

International Conference on Engineering Management, Engineering Education and Information Technology (EMEEIT 2015)

Advances in Computer Science Research Volume 36

Guangzhou, China
24 – 25 October 2015

Editor:

Y. – H. Kim

ISBN: 978-1-5108-1490-5

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2015) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=emeeit-15>

Printed by Curran Associates, Inc. (2015)

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantispress.com

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

ELECTRONICS, INFORMATION, INTERNET, AND THEIR APPLICATIONS

A CONTENT-BASED BLOGGER’S SENTIMENT ANALYSIS SYSTEM	1
<i>Guohua Ou, Xiaoyan Zhuo, Wu Tang</i>	
THE TUNNELING SPECTRUM OF EINSTEIN BORN-INFELD BLACK HOLE	5
<i>J. Tang, W. Ren, Y. Han</i>	
THE RESEARCH OF “INTERNET PLUS ENTREPRENEURSHIP”	10
<i>Delin Sun, Muling Song, Sa Xu, Siyu Luo, Shengming Huang, Yushan Huang</i>	
THE EFFECT OF NON-FINANCIAL FACTORS ON CREDIT LEVEL: AN EMPIRICAL STUDY OF SUPPLY CHAIN FINANCE BASED ON E-COMMERCE PLATFORM	15
<i>Huilian Fang, Jinfeng She, Yu Xu</i>	
CONSTRUCTION OF THE INTERNET PUBLIC OPINIONS BASED ON CHINESE LANGUAGE FOR NETWORK MONITORING	21
<i>Dongqi Sun</i>	
COMPUTER-ASSISTED MULTI-NEEDLE SURGICAL PLANNING FOR LARGE LIVER TUMOR RADIOFREQUENCY ABLATION	25
<i>Mengjiao Li, Zhiyi Qu</i>	
DESIGN OF THE POSITIONING DEVICE FOR THE VOLATILE CROWD BASED ON THE BD SATELLITE	31
<i>Zhonghu Yuan, Zhimin Zhang, Xiaowei Han, Dan Liu</i>	
THE IMPROVED C2C E-COMMERCE CREDIT MODEL ----A CASE STUDY OF TAobao	35
<i>Xiangzhen He</i>	

ENGINEERING EDUCATION, MODERN EDUCATION AND NEW EDUCATION METHODS

APPLICATION OF MEDICAL ETHICS IN THE MEDICAL SIMULATION EDUCATION	41
<i>Manli Wang, Bin Zhao, Xiuling Sun</i>	
THE EVOLUTION OF AGRICULTURAL ENGINEERING EDUCATION IN CHINA	45
<i>Lijuan Shi, Minli Yang</i>	
REFLECTION AND EXPLORATION ON THE INNOVATIONS OF COLLEGE STUDENTS	52
<i>Fangwen Xie</i>	
RESEARCH ON APPLICATION OF "FLIPPED CLASS" MODEL IN TEACHER EDUCATION	55
<i>Dan Dan Wei, Le Xing Qiu</i>	
SURVEY AND STUDY ON THE EFFECTS OF NEW MEDIA TECHNOLOGY ON COLLEGE STUDENTS	60
<i>Mei Bie, Zhe Wang, Jian Zhang</i>	
APPLICATION OF RFID-BASED CONTEXT AWARENESS IN MOBILE LEARNING	64
<i>Lei Yu, Yong Guo</i>	
DISCUSSION ON THE GOAL-DRIVEN TEACHING METHOD	69
<i>Bo Li, Fuyi Cao, Haihua Lv, Fengpeng Li, Shun Yu</i>	
RESEARCH ON CURRICULUM SYSTEM OF VOCATIONAL TEACHERS CULTIVATION ABOUT ANIMATION PROFESSIONAL	74
<i>Dandan Wei, Lexing Qiu</i>	
THE ECOLOGICAL THINKING OF TEACHERS’ GROUP PROFESSIONAL DEVELOPMENT BASED ON NETWORK	79
<i>Miao-Miao Zeng, Hai-Jian Hu</i>	
SURVEY AND RESEARCH ON ENHANCING THE EFFECT OF COLLEGE STUDENTS’ MOBILE LEARNING-----TAKE ZHAOQING UNIVERSITY AS AN EXAMPLE	84
<i>Miao-Miao Zeng, Yi Liu, Hai-Jian Hu</i>	
THE RESEARCH ON INNOVATION EXPERIMENTAL AREA OF E-COMMERCE TALENTS CULTIVATION MODEL	90
<i>Xian Yong Meng, Yi Qi Xiong, Xiang Yu Meng, Zheng Bo Wang</i>	
TRAINING MODE OF OUTSTANDING DOCTORS OF CLINICAL MEDICINE BY DISTANCE EDUCATION	95
<i>Shi Kai Jin</i>	

