。一個實時指紋辨識系統包含三個主要步驟：影像預處理、特徵點提取和特徵點匹配。影像預處理是一個非常重要的步驟，它包括圖像增強、二值化和細線化等三項處理過程，此三項處理過程可有效增強指紋影像之清晰度和去噪音，但卻需花費大量的計算時間；特徵點提取和特徵點匹配更是指紋識別中的核心步驟，直接影響指紋識別的成效。

在本論文中，介紹了指紋辨識技術的歷史、現狀和發展情況，並對指紋辨識系統中指紋的圖像預處理、特徵點提取及特徵點匹配環節的各種演算法進行了討論、分析。

本文建構了一個指紋辨識系統，並評估其效能。測試的指紋影像是採用實際的指紋擷取器取得，影像大小為 256×256 像素，格式為 256 色灰階影像。由實驗結果得知，本論文所提出之各個方法的有效性，適合用於實時指紋識別系統。

**關鍵詞：**

指紋識別，圖像預處理，特徵點提取，特徵點匹配

## **4. Fingerprint Recognition Research**

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**Abstract:**

In recent years, many biometric techniques, such as fingerprint, face, and voice recognitions, have been used for automatic personal identification in business trading and living security. Since fingerprints have the advantages of uniqueness, unchangeability and universality, therefore fingerprint recognition is the most important one among these applications. A real-time fingerprint recognition system consists of three stages : image pre-processing, minutiae extraction and minutiae matching. Image pre-processing is very important process , it consists of image enhancement, image binarization and thinning. The fingerprint image can be enhanced with these three processes, but the computation time is heavy. Minutiae extraction and minutiae matching are more crucial stages in fingerprint recognition, and they will directly determine its effectiveness.

In this thesis, the history of fingerprint recognition technology, as well as its present status and latest developments will be described. The algorithm of its three processes: image pre-processing, minutiae extraction and minutiae matching will also be discussed and analyzed.

In this thesis, a fingerprint recognition system has been implemented. The test fingerprint images are acquired by a live-scan fingerprint scanner. Experimental results show that the method performance is well and it is suitable for the real time fingerprint identification system.

**Keywords:**

Fingerprint Recognition, Image pre-processing, Minutiae Extraction, Minutiae Matching

## 5. 幾何空間構造研究

朱衛國

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2006 年

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**專業：**

資訊科技

**論文摘要：**

根據立體構成的原理，任何複雜的形體皆可以還原為簡單的幾何形體，也可以組合成任何新形體。使用布爾運算塑造複雜形體雕刻、削減、堆積、增殖、添加、挖空等是立體構成的主要表現技法，運用於三維電腦圖形造型設計中，會使立體產生強烈的視覺效應。以 3ds Max 中產生的簡單幾何形體或由 2D Shaper 與 3D Loft 結合生成的較複雜單體為基本形，再做表面、邊線、頂點的增殖或削減（增殖：附加某種形體；削減：切除或挖空），使簡單形體呈現更多樣式的變化。C++ 語言和 Open GL 是主要用來編寫開發 3DS MAX 的應用軟體，其中 MAX SDK 也是採用 C++ 編寫代碼的，我們可以很容易地用 C++ 和 Open GL 結合 MAX SDK 實現我們的圖形學演算法，再把我們的演算法作為插件嵌入 3DS MAX 環境中，而不用考慮物體模型的生成和處理的複雜代碼，利用 3DS MAX 的渲染計時器可以方便地檢驗我們所編演算法的效率和效果。

本文內容剖析了當前在程式構建三維實體模型及使用電腦三維圖形軟件（3Ds Max、MaxScript、AutoCAD、六國大王）等構建三維模型中主要遇到的問題及解決方案。在附錄文中有它們各種軟件適用地方及使用特點的說明。

A. 複雜的立體幾何模型在 3Ds Max 構建過程中會出現失真變形。

解決方法:按照不同立體圖型的特點，選用不同的圖形軟件。因為目前各種軟件的功能差別很大，本文綜述比較各種軟件的功能和獨特之處和不足。

B. 幾何立體圖形經過多次的運動變形和攝像機的運動軌跡等變化後出現失真變形。

解決方法:本人經過多次失敗教訓，掌握了採用程序控制立體模型的軌跡運動來代替手工操作，從而可以很好的解決問題。

C. 抽象圖形的構思難以實現完成。

解決方法:統一尋求解決方法，提出各種思想，做出不同實現技巧。

D. 複雜的幾何空間運動在渲染時間極長。

解決方法:探討在多臺機械上場景分段同步運作，從我的操作實踐中知道這是最好解決渲染時間過長的最好方法。

E. 分析了三維模型實例教學法的特點和傳統教學法的不足，並介紹了實例教學法具體實施過程中的幾個要點。

**關鍵詞：**

三維模型建模，三維幾何實體，視覺化技術，立體影像



## 5. Research on Computer 3D Trigonometry Modelling and Applications

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### Graduation Year:

2006

### Degree:

Master of Philosophy in Science (Information Technology)

### Specialization:

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### Abstract:

According to the theory of 3D construction, any complicated shapes can be decomposed into simple trigonometric shapes and can be reconstructed into any new shapes. Using Boolean Operations to construct complicated shape engraving, diminishing, increasing, enriching, and scooping are the essential techniques in 3D construction. Using these techniques in 3D shape construction will have strong visual effect. Using the simple trigonometric shapes created using 3DS Max or using the more complicated units created with 2D Shaper and 3D Loft as the basics, and then enriching or diminishing (enriching: attaching some other shapes; diminishing: cutting off or scooping) the surface, edges, peak points can create a lot of modifications on the simple shapes.

