WHAT IS CLAIMED IS:

1. A method for a neighbor cell measurement, performed by a terminal, comprising:

receiving configuration information of a first measurement window, wherein the first measurement window is configured for a beam measurement based on a reference signal of a neighbor cell; and

measuring the reference signal based on the first measurement window, to obtain a beam measurement result of the neighbor cell.

2. The method according to claim 1, wherein the configuration information of the first measurement window comprises at least one of following first configuration parameters:

a first length of the first measurement window;

a first cycle of the first measurement window;

a first offset value of the first measurement window; or

a first timing advance of the first measurement window.

3. The method according to claim 2, wherein the first length of the first measurement window is determined by a duration of the reference signal and radio frequency retuning time of the terminal; and

the first length of the first measurement window is greater than or equal to a sum of the duration of the reference signal and twice the radio frequency retuning time of the terminal.

4. The method according to claim 1, wherein measuring the reference signal based on the first measurement window comprises:

in a case where a serving cell and the neighbor cell use a same frequency and the reference signal is comprised in an active bandwidth part (BWP) of the terminal, measuring the reference signal within a second measurement window;

wherein the second measurement window is obtained based on difference of the first measurement window minus radio frequency retuning time of the terminal, or, the second measurement window is determined based on a duration of the reference signal.

5. The method according to claim 1, wherein measuring the reference signal based on the first measurement window comprises:

in a case where the reference signal satisfies a first condition, measuring the reference signal within the first measurement window; and

in a case where the reference signal does not satisfy the first condition, measuring the

reference signal at a time and frequency position of the reference signal.

6. The method according to claim 5, wherein the first condition comprises any one of:

the serving cell and the neighbor cell using different frequencies;

or,

the serving cell and the neighbor cell using a same frequency and the reference signal being not fully comprised in an active BWP of the terminal.

7. The method according to claim 2, wherein in a case where the first cycle of the first measurement window is different from a cycle of the reference signal, the first cycle of the first measurement window is an integer multiple of the cycle of the reference signal.

8. The method according to claim 1, further comprising:

receiving first update information of the first measurement window; and

updating a configuration parameter of the first measurement window based on the first update information;

wherein the first update information comprises:

a measurement configuration identification (ID) associated with the neighbor cell; and

a second configuration parameter of the first measurement window.

9. The method according to claim 1, further comprising:

receiving second update information of the reference signal; and

updating a configuration parameter of the reference signal based on the second update information.

10. A method for a neighbor cell measurement, performed by a network device, comprising:

sending configuration information of a first measurement window, wherein the first measurement window is configured for a beam measurement based on a reference signal of a neighbor cell; and

receiving a beam measurement result of the neighbor cell obtained by a terminal through performing a measurement based on the reference signal.

11. The method according to claim 10, wherein the configuration information of the first measurement window comprises at least one of following first configuration parameters:

a first length of the first measurement window;

a first cycle of the first measurement window;

a first offset value of the first measurement window; or

a first timing advance of the first measurement window.

12. The method according to claim 11, wherein the first length of the first measurement window is determined by a duration of the reference signal and radio frequency retuning time of the terminal; and

the first length of the first measurement window is greater than or equal to a sum of the duration of the reference signal and twice the radio frequency retuning time of the terminal.

13. The method according to claim 11, wherein in a case where the first cycle of the first measurement window is different from a cycle of the reference signal, the first cycle of the first measurement window is an integer multiple of the cycle of the reference signal.

14. The method according to claim 10, further comprising:

sending first update information of the first measurement window to the terminal, wherein the first update information is configured for updating a configuration parameter of the first measurement window in the terminal.

15. The method according to claim 14, wherein the first update information comprises:

a measurement configuration identification (ID) associated with the neighbor cell; and

a second configuration parameter of the first measurement window.

16. The method according to claim 14, wherein the beam measurement result comprises a resource indicator of a reference signal corresponding to an optimal beam;

the method further comprises:

calculating a beam change rate based on the resource indicator of the reference signal corresponding to the optimal beam; and

in response to the beam change rate being changed, determining the first update information of the first measurement window based on a correspondence;

wherein the correspondence comprises a correspondence between the beam change rate and the configuration parameter of the first measurement window.

17. The method according to claim 16, calculating the beam change rate based on the resource indicator of the reference signal corresponding to the optimal beam comprises:

calculating a difference between a first resource indicator and a second resource indicator, wherein the first resource indicator is the resource indicator of the reference signal corresponding to the optimal beam in an i-th reporting, and wherein the second resource indicator is the resource indicator of the reference signal corresponding to the

optimal beam in an (i-1)-st reporting, and wherein i is a positive integer greater than 1; and

calculating a ratio of the difference to the cycle of the first measurement window as the beam change rate.

18. The method according to claim 10, further comprising:

sending second update information of the reference signal to the terminal, wherein the second update information is configured for updating a configuration parameter of the reference signal.

19. A terminal, comprising:

a processor;

a transceiver coupled to the processor;

wherein the processor is configured to load and execute computer-executable instructions to implement the method for neighbor cell measurement according to any one of claims 1 to 9.

20. A network device, comprising:

a processor;

a transceiver coupled to the processor;

wherein the processor is configured to load and execute computer-executable instructions to implement the method for neighbor cell measurement according to any one of claims 10 to 18.