RESEARCH ON SAFETY EDUCATION FOR CHILDREN ONLINE TRAINING SAFETY E-LEARNING	99
<i>Qingmei Kong</i>	
APPLICATION MODEL OF MODERN PIANO EDUCATION BY ONLINE SOFTWARE OF EVERYONE_PIANO	103
<i>Xuyan Wang</i>	
RESEARCH ON TRANSMISSION OF CHINESE ANCIENT LITERATURE BASED ON DIGITAL FILM AND TV MEDIA	107
<i>Wenjie Li</i>	
RESEARCH OF IMPROVING IT EDUCATION QUALITY AND DEVELOPING COOPERATION BETWEEN THE CROSS-STRAIT COLLEGES	111
<i>Yongze Fang, Yongjie Zhong, Jie Chen, Weiwei Wang</i>	

MANAGEMENT SCIENCE AND SOCIAL SCIENCE

STUDY ON THE VALUATION OF MUSIC COPYRIGHT IN CHINA	115
<i>Yongchen Li, Yang Liu</i>	
TRADE COMPETITIVENESS OF TEA FROM FUJIAN, CHINA: ANALYSIS BASED ON PORTER MASONRY MODEL	119
<i>Liming Hong, Wenling Song</i>	
AN ANALYSIS OF THE EFFECTS OF VALUE-ADDED TAX REFORM WITH USING THE DID METHOD	124
<i>Meiping Liu, Li Yang</i>	
INVESTIGATION ON THE PRIMARY SCHOOL DISTRICT USING THIESSSEN POLYGON	132
<i>Xia Sun, Zao Li, Jin Li, Maosheng Ye</i>	
THE SOCIAL BENEFIT ANALYSIS OF THE PUBLIC BICYCLE	137
<i>Tianjun Feng, Chunyan Liang</i>	
NATIONALIZATION OF INNOVATION WUQIAO ACROBATICS GARMENT	141
<i>Nan Qiao, Yunlling Feng</i>	
CAUSES AND COUNTERMEASURES OF CONSTRUCTION PROJECT COSTS BEYOND BUDGETING	147
<i>Yuxian Ding, Guohui Jin, Yuxin Ding</i>	
INHERITANCE OF PAPER-CUT ART IN THE DESIGN OF CLOTHING FABRIC	151
<i>Yancong Miao</i>	
STUDY THE DESIGN OF <GIOVANNI ARNOLFINI AND HIS WIFE> ON VISUAL PERCEPTION	155
<i>Maoyan Yu, Li Li, Li Deng, Yi Jiang</i>	
THE STUDY OF POPULATION GENE IN CASE PRODUCT FOR INNOVATIVE DESIGN	161
<i>Licheng Zong</i>	
STUDY ON RISK ZONING OF URBAN POPULATION BASED ON VULNERABILITY	168
<i>Y. Gao, T. Chen, H. Y. Yuan, Q. Y. Huang</i>	
RESEARCH ON THE SAFETY VALUE AND USE VALUE	172
<i>Wei Liu, Chenyu Liu, Xiaohong Chen</i>	
RESEARCH ON ADJUSTMENT IN CONTRACT SUM CAUSED BY MISSING OF PRELIMINARIES IN BQ FOR TENDERING	177
<i>Ling Yan, Qianxing Ding, Min Yan</i>	
THE PERFORMANCE OF AGRICULTURAL SCIENCE AND TECHNOLOGY TRANSFORMATION FUND OF DIFFERENT TECHNICAL FIELDS	181
<i>Qiang Shen, Li-Li Xu, Jun-Qiang Wang, Wei-Min Yang</i>	
BUILD A PERFORMANCE EVALUATION MODEL ABOUT PROJECT MANAGEMENT INFORMATIZATION	186
<i>Jia Chen, Xi Deng</i>	
THE COMPETITION OF PASSENGER FLOW BETWEEN URBAN RAIL TRANSIT AND CONVENTIONAL BUS	191
<i>Leilei Chen, Xingchen Zhang, Bin Xu, Junhua Chen</i>	
THE IMPACT OF TOURISM ON THE LIVING OF NORTHWESTERN SICHUAN MINORITY VILLAGE—TAKING QIANG VILLAGE IN LI COUNTY IN TAOPING AS AN EXAMPLE	197
<i>Ping Fu, Ying Cao, Lingqing Zhang, Pengfei Qiu</i>	

