

3rd International Conference on Social Science and Higher Education (ICSSHE 2017)

Advances in Social Science, Education and
Humanities Research Volume 99

Sanya, China
28 – 30 September 2017

Editors:

Xiaonan Xiao
Huijuan Xue
Syed Abdul Rehman Khan

ISBN: 978-1-5108-4952-5

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© (2017) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=icsshe-17>

Printed by Curran Associates, Inc. (2017)

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.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: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

TEACHING AND HIGHER EDUCATION

A STUDY ON THE INFLUENCE OF CURRICULUM SETTING ON EMPLOYMENT IN CAREER TECHNICAL COLLEGE	1
<i>Xiaodong Zhu, Caiyao Cao</i>	
THE REFORM RESEARCH ON PRACTICAL TEACHING SYSTEM OF HYDROLOGY AND WATER RESOURCES ENGINEERING BASED ON CDIO	5
<i>Qiaohuan Wang, Chunfeng He, Dongliang Wang, Chaoming Li</i>	
INNOVATION OF ENGINEERING PROFESSIONAL TALENT CULTIVATION MODE ON SCHOOL-ENTERPRISE COOPERATION BASED ON MODERN URBAN AGRICULTURE	9
<i>Yu Shi, Liyun Bian, Chuanlin Li, Hua Liu</i>	
EXPLORING ON THE CULTIVATING MODEL OF THE COMBINATION OF WORKING AND LEARNING IN HIGHER VOCATIONAL EDUCATION	13
<i>Liying Liu, Renjie Yang, Shuwen Wang, Yue Zhao</i>	
RESEARCH ON THE TRANSFORMATION AND PROMOTION OF RESOURCES AND ACHIEVEMENTS OF NATIONAL VOCATIONAL SKILLS COMPETITION	17
<i>Liying Liu, Renjie Yang, Shuwen Wang, Yue Zhao</i>	
THE STEREOSCOPIC TEACHING MATERIAL CONSTRUCTION FOR THE INNOVATIVE PRACTICE TEACHING OF INTELLIGENT AGRICULTURAL MACHINERY	21
<i>Xin Song, Lei Yang, Huiyong Shan, Yancong Li</i>	
THE SURVEY AS A TOOL TO ASSESS THE EDUCATIONAL ORGANIZATION'S REPUTATION —BASED ON THE STUDY CONDUCTED AT THE RUDN UNIVERSITY IN DECEMBER 2016	25
<i>Yulia N. Zemskaya, Anna V. Glagoleva, Evgeniya A. Kuznetsova</i>	
INTEGRATION OF UNIVERSITIES IN THE CLUSTER STRUCTURES AS A CONDITION FOR ECONOMIC DEVELOPMENT	29
<i>Yury N. Moseykin, Natalia S. Sakharuk</i>	
CONSTRUCTION AND PRACTICE OF STUDENT INNOVATION LABORATORY BASED ON SCHOOL-ENTERPRISE COOPERATION	33
<i>Hua Liu, Yong Wei, Weiyu Zhang, Yu Shi</i>	
THE CURRICULUM CONSTRUCTION OF "BIOGAS PRODUCTION ENGINEERING" AIMED TO THE INNOVATIVE TALENT CULTIVATION	37
<i>Xinyuan Liu, Nan Wu, Dengchao Jin, Lei Yang</i>	
RESEARCH ON ORGANIZATION AND IMPLEMENTATION AND PROMOTING PROCESS FOR EXCELLENT ENGINEER CULTIVATION —ELECTRICAL ENGINEERING AND ITS AUTOMATION SPECIALTY, LANZHOU JIAOTONG UNIVERSITY	41
<i>Hongsheng Su</i>	
AN INSTITUTIONAL PERSPECTIVE ON THE CONFLICT BETWEEN TEACHING AND RESEARCH IN CHINESE LOCAL UNIVERSITIES	45
<i>Wanxian Li, Jinguo Ye</i>	
RISK MANAGEMENT COURSE SYSTEM IN APPLICATION-ORIENTED UNIVERSITY: AN "1+2" MODE	49
<i>Yin Yu</i>	
RESEARCH ON CLOUD CLASSROOM OF SIMULATED AUDIT'S VIRTUAL TEACHING PLATFORM	53
<i>Li Zhang</i>	
RESEARCH ON THE REFORM OF PHYSICAL FITNESS TRAINING CURRICULUM IN CHINA'S POLICE COLLEGES AND UNIVERSITIES	57
<i>Fan Zhang, Bo Zhou, Chang-Zhi Jia</i>	
THE DESIGN AND IMPLEMENTATION OF AN ENGINEERING EDUCATION ACCREDITATION AIDED MANAGEMENT SYSTEM	61
<i>Shengtao Sun, Yuefeng Qi, Peiliang Wu</i>	
TEACHING REFORM AND PRACTICE OF MIS CURRICULUM FOR MBA USING DESIGN THINKING	65
<i>Yuan Gao, Yuan Fu, Shaofeng Ru, Jun Feng</i>	

REFLECTIONS ON SEVERAL PROBLEMS IN BILINGUAL TEACHING OF MATHEMATICS MAJOR IN COLLEGES AND UNIVERSITIES —A CASE STUDY OF MATHEMATICS MAJOR IN ZHEJIANG OCEAN UNIVERSITY	69
<i>Jianglan Wu, Dechao Li</i>	
DESIGN AND RESEARCH OF THE INTERACTIVE TEACHING PLATFORM SMART CLASSROOM OF ADVANCED MATHEMATICS COURSE BASED ON THE "INTERNET +"	73
<i>Liyan Chen, Hailiang Zhang, Jinliang Cao, Jifeng Bao, Samuel Cheng</i>	
PROBE INTO THE DIVERSIFICATION REFORM OF GRADUATION DESIGN (THESIS) FOR UNDERGRADUATE ENGLISH MAJORS IN INDEPENDENT COLLEGE	77
<i>Cheng Chen, Xuehua Ren, Liang Tang, You Li</i>	
PRACTICE MODE OF POLICE EDUCATION BASED ON PROFESSIONAL SOCIAL COGNITION	81
<i>Jinqi Li, Ping He</i>	
THE RESEARCH OF TEACHING REFORM OF MSP430 SINGLE CHIP COMPUTER COURSE	85
<i>Weimin Qi, Qun Hou, Xia Zhang, Zhiming Wang</i>	
EXPERIMENT TEACHING REFORM OF PRINCIPLE OF COMPUTER COMPOSITION	89
<i>Tao Chi, Guangpu Cao, Xiaojing Shen, Haowei Yan</i>	
REFORM AND EXPLORATION OF ABILITY ORIENTED APPLICATION TALENTS CULTIVATION IN COMMODITY TRADING	92
<i>Changqiu Wang</i>	
RESEARCH ON LIFE SECURITY ORIENTATION IN MODERN COLLEGE PHYSICAL EDUCATION.....	96
<i>Xinxin Zhang, Chun Guo</i>	
WHAT CHARACTERISTICS OF A TEACHER IMPRESS STUDENTS MOST?—AN INVESTIGATION OF THE ACTIVITY MY FAVORITE TEACHER	99
<i>Dongshan Luo</i>	
EXPLORATION AND PRACTICE OF "FULL PARTICIPATION" TEACHING METHOD	103
<i>Xiao-Min Xing, Yi-Tao Li, Cui-Ran Zhao</i>	
AN INVESTIGATION