C++ and Open GL are the main languages used for developing the software applications of 3DS MAX, and the MAX SDK is developed using C++. We can easily use C++ and Open GL, together with MAX SDK to deploy our shape algorithm and apply our algorithm as plug-in into the 3DS MAX environment. Complicated coding for object modeling and processing is not necessary, and using the timer in 3DS MAX can efficiently check the efficiency and performance of our algorithm.

This document analyzed the difficulties of using engineering 3D construction model and using 3D graphic tools (3Ds Max, Max Script, AutoCAD, OpenGL, Super4, etc) to construct 3D models, and the corresponding solutions. The applications of each software tools and the highlights of the usage can be found in the Appendix.

A. Complicated 3D trigonometric figures can be tormented in the construction process using 3Ds Max.

Solution: Choose different software for different 3D graphic features. Since the functionality of the software applications vary a lot, this document could not compare the functionalities and features of all applications.

B. 3D trigonometric graphics can be tormented after a few operations of shaping and video tracking.

Solution: After a few times of trial and error, the manual operation of the tracking is replaced by the program operation and this gives a good result.

C. The construction of abstract figures can hardly be done.

Solution: Look for a combined solution with the different application techniques.

D. Complicated trigonometric space tracking takes a long time.

Solution: Run the test on different workstations in parallel and gets the best solution in solving the timing problem of operation.

E. Analyze the characteristics of 3D model teaching and the inefficiency of the traditional teaching method, and to introduce the important issues of practical teaching's applications.

### Keywords:

3D Modeling Construction, 3D Trigonometric Solid Object, Visualization Technology, 3D Images

## 6. 安利（中國）日用品有限公司經營方式轉型的研究

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**專業：**

工商管理

**論文摘要：**

經過十多年的發展，目前直銷業已經被更多的中國消費者所認識，中國政府也積累了較為豐富的直銷管理經驗，新聞媒體也更加客觀的認識和報導直銷行業的發展。但是，如何科學合理的規範直銷行業的發展，探索出一條適合中國國情的直銷業發展道路，至今仍是政府、社會和企業共同關注的問題。由於中國的直銷業是從國外引入的，中國有關政府部門對其缺乏先天的管理經驗，這就決定了採取推廣成功企業的經驗至整個行業的“自下而上”的做法對我國直銷行業的發展是非常有必要的。

已有的對於轉型企業的研究存在一定的局限性：（1）較多的是從單個的現象出發，研究缺乏系統性，對研究問題的分析有時過於片面；（2）對造成直銷行業混亂、正當直銷企業被迫轉型的深層原因的分析較少，忽視了當時中國正處於劇烈的經濟和社會轉型期；（3）對轉型企業成功原因的分析較少注意到“哪些轉型，哪些保留”這個關鍵點，且缺乏理論分析和理論支撐。因此，本研究的目的就是希望克服上述研究的不足，通過分析、總結安利（中國）經營方式轉型的做法和經驗，驗證有關的理論，為中國直銷行業的發展和跨國公司在華經營提供借鑒。

本研究在行銷管理、組織轉型（變革）和企業國際化等相關理論綜述的基礎上，介紹了本研究的背景，並通過對轉型期中國市場的特點分析、轉型前後經營模式的對比分析和對轉型後三個階段的操作實施與組織內部轉變機制的分析和總結，揭示出了安利（中國）轉型的原因、方式（內容）和實施方案。研究結果表明：（1）在 1990 年代，中國的消費者還不成熟，與高漲的創業激情並存的是人們失衡的心態，幾乎所有的人都想一夜暴富。而同時，中國政府既要發展經濟，又要維護社會穩定，按照中國的國情進行轉型成為政府和企業共同的選擇。（2）安利（中國）的轉型主要是行銷管道的轉變，開設了店鋪經營，但是沒有放棄推銷員隊伍，而是加以保留和調整。（3）安利（中國）實施的轉型分為三個階段，即轉型初期的應對措施、中期的調整適應和後來的主動整改與幫助政府開展直銷立法，並且為保證轉型操作的成功而建立了一套行之有效的組織內部保障機制。經過經營方式的轉型，安利（中國）不但取得了經濟效益上的成功，而且還獲得了巨大的社會效益。

本研究的價值在於通過對一個真實案例的研究，驗證了組織變革和企業國際化的有關理論，證實了在企業的跨國經營中，既要追求全球統一的效率，又要關注當地市場的特殊情況，並對其做出回應，豐富了企業界和理論界對組織變革和企業國際化理論的認識。同時，本研究還對中國直銷行業的發展以及跨國企業在華經營提供了參考和借鑒。

**關鍵詞：**

安利(中國)，國際化戰略，轉型

## **6. The Research on the Operation Mode Transition of Amway (China) Corporation Limited**

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### **Abstract:**

For the development of more than ten years, nowadays direct selling is understood by more and more Chinese consumers. And Chinese government also has abundant experience on the management of direct selling industry, and the media begins to broadcast the development of direct selling more reasoningly. However, it is still an issue for the governments and enterprises on how to control and manage the direct selling industry and then find a way for its development fits the situation of China market. As we know the Chinese government is lack of the experience on direct selling management because China's direct selling industry is from abroad and this determines that it is an effective way to manage the industry by generalizing the experiences of successful enterprises.