ANALYSIS AND PSYCHOLOGICAL THINKING ON VISUAL FORMS OF INTERFACE OF EXHIBITION HALLS-----TAKING THE EXHIBITION HALLS OF WORLD EXPO AS AN EXAMPLE	201
<i>Jiefang Jin, Qizhao Wang</i>	
RESEARCH ON DYNAMIC COMPENSATION ACHIEVEMENT PATH OF PROJECT RE-MEASUREMENT BASED ON LEGAL FACT CONSTRUCTION FOR STATE OF CONTRACT	205
<i>Yilin Yin, Xuan Yang</i>	
STUDY ON ESTIMATING BIDDING RIVAL'S AVERAGE TENDER OFFER UNDER THE CONDITION OF THE STOCHASTIC COMPOUND BASE PRICE.....	212
<i>Jing Zhao, Yilin Yin</i>	
RESEARCH ON SIMULATION EVALUATION OF GOODS OUT-STOCK CAPABILITY OF STRATEGIC PROJECTION BASE	218
<i>Fubing Peng, Zhenke Li, Weizhong Zhang</i>	
DISCUSSION ON THE MAIN PROBLEMS EXISTING IN THE IDEA OF RUNNING A UNIVERSITY IN CHINA -----BASED ON THE ANALYSIS OF CALIFORNIA INSTITUTE OF TECHNOLOGY	223
<i>F. G Wang</i>	
STUDY ON CONSTRUCTION OF THE ELECTRONIC CREDIT EVALUATION SYSTEM AND THE SUPERVISION SYSTEM	227
<i>Anxi Zhang, Hua Yu, Chongbo Fu</i>	
MEASURING THE INCREASE AND LOSS OF THE PUBLIC FACILITY WELFARE ——A CASE OF KUNMING CITY	233
<i>Jun Fan, Ning Xu</i>	
EMPIRICAL ANALYSIS ON THE IMPACT OF WORKING CAPITAL MANAGEMENT	239
<i>Ming Hong, Chensha Liu</i>	
METHODS OF TRAFFIC DEMAND FORECAST ON TOURISM HIGHWAY	244
<i>Zhenguo Liu, Xianguang Wang, Shiyu Shen</i>	
PROJECT BIDDING AND COST CONTROL.....	249
<i>Baoxia Cui</i>	
PERFORMANCE EVALUATION OF COAL LOGISTICS TRANSPORTATION NETWORK RESEARCH.....	253
<i>Hongxia Li, Xiaofan Hu, Yan Li</i>	
ANALYSIS OF COST CONTROL OF INFRASTRUCTURE CONSTRUCTION IN COLLEGES AND UNIVERSITIES ON BASIS OF FIDIC CONTRACT CONDITIONS	258
<i>Shu-Lin Yi</i>	
EXPLORATION AND STUDY OF EXISTING PROBLEMS AND EFFICIENT STRATEGIES OF COST MANAGEMENT IN COLLEGE AND UNIVERSITY INFRASTRUCTURE PROJECTS.....	263
<i>Shu-Lin Yi</i>	
THE CROSS-NATIONAL COMPARATIVE STUDY OF THE MAINTENANCE TIME OF GRANTED PATENTS IN THE TECHNICAL FIELD OF FIXED CONSTRUCTIONS IN DIFFERENT COUNTRIES.....	268
<i>Jun Shen, Yongzhong Qiao</i>	
APPLICATION OF THE GREY SYSTEM IN COMMERCIAL HOUSING PRICE PREDICTION.....	274
<i>Zhuoshi Li, Yangyang Ye, Ming Fu, Fugui Zhu</i>	
ANALYSIS OF THE FACTORS AFFECTING THE IMPLEMENTATION OF PARTNERSHIP IN ENGINEERING CONSULTING ENTERPRISES	278
<i>Xin Jie Zhang, Lu Zhang</i>	
LAND TRANSFER AND THE DEVELOPMENT OF COOPERATIVE PATH OF THE SIXTH INDUSTRY	282
<i>Man Li</i>	
MODEL OF RISK ASSESSMENT OF URBAN COMMERCIAL COMPLEX INVESTMENT.....	286
<i>Liangli Xiao, Jian Wei Han, Mingyang Pan</i>	
FISCAL AND FINANCIAL POLICY DESIGN ON ENTREPRENEURIAL ECONOMIC DEVELOPMENT GOVERNMENT SUPPORTS	290
<i>Zhen Lin, Yunsheng Huang</i>	
RESEARCH ON DEPARTMENT PROJECT MANAGEMENT PLATFORM	298
<i>Jun Qiao</i>	
CORRECTION OF ONLINE PRODUCT SCORES FROM THE PERSPECTIVE OF ENGAGEMENT IN THE APPRAISAL THEORY.....	303
<i>Weijun Wang, Boyang Chen, Yanqiu Song</i>	

RESEARCH ON RELIABILITY EVALUATION OF AGRICULTURAL EXPERT EXPERIENCE KNOWLEDGE	309
<i>Xiaopeng Dai, Donghui Li</i>	
RESEARCH ON FINANCIAL SUPPORT PATHS OF SMALL AND MEDIUM MANUFACTURING ENTERPRISES	315
<i>Liang-Qiong Li, Yu Zheng</i>	
EVALUATION OF TRADITIONAL AND STRATEGIC HUMAN RESOURCE MANAGEMENT	319
<i>Baocai Fan, Hong Wang</i>	
STUDY ON PRODUCT CONFIGURATION BASED ON PREFERENCE OF CONSUMER	323
<i>Lanhua Zhou, Fuhong Zeng</i>	
RESEARCH ON THE COMPETITIVENESS OF THE LOGISTICS INDUSTRY IN NORTH CHINA	329
<i>Hongqi Hui, Yibo Lv</i>	
A STUDY ON CLASSIFICATION EVALUATION TECHNOLOGY DIFFUSION OF OCCUPATIONAL TOBACCO GROWERS	333
<i>Feng Wang, Xiangdan Hu, Jun Liu</i>	
A STUDY ON INFLUENCING FACTORS OF DIFFERENTIAL MANAGEMENT SYSTEM OF TOBACCO FARMERS BASED ON ISM MODEL	339
<i>Feng Wang, Xiangdan Hu, Jun Liu</i>	
COMPARATIVE RESEARCH ON CHINESE LOGISTICS MODELS OF CROSS-BORDER E-COMMERCE	345
<i>Yufen Wang, Min Zhao</i>	
TOPICS AND COMMUNITIES IN THE FIELD OF PATENT ANALYSIS WITH SNA	349
<i>Jijia Li, Tiejia Ma</i>	
APPLICATION OF BIM IN THE PROTECTION OF HISTORICAL BUILDINGS BASED ON RIEGEL HISTORIC VALUE THEORY	355
<i>Yan Li, Zhaoxiang Song, Kai Dong</i>	
RESEACH ON THE RELIABILITY AND VALIDITY OF SOCIAL NETWORK SCALE BASED SELF- REPORTING METHOD	361
<i>Liang-Qiong Li, Yu Zheng</i>	
APPLICATION OF CLASSIFICATION METHODS TO ELECTIVE SURGICAL CASES CANCELLATION DETECTION	365
<i>Li Feng, Li Luo, Renrong Gong</i>	
INTERNATIONAL CARBON MARKET PRICE FORECASTING USING AN INTEGRATION MODEL BASED ON SVR	370
<i>Linbo Jiang, Peng Wu</i>	
A LITERATURE REVIEW OF TREASURY BOND FUTURES PRICING AND ARBITRAGE METHOD	376
<i>Susheng Wang, Yongrui Yu, Huimin Liu</i>	
USING CONFLICT ANALYSIS METHOD TO ANALYZE CRIMEA CRISIS BETWEEN RUSSIA AND UKRAINE	383
<i>Xiaojia Jiang, Lei Yang, Chaolu Ma, Mingfei Wu, Feng Liu, Yuhui Wei, Xiaoli Xu</i>	
RESEARCH ON M&AS PERFORMANCE OF IRON AND STEEL ENTERPRISES BASED ON FACTOR ANALYSIS	388
<i>Aiwei Yin, Congwei Xu</i>	
RESEARCH OF ROAD INTERSECTION SAFETY EVALUATION BASED ON DRIVER'S WORKLOAD	394
<i>Li Gao, Liting Hou, Xiaoting Yu</i>	
DISCUSSION ON ENERGY EFFICIENCY EVALUATION METHOD FOR SMART SUBSTATION	401
<i>Bin Zhu, Fanrong Wang, Yingjie Wan, Jun Li</i>	
A PERCEPTION GAP MODEL BASED ON THE DUAL PERSPECTIVES OF CUSTOMER VALUE: A CONCEPTUAL FRAMEWORK	408
<i>Zhongqun Sun</i>	
A METHOD OF DEPLICATION BASED ON INCONSISTENCY	415
<i>Yunpeng Wu, Yiting Lv, Yuping Sun, Qiang Hu, Mingfei Wu, Yu Guo, Decai Wang</i>	
RESEARCH FOR THE NOVICE DRIVER'S CAPACITY OF HAZARD PERCEPTION AND RESPONSE	422
<i>Li Gao, Xiaoting Yu, Liting Hou</i>	
THE DYNAMIC GAME ANALYSIS OF MANAGERS' INVESTMENT VOLUME OF INNOVATION PROJECT UNDER FINANCIAL CONSTRAINT CONDITION	428
<i>Meini Han, Fusheng Wang</i>	