The shortages exist in former researches are as follows: (1) the research on single phenomenon is more than that on all aspects of an event and more researches are lack of systems analysis; (2) many of those researches neglect an important background that China was in the process of economic transition and social transition at that time and few of them analyzed the deep-seated reason why the direct selling industry was disordered and a few legal direct selling enterprises had to change their operation modes; (3) few of them notice that the reason why some enterprises succeed in changing their operation modes is rely on which should be changed and which should be held, and most of them are lack of theory analysis and theory support. So this research hopes to conquer the shortages above, and validate the related theories and provide some references to the development of China's direct selling industry and the management of transnational companies in China market by the analysis of the practice and experience of Amway (China).

This research introduced the research background on the basis of literature review on marketing, organization transition and enterprises internationalization. Through the characteristic analysis of China market in transition period and the contrast analysis of the two operation modes and also the analysis of transition implementation, this research opened out the reason and the mode and also the implementation of the operation mode transition of Amway (China). And the results are as follows: (1) in 1990s, Chinese consumers were still not mature and they were all eager for quick success and instant benefit. So they cast about any opportunity to add their fortunes regardless the instrumentality they use. But the Chinese governments need not only economy development but also society stability. So the operation mode transition is the same selection by the government and enterprises. (2) the transition of Amway (China) is mainly on marketing channel. She opens the shops to all consumers but does not abandon her salesmen. (3) the operation of Amway's transition can be compartmentalized three phases which are the answer operation in early days, the adjustment according to government's requirements, the management of the salesmen and the suggestions to the legal construction of China's direct selling industry. Besides these operations Amway (China) also establishes a guarantee system in her organization to harmonize three elements which are structure, evaluation and behavior. Amway (China) acquires both the sales achievement and social effect achievement by her successful transition.

The value of this research is that it validates the theory of organization transition and enterprises internationalization by a real case study. It proves that a transnational company should not only pursue global integration but also local response and enrich the cognition on organization transition and enterprises internationalization in practice and theory study. Meanwhile, this research also has certain directive

significance to the development of China's direct selling industry and the management of transnational enterprises in China market.

**Keywords:**

Amway (China), International Strategy, Transition

## 7. 台灣財團法人社會福利基金會治理之研究

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論文摘要：

非營利組織對社會來說象徵著社會善的一面，因此不是被蒙上善良、公益的面紗，就是被視為擁有較高的自我道德要求。非營利組織是社會正義、道德的維護者與實踐者，所以通常非營利組織被認為是不會做壞事的。在台灣非營利組織中社會福利基金會的數量上是各類別基金會中第二多的，具有具體輸送的服務，以及多數資源來自組織外部的捐助與社會資源，因此本研究以台灣社會福利基金會為主要研究對象。事實上，台灣從過去 1987 年「彭昭揚社會福利基金會」事件、1988 年的「溫暖雜誌事件」、到 1999 年的 921 大地震事件，都曾陸續發生以社會慈善之名誘發大眾善心卻危害社會公益的弊案，在在都影響著公民社會中的信任資本。

企業界在 2001 年 11 月底，安隆（Enron）破產的消息震驚了一向深受美國投資人信任的華爾街。世界通訊（World com）、泰科（Tyco）等投資者及分析師眼中的頂級企業陸續發生危機。虛構交易、浮報營收、竄改收支等，接二連三的企業醜聞讓投資人的信心盡失。在收拾殘局的同時，各方有識之士咸認為，重塑及強化「公司治理」是為斧底抽薪的根本療劑。因此試圖以實務工作者的觀點將企業「公司治理」之組織制度及配套措施，以跨界類比方式，探索台灣「非營利組織治理之模式」。

本文從理論與實務的面向分析，在分析過程中結合質化與量化資料。探討台灣社會福利基金會的治理現況以及對治理的態度，研究方法除文獻探討之外，以質化為主佐以量化方式，質化部份以立意抽樣七個社會福利基金會為對象，每個基金會深度訪談董事（長）及執行長，並對設立基金在新臺幣一千萬元以上之 426 家社會福利基金會以問卷調查方式收集資料。再將訪談資料作整理、歸類與分析，問卷資料則經過除錯、登錄再以 SPSS 做統計。之後將訪談資料與問卷資料作對照、整理、歸類與分析解釋。

本文的研究價值為：本研究係以修訂企業公司治理的模式以跨界類比至社會福利基金會，在研究價值上是以跨界運用，並且是運用企業公司治理較周延的模式，有別於過去台灣對基金會治理研究的以董事會或董事會與執行長的研究範疇，第三是研究者本身係跨社會工作與管理兩界，因此本研究雖為探索性研究，但是價值上已成為社會福利與企業管理跨界結合的研究。

本文在研究的貢獻上計有對政策的、理論的以及實務上的貢獻：對政府的政策而言台灣在推動基金會治理之時，政府需要透過法規的制訂建構一個良好的基金會發展環境，唯對法規與管理建議是「原則性」、「方向性」以及「能與時具進」的。在管理上則同樣是「原則性」、「方向性」以及「能與時具進」的之外還建議能分級管理以及依規模、宗旨作分類管理。對基金會治理的理論則可以跨界運用企業的公司治理之理論和責信的理論，唯企業公司治理以上市上櫃公司為主，其責信的對象的利害關係人是具體的股東、員工、顧客、供應商等，但是基金會的治理則不限規模大小都需要治理，責信的對象也擴及不特定的社會大眾；但是治理的機制與利害關係人所重視的責信卻是相似的。在實務上的貢獻是發現目前談基金會治理，在概念上已有認知，但是在落實建構機制與執行時則尚有一段差距，因此建議目前在實務上應開始倡導和教育，尤其基金會多數認為已「內部機制（自律）」高於「外部機制（他律）」的要求，但是本研究發現要完全透過自律推動治理是不足的，外部機制（他