CONSTRUCTION OF ECOLOGICAL MODEL FOR DEVELOPMENT OF SMALL AND MICRO ENTERPRISE INFORMATIZATION	435
<i>Rongna Geng, Suchun Fang</i>	
THE NEW CHARACTERISTICS, INFLUENCE FACTORS AND COUNTERMEASURES OF CHINA'S COLLECTIVE LABOR DISPUTE ——BASED ON THE THE EMPIRICAL ANALYSIS OF 31 PROVINCES	439
<i>Jingmiao Yu</i>	
ANALYSIS ON PERCEIVED VALUE OF DIFFERENT SERVICES BY ONLINE GROUP BUYING IN CHINA	444
<i>Qinfang Li, Shixiang Zhang</i>	
THE EVALUATION OF KNOWLEDGE INNOVATION CAPABILITY BASED ON ANP	450
<i>Ailing Yan, Hong Jiang</i>	
MULTI-PERIOD DYNAMIC SEQUENTIAL OPTIMIZATION MODEL FOR PREFABRICATED AFFORDABLE HOUSING PRODUCTION SCALE	455
<i>Chunguang Chang, Dan Liu, Feifei Wu</i>	
A GM(1,N) APPROACH TO THE PRICING OF AUTO PRODUCTION IN CHINA	460
<i>Zhaoyan Wang</i>	
THE RELATIONSHIP BETWEEN INTERNATIONAL CAPITAL FLOWS AND INDUSTRIAL UPGRADING IN CHINA	466
<i>Lihui Wang</i>	
THE ANALYSIS OF INFORMATION TECHNOLOGY' EFFECTS ON PUBLIC SERVICE PRODUCTIVITY	470
<i>Dan Yang</i>	
THE RESEARCH OF CHINA'S FOREIGN TRADE TRANSFORMATION BASED ON THE PERSPECTIVE OF THE CONNOTATION OF ENERGY UNDER THE BACKGROUND OF ECOLOGICAL CIVILIZATION	476
<i>Yan Wang, Shanshui He</i>	
RESEARCH ON LANDLESS PEASANT SUSTAINABLE LIVELIHOOD BASED ON DATA OF FAMILY ASSET	482
<i>Jiapeng Liu, Jie Liu, Xiaoling Tang, Jinting Wu</i>	
OPTIMAL PRODUCTION DECISIONS WITH EMISSIONS TRADING	488
<i>Alsharif Hussain Zaid H, Jian Zhang</i>	
THE DRIVERS OF TECHNOLOGY DEVELOPMENT IN “NEW SILICON VALLEY” HANGZHOU: A RESOURCE-BASED PERSPECTIVE	492
<i>Jinjiang He, Ning Cai</i>	
PATTERNS OF FEMALE SENIOR BUSINESS LEADERSHIP IN E-COMMERCE COMPANIES CHINA	497
<i>Wei Zhou, Ke-Chiun Chang</i>	