律) 仍有其建構的必要, 所以是該鼓勵在台灣非營利組織中開始產生以推動「治理」「責信」為宗旨等的「中介型」非營利組織。

**關鍵詞：**

非營利組織，社會福利基金會，非營利組織治理，公司治理，代理問題，責信

## 7. Study of Governance of the Social Welfare Foundations in Taiwan

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### Specialization:

Business Administration

### Abstract:

Nonprofit organization symbolizes bright side of the human society. Nonprofit organization always be covered with kindhearted yashmak and regarded as high moral standards. Nonprofit organization is the preserver of social justice and morals, bust also the practicer. Nonprofit organization won't be regarded as law-breaker. The welfare and charity foundations are the second large of Taiwan's all foundations. Most of them have direct service programs and lots of resources from outside. My research will focus on the welfare and charity foundations in Taiwan. In facts, there were some social events in Taiwan that encouraged people kindness and endangered public welfare at the same time, such as "Pong Chou-Yang social welfare foundation event in 1987", "nice and warm magazine event in 1988" and "921 earth quake in 1999". They were endangered the trust capital of Civil Society in Taiwan.

Profit sector on November in 2001, the news about Enron went into bankruptcy shocked the well street which always be trust by American investors. There are some reliable and top firms which faced crisis one after another, such as World com and Tyco. A lot of enterprise scandals were reported continuously, such as fictitious business transactions, faking up profit and income, falsify income and expense report. The investor lost their confidence finally. During the recovery period, most of advisers and consultants think the best way to resolve these problems is rebuilt and reinforce the "Company Governance". This research attempt to use the "Company Governance" concept and method and try apply in the nonprofit sector by analogy. The research will try to explore and built the "Governance model of nonprofit organizations in Taiwan".

This research combined theory and practicer for analysis. It is include qualitative and quantitative data in the analyzing process for discussing Taiwan's social welfare foundations' reality and attitude of the governance. Except for content analysis, this research used the qualitative method for the most part and quantitative method is in secondary. This research also used "Purposeful sampling" method to choose seven social welfare foundations in Taiwan. The researcher interview with the board chairman and executive director for each foundation and send the questionnaire to the 426 foundations which fund were over ten million dollars. Next step is generalizing and analyzing the interview data, then use SPSS software for statistic analysis. Final step is comparing, generalizing, analyzing and explaining.

The value of this research is: Try to revise the governance model of the profit sector and apply to the social welfare foundations. It's the first time to apply the governance model crossing two sectors and use the conscientious model. It was broken through the focus on the governance of the board committee and executive director. Because of the researcher was crossing social work and business management, this research is not only a simple exploring research. It also have more plus values.

There are policy, theory and practical contributions of this research. For the policy of government, government need make the law to set a good environment. The only suggestion about the law is "in principle", "in directly" and "in good time". Beside this suggestion, the category of the management should be classified for different level by size and mission. For the theory purpose, this research can apply governance and accountability theory for crossing two sectors. The company governance is mainly suit for entering the market company. The main accountability target is for stakeholders, staff and customers. There is no size limitation for the governance of foundation. The accountability target is all public. The practical contribution is discovering the present situation that already had the governance concept, but not to the executing stage. We

need to advocate and educate, especially most of foundations thought they were highly self-regulating organizations and over the outside regulations. The research result also told us that self-regulating was not enough. Outside regulation is still necessary. We should encourage Taiwan's nonprofit organization to set up an inter-median organization for giving an impetus in governance and accountability.

**Keywords:**

Nonprofit Organization, Social Welfare Foundation, Governance, Accountability



## 8. 台灣電子報稅服務品質、關係品質及忠誠度的關聯性研究

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工商管理

**論文摘要：**

電子網際網路無遠弗界，沒有時間與地域的束縛，因此，迅速在全世界各個角落蓬勃發展。各國政府爲了順應潮流，都積極建置電子化政府，以單一視窗口整合資訊及服務，並且善用顧客關係管理工具、行動網路服務等技術，落實顧客導向的理念，推動政府服務電子化業務。電子化報稅（簡稱 e-Tax）是台灣電子化政府積極推動的主要項目之一，其成敗關鍵在於 e-Tax 網站所提供的價值，而網站重要衡量的標準則爲網站能提供什麼樣的服務品質，以及這些服務品質與使用者的態度及行爲的關聯性。因此，本文的主要目的是在探討台灣網路報稅系統 e-Tax 之服務品質，對納稅義務人心理反應的關係品質及行爲的忠誠度之相互關聯性。

本文採用量化研究法並輔以質化的深度訪談及文獻研究法，以 e-Tax 的使用者爲研究對象，並以 e-Tax 網站「服務品質」：易用性及實用性爲外生變數，中介變數爲「關係品質」包括：對 e-Tax 使用信任及滿意二項，依變數爲「忠誠度」包括：正向口碑及再體驗意向，結果發現「e-Tax 服務品質→關係品質→忠誠度」因果關係獲得支持。顯示台灣納稅人對 e-Tax 科技易用性及實用性的服務品質會先引發其心理反應的關係品質（信任及滿意），再引發其行爲反應的忠誠度（口碑及再體驗意向）。

本文從量表統計、實地訪談以及申報所得稅時客服中心問題分類統計，發現台灣 e-Tax 推動的績效不理想的原因可歸納如下：

1. 報稅程式和軟體操作的問題。
2. 身份認證方式申請步驟繁雜及不便。
3. 個人穩私資料外漏的疑慮未除。
4. 稅務法令的宣導及推廣不足。

因此，本文從 e-Tax 服務品質所產生的關係品質以及後續再使用的忠誠度之綿密關聯性，對政府提出 e-Tax 系統待加強之對策建議及管理涵意，並對學術界與實務界提出可以繼續研究以及深入探討的建議。

**關鍵詞：**

電子報稅，服務品質，關係品質，忠誠度，再體驗意向

## **8. The Study of Relationships Between Service Quality, Relationship Quality and Loyalty of E-Tax in Taiwan**

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### **Graduation Year:**

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### **Degree:**

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### **Specialization:**

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### **Abstract:**

The electronic internet has been rapidly and prosperously developing in each corner of the world, for its ubiquitous function and no restriction on times and regions. In order to correspond with the tendency, various Administrations are actively establishing e-government, using the single window to integrate data and services and the technology such as managing impement or mobile network services to improve their customer relationship, fulfill the conception of customer's orientation, and promote the government's e-business. Electronic report on liable taxation(hereinafter referred to as e-Tax) is one of the major items actively promoted by Taiwan e-government. The key of success or failure lies in the value provided on e-Tax website where the vital measuring criterion is depending on what kinds of the service quality can be provided and what is the correlation between these service qualities and users' attitude. Therefore, the main purpose of this article is to explore the correlation between tax-paying obligor's psychological response and behavior's loyalty affected by the service quality of Taiwanese e-Tax network system.

This article is adopting the quantification research method subsidiary with the substantially in-depth interview and the reference researching method, taken the e-Tax user as the researching object to study the service quality of e-Tax website, the convenient property and practicability as external variable, and the relation quality as intermediary variable, including both the trust and the satisfaction in using e-Tax. The "Loyalty Degree" according to the variables is included the positive word of mouth and re-experience intention, the findings of which discover that in favor of the causation of "e-Tax service quality→relation quality→loyalty degree." It shows Taiwanese tax-payers to the easy and practical service quality of the e-Tax technology will first induce their psychological reflections on relation quality(trust and satisfaction), and then induce the behavior response to loyalty(word of mouth and re-experience intention).

From the statistics on inventories, field-interview, and classified statistics of the question arising at the Customer Service Center when declaring the income tax, this article may generalize the unfavorable cause to promote the Taiwan e-Tax as follows:

1. Issues of tax-reporting program and software operation
2. Multifarious and incontinent applying steps to authentic the identity.
3. Qualms about the revelation of the personally private data.
4. Insufficient propaganda and popularization of the tax statute.

Judging from the close correlation between the relation quality produced by e-Tax service quality and the loyalty degree for sub sequential reuse, this article submits the strategic proposal and managing implication of the e-Tax system to be reinforced to the government, and proposes an issue to be continuously researched and a suggestion to be deeply explored to the academia and the practice field.

### **Keywords:**

E-Tax, Service Quality, Relationship Quality, Loyalty, Re-experience Intention

## 9. 企業購併評價模式之研究——以台灣元大京華證券承作案為例

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2006 年

**學位類別：**

管理學博士

**專業：**

工商管理

**論文摘要：**

新經濟與全球化時代的興起，帶動區域經濟整合的大趨勢，大型企業不斷透過購併的方式，希望達到提升整體競爭力的目的。值得注意的是，進行購併時所需投入的有形或是無形成本的多寡，不僅是企業決定是否進行購併的關鍵，更是影響事後進行投資報酬率及預期綜效評估的決定性因素；惟翻開研究文獻，可以發現在傳統上進行企業評價的方法，多是從財務預測的會計觀點出發，雖然以財務數字為分析基礎的方法，提供企業購併評價一套標準的評核模式，但在企業實務運作上，某些不可量化的因素，其重要性遠超過財務數字的預測值，也是決定企業購併目標公司時，影響其購併溢價幅度的關鍵要素。

為此，本研究彙總過去全球各產業重要購併個案之發展歷程、購併條件與預期綜效；同時，歸納企業購併評價之歷史文獻研究資料，作為建構企業購併評價分析模式的參考，並引導出影響購併溢價幅度甚鉅之非量化其他關鍵因素的重要性；此外，再參考處理企業購併案件經驗豐富的專業投資銀行所採行之評價模型與購併溢價計算基礎，藉以了解其針對非量化其他關鍵因素之處理模式。最後，以台灣購併財務顧問業務龍頭——元大京華證券為例所承做之實務代表案例，分析企業在進行購併評價過程裡，決定購併溢價幅度之非量化關鍵因素為何；同時，透過建構分析理論模型，探討非量化其他關鍵因素對購併溢價幅度與企業評價模式的影響。

在以考慮流動性折價與經營權移轉貼水等非量化關鍵因素之購併評價模式，重新檢證元大京華證券所承做過之購併評價案例，可以發現在考慮流動性折價與經營權移轉貼水等非量化關鍵因素之後，設算出來的換股比例與雙方最終議定之換股比例結果非常接近，顯示本設算模式對企業購併評價的結果具備高度的解釋性，足可作為進行企業購併評價的參考，亦已為企業購併評價相關研究開啓一個嶄新的研究方向。

**關鍵詞：**

購併，購併評價，財務顧問，流動性折價，經營權移轉貼水

## **9. Research on enterprises' M&As evaluation model: the cases completed by Yuanta Core Pacific Securities (Taiwan)**

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### **Graduation Year:**

2006

### **Degree:**

Doctor of Philosophy in Management

### **Specialization:**

Business Administration

### **Abstract:**

The coming of New Economy and Globalization brings about the trend of economic integration. Big enterprises devote to promoting competitiveness through the process of mergers and acquisitions(M&As).

Notice that the amount of tangible and intangible cost of M&As determines not only enterprises' decisions to engage in M&As but also the decisive factor that affects investment-return ratio and anticipated overall return.

From existing literature, we can find that the traditional method to evaluate an enterprise is based mostly on the accounting view of financial forecasting. Although the method of relying on financial data provides a standard model of assessment, some unquantifiable factors, in practice, play a more important role than financial forecasting. Such factors also become the decisive ones that affecting the result of M&As evaluations.

To analyze this factor, this research collects important M&As cases in various industrial sectors about their growth experience, M&As terms, and expected overall return. In the meantime, we draw conclusions from existing research to construct enterprises M&As evaluation model and to demonstrate the importance of decisively unquantifiable factors in greatly affecting exceeding M&As prices. Besides, this project also considers the evaluation models employed by other world-wide, experienced, and professional investment banks.

Finally, using a real case from Yuanta Core Pacific Securities, the leading consulting company on financial consulting services in Taiwan, we pinpoint what those unquantifiable factors are. Besides, through constructing theoretical model, this project discusses the effects of unquantifiable factors on enterprises M&As evaluation.

After considering the crucial, unquantifiable factors, like discount for liquidity and premium for ownership-transference, we reconsider the M&As cases completed by Yuanta Core Pacific Securities. The result shows that, after taking into account these two unquantifiable factors, the estimated swap ratio are very close to the finally negotiated result of swap ratio. It shows that the explanatory power of this model in analyzing the evaluation results of M&As cases and opens a new research direction in the field of enterprise merging evaluation.

### **Keywords:**

M&As, Valuing Targets of M&As, Financial Consultant Services, Discount for Liquidity, Premium for Ownership-transference

## 10. 澳門單一博彩業發展模式轉型研究

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**專業：**

財務學

**論文摘要：**

自 2002 年澳門開放博彩業以來，大量資金投資博彩業，賭場數量增長較快，入境遊客人次穩步增長，博彩毛收益逐年增加，博彩稅約占政府財政收入的 75%，博彩業成爲澳門支柱產業的地位更加突顯，而單一經濟結構的風險和缺陷日益加大。隨著賭台數量的迅速增長，每賭台的邊際利潤逐步下降，賭場收入的不確定性已逐步顯現，給金融機構的融資帶來一定的風險，近來因賭博問題而引發的刑事案件呈逐年上升趨勢，也給社會經濟穩定性帶來潛伏危機，加重了澳門和周邊地區的社會成本。受博彩業投資拉升，新賭場不斷增加，人力成本逐年升高，房地產價格上漲，消費指數升高，使製造業、中小企業經營日趨困難，發展受到衝擊。因此，社會對澳門經濟多元化發展已提出了迫切的要求。另一方面，隨著網路博彩在世界許多地區的興起，以及澳門周邊地區和國家的博彩合法化，已對澳門博彩業構成直接的威脅。若澳門過分倚重博彩業，忽略培育新興產業，澳門經濟可持續發展將受到嚴重制約。

本文採用 SWOT 分析法研究了當前澳門發展博彩業的主要三種意見，借鑒美國拉斯維加斯開拓會展業的成功經驗，結合澳門實際，闡述了澳門經濟的中遠期發展方向，並提出了實施建議，強調以博彩業爲龍頭、大力開拓會展旅遊業是澳門經濟持續發展的核心競爭力。

**關鍵詞：**

博彩，會展，轉型，持續發展

## **10. Research on the Transformation of Macau's Single Gambling Industry Development Model**

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2006

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Master of Business Administration

**Specialization:**

Finance

**Abstract:**

Since the open-up of Macau's gambling industry, the industry sees huge investment flows in, more casinos come up, steady grows in foreign visitors, gross income increase year by year. Gambling tax makes up 75% of the total governmental revenue, which makes gambling the pillar of Macau's industries. In the mean time, this single produce economy sees more and more risk and drawbacks.

With the rapid increase of gambling table, the per-table interest is reducing, casino income becomes unstable, raising funds turn out to be risky for financial bodies. Gambling also brings with more criminal cases year by year, which is an unstable factor to the social economy system. With huge investment floods in, more casinos come up, human costs, real estate and consuming costs are growing year by year, which makes the running of manufacturing industry and small business more and more difficult. Moreover, with the development and legalization of the gambling industry of many other areas in the world, Macau's gambling industry is facing strong challenges. If Macau relies herself too much on the gambling industry, paying insufficient attention to new industries, Macau may face great problems in the continued development of her economy. Hence, the society has strong expectation to the development of Macau's multi product economy.

The article uses SWOT analyzing method to study the 3 major opinions to the development of Macau's gambling industry, quotes the successful experience of how Las Vegas expands business, looking into the facts of Macau, draws a picture of how Macau should develop her economy in the medium and the long run. Moreover, the article also raises suggestions to emphasize the heading role of gambling industry and making exhibition tourism the key competing forces.

**Keywords:**

Gambling, Exhibition, Transformation, Sustainable Development

## 11. 主管輔導在主管與下屬關係中的作用

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**專業：**

人力資源管理

**論文摘要：**

主管輔導作為組織發展的關鍵的資源越來越被重視。本研究主要目的在探討領導與部屬的交換關係和下屬積極尋求主管的幫助影響主管輔導的效果，以及促成主管輔導對下屬就業能力和減少離職行為的影響。通過廣泛的回顧與整合過去相關理論文獻，作為本研究的理論依據和觀念性架構推論的基礎；在實證方面，透過對一家製造企業的 50 名主管及其 196 名直接下屬的配對調查問卷的資料進行相關性分析和回歸分析。研究結果顯示：1. 領導與部屬的良好交換關係幫助促進主管對下屬輔導關係的產生；2. 下屬積極尋求主管的輔導與促成主管輔導呈正相關影響；3. 促成主管輔導對下屬的就業能力的提升有顯著的影響；4. 主管的輔導對下屬減少離職行為有正向的顯著效果。

通過對文獻的探討和對樣本企業的測試分析,我們發現主管輔導作為企業的重要資源,作用尤其重要。如何通過改善主管與下屬的關係,發揮員工的積極主動的工作態度,促成主管的輔導行為,以達到提高員工就業能力、減少離職行為對當前企業的持續發展具有重要意義。

**關鍵詞：**

主管輔導, 領導與部屬的交換關係, 就業能力, 離職行為

## **11. Supervisory Mentoring Effecton between Supervisor and Subordinates**

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Master of Business Administration

**Specialization:**

Human Resources Management

**Abstract:**

Organizations have become increasingly interested in developing their human resources. One important aspect involves supervisory mentoring.

The study is to examine (1) the relationship between Leader-member exchange and mentoring, (2) the relationship of initiation of mentoring and mentoring, (3) the relationship between supervisory mentoring and employability, and (4) the relationship between supervisory mentoring and withdrawal behavior.

Social exchange theory provided a theoretical underpinning to the relationship underlined in conceptual framework. Data from 196 subordinate-50 supervisor dyads (4:1) in a manufacturing firm revealed support for the hypothesized relationship. Specifically, higher quality LMX relationship help foster mentoring relationships and initiation of mentoring is positively related to the mentoring. Supervisor mentoring promotes related to the member's employability and decreases their withdrawal behavior. In order to avoid deviation, all respondents were voluntary and they are not required to leave their names on the questionnaires.

Supervisory mentoring, as an important resource in an enterprise, plays a most important role. It's of great importance for a continuous development enterprise to improve the relationship of supervisor and subordinate, to enhance subordinates initiative, to improve subordinates employability and decrease their withdrawal behavior.

**Keywords:**

Supervisory Mentoring, Leader-member Exchange, Employability, Withdrawal Behavior



## 12. 澳門公共財政研究與改革方向

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2006 年

**學位類別：**

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**專業：**

公共行政管理

**論文摘要：**

隨著近年博彩業開放，加上內地「自由行」政策，為本澳經濟注入無窮活力，帶動了各行各業。在博彩旅遊業的帶動下，政府稅收急速上升，而公共開支亦大幅增加，以配合本地區未來發展和需要。由於博彩稅收增加，政府目前的財政收入比起回歸前增加逾倍，其結構亦較以往有所改變。現時，博彩稅收雖可應付政府的基本開銷，但由於博彩業易受外圍因素影響，收入的浮動性大，萬一遇到經濟衰退或不利的政策，政府的財政收入都會受到重大的影響。所以，政府應該因應財政收入的變化，在公共開支方面作出相應的改革，在保持財政穩健的同時，務求能充分發揮穩定經濟的財政職能。

建基於上述之理解，本文併合了公共行政學與公共財政學的概念，首先對本澳 1994 年至 2004 年的財政狀況、公共收入及開支的變化作一概述，然後利用統計學及經濟學的原理，分析本澳公共開支的性質，並將之與香港的情況相比較，研究得出本澳的公共開支對經濟的影響程度較香港弱。在得出這方面的結論後，再結合本澳的實際情況，帶出公共財政將面對的問題。綜合上述分析後，本文分別在預算、資本開支及設立財政儲備等三方面，為本澳公共財政作出建議的改革方向。預算方面建議從現行的年度平衡預算發展為更完善的周期平衡預算；資本開支方面建議較靈活地運用財政政策，增強資本開支對經濟的效益；而財政儲備方面則建議參考香港的經驗，建立一套較完善、具有穩定經濟作用的財政儲備制度。

**關鍵詞：**

公共開支，財政職能，周期平衡預算，財政儲備制度

## **12. A study on public finance & its innovation aspects in Macau**

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**Graduation Year:**

2006

**Degree:**

Master of Public Administration

**Specialization:**

Human Resources Management

**Abstract:**

As a consequence of the open of the gaming industry, and the “Free Independent Traveling” policy of Mainland China, the economy of Macau receives definite motive power to its development. It also push forward the development of other industries. Under the development of the gaming and tourism industries, the tax income of the Macau government has increased a lot, and the government expenditure has also increased in order to tackle with the future development. Mainly due to the increase of the gaming tax levied, the financial income of the government presented a double increase in comparison with that before the handover, and the income structure has also been changed. Although the income of the government can meet the need of current expenditure nowadays, the gaming industry can be affected easily by external factors such as economic recession or unfavorable policies. In order to maintain its financial stability, and to exercise its financial function of stabilization to the local area, the government has to make corresponding changes on its expenditure.

Base on the above understanding, by integrating the theories of Public Administration and Public Finance, at the beginning, this thesis intends to analyze the financial status, income and expenditure of the Macau government during the years 1994 to 2004 inclusive. Then, the nature of government expenditure is to be analyzed by using statistical and economical methods. It is also compared with that of the Hong Kong government. The study revealed that the economic effect of the government expenditure is weak in comparison with that of the Hong Kong government. By integrating the above conclusion and the actual situation, some problems are to be pointed out. As a conclusion, this thesis brought out three suggestions concerning the areas of budget, capital expenditure and financial reserve. In the area of budget, the existing annual balanced budget system is suggested to change to a periodical balanced budget system; in the area of capital expenditure, it is suggested to apply financial policies in a flexible way; finally, it is suggested to set up a system of financial reserve by referring to the experience of Hong Kong.

**Keywords:**

Government Expenditure, Financial Function, Periodical Balanced Budget, Financial Reserve

### 13. 益氣清熱祛瘀法治療慢性萎縮性胃炎的臨床研究

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**學位類別：**

中醫碩士

**論文摘要：**

慢性萎縮性胃炎（Chronic Atrophic Gastritis, CAG）是一種臨床常見的消化系統慢性疾病。研究發現，CAG 與胃癌的發生顯著相關，因此，積極有效地治療 CAG，對於預防胃癌有著重要的意義。

文獻綜述：歸納總結了現代醫學、傳統中醫以及現代中醫三者對 CAG 的認識和研究，主要涉及 CAG 的病名、分類、流行病學、實驗研究、臨床表現、病因病機、診斷、治則治法、藥物等。

臨床研究：導師根據中醫「久病必虛」、「久病入絡」及「六氣鬱久則皆從火化」的理論，判斷 CAG 以脾氣虛弱、瘀阻胃絡、邪熱鬱積為主要病機，治療上採得益氣清熱祛瘀法為主，再根據患者的具體情況臨證加減，取得了很好的臨床療效。

**關鍵詞：**

胃炎/萎縮性，益氣清熱，活血化瘀

### **13. Clinical Research of Benefiting Qi Clearing Heat and Removing Blood Stasis as the Chief Treating Methods in Chronic Atrophic Gastritis**

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**Graduation Year:**

2006

**Degree:**

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**Specialization:**

Traditional Chinese Medicine

**Abstract:**

Chronic Atrophic Gastritis (CAG) is a common chronic disease of digestive apparatus on the clinic. The research shows that CAG has a significant relationship with the gastric cancer, therefore, treating CAG actively and effectively is a very important means of preventing the gastric cancer.

Conclusion: Concluding the researches toward CAG of both the traditional and modern Chinese medicine, as well as the modern medicine, they mainly refer to the names, types, epidemiology, experimental researches, clinical manifestations, causes and pathogenesis, diagnoses, treating principles and methods and medicines of CAG.

Clinical research: According to the TCM therapy of “persistent illness must lead to deficiency-syndrome”, “persistent illness must invade the meridians and collaterals” and “persistent stagnancy of six Qi can all turn into the fire”, the teacher divided the mainly pathogenesis into three types: deficiency of spleen Qi, blood stasis of gastric meridians and collaterals, stagnancy of pathogenic heat, and adopted benefiting Qi, clearing heat and removing blood stasis as the chief treating methods. Then in the light of the specific conditions of different patients, rearranging the above methods, we had achieved great clinical curative effect.

**Keywords:**

Gastritis/Atrophic, Therapy of Benefiting Qi and Clear Heat, Promoting Blood Circulation by Removing Blood Stasis.

## 14. 清熱利濕、運脾養肝法治療非酒精性脂肪肝臨床研究

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**學位類別：**

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**論文摘要：**

本臨床研究旨在從臨床方面探討以清熱利濕、運脾養肝為法治療非酒精性脂肪肝的治療效應。

方法：用清熱利濕、運脾養肝法組方治療脂肪肝 107 例，與 102 例強肝膠囊對照組進行肝/脾 CT 比值療效比較。

結果：最小肝/脾 CT 比值上升值治療組  $0.09 \pm 0.18$ ，對照組  $0.06 \pm 0.18$ 。治療組治療後痊癒率 28.04%，總有效率 45.79%；對照組痊癒率 26.47%，總有效率 41.18%。

結論：通過相關分析，表明清熱利濕、運脾養肝組治療本病不但有較好的臨床療效，而且能顯著改善血清 ALT、AST 值，能改善血清  $\gamma$ -GT 值，從而證明了清熱利濕、運脾養肝治法的合理性，為進一步研製治療脂肪肝的中藥製劑打下基礎。

**關鍵詞：**

清熱利濕，運脾養肝法，非酒精性脂肪肝，臨床研究，肝/脾 CT 比值，隨機，雙盲，平行對照

## **14. Clinic Study of Treating Nonalcohol Fatty Liver Disease by the Theory of Clearing away Heat and Dampness, Activating Spleen and Nourishing Liver.**

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### **Specialization:**

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### **Abstract:**

**Objective:** To investigate the therapy effect on nonalcohol fatty liver disease treated by the theory of clearing away heat and dampness ,activating spleen and nourishing liver.

**Method:** 107 cases of nonalcohol fatty liver disease were treated by the theory of clearing away heat and dampness ,activating spleen and nourishing liver,compared with 102 cases treated with Qiang Gan Jiao Nang by the CT value of liver/spleen.

**Result:** The treatment group' least CT value of liver/spleen was  $0.09\pm 0.18$  , but the contrasting group was  $0.06\pm 0.18$ .The healing rate of the treatment group was 28.04 % and the total effective rate was 45.79 %;While the healing rate of the contrasting group was 26.47 % and the total effective rate was 41.18%.

**Discussion:** By analysis, they were indicated that the theory of clearing away heat and dampness ,activating spleen and nourishing liver, not only has preferably clinical effect,but also can reduce ALT ,AST,  $\gamma$ -GT in blood serum. The theory of clearing away heat and dampness ,activating spleen and nourishing liver is a logical treatment method. It also can base for manufacturing Chinese traditional medicine of nonalcohol fatty liver disease.

### **Keywords:**

The Theory of Clearing Away Heat and Dampness, Activating Spleen and Nourishing Liver, Non-alcohol Fatty Liver Disease, Clinic Study, The CT Value of Liver/Spleen, Randomized, Doubleblind, Controlled