COMMERCIAL BANK CREDIT RISK MEASUREMENT BASED ON KMV MODEL STUDIES	501
<i>Chun-Ping Wang, Lin-Jing Qu, Jian-Wei Li</i>	
THE INNOVATION VALUE CHAIN OF OUTBOUND OPEN INNOVATION: THEORETICAL EXTENSION AND CASE STUDY	511
<i>Ailing Yan, Hong Jiang</i>	
STUDY ON MECHANISM OF PUBLIC OPINIONS BASED ON NETWORK MANAGEMENT IN UNIVERSITIES	515
<i>Hongkai Jiang</i>	
RESEARCH ON EVALUATION OF CLOUD SERVICE PROVIDERS FOR SMALL AND MEDIUM ENTERPRISES IN THE SMART CITY	519
<i>Tianwei Zhou, Kai Hu, He Luo</i>	
OPTIMAL PRICING UNDER THE CONSUMER SEGMENTATION IN DUAL CHANNEL SUPPLY CHAIN	526
<i>Xiaoyu Zhu, Yanyi Xu, Tijun Fan</i>	
RESEARCH ON THE ROBUST EMERGENCY FACILITY LOCATION	531
<i>Dongqing Jiang, Qunxiong Zhu</i>	
RESEARCH ON GAME DECISION STRUCTURE MODEL OF ENTERPRISE ALLIANCE	537
<i>Siyuan Chen</i>	
OPTIMIZATION OF PRODUCTION COST OF FILM AND ITS SOLUTION METHOD	541
<i>Xiao-Jiao Wang</i>	
THE OPTIMAL TRADE CREDIT TERM AND PRODUCTION LOT SIZES CONSIDERING SHORTAGE COST IN MANUFACTURING INDUSTRY	547
<i>Guang Yang</i>	

THE ANALYSIS OF CHANGE REGION IN BUSINESS PROCESS BASING ON THE DEGREE OF SIMILARITY IN STRUCTURAL	551
<i>Fang Zhao, Xianwen Fang, Xiangwei Liu, Huan Fang</i>	
ANALYSIS OF MAIN INFLUENCE FACTORS FOR HOUSING PRICES	556
<i>Congjun Rao, Yangqiu Ge</i>	
FORECAST MODEL OF HOUSING PRICES BASED ON GREY SYSTEM THEORY	560
<i>Congjun Rao, Yangqiu Ge</i>	
COMPARATIVE STUDY OF THE RENEWAL INFORMATION OF GRANTED PATENTS IN THE PHYSICS TECHNOLOGICAL FIELD IN CHINA, FRANCE AND GERMANY	564
<i>Yongzhong Qiao, Wanlin Tan</i>	
EMPIRICAL RESEARCH OF THE MAINTENANCE TIME OF FOREIGN PATENTS WITHOUT THE FOREIGN PRIORITY GRANTED BY USA, KOREA, JAPAN AND CHINA	571
<i>Yongzhong Qiao, Yan Sun</i>	
Author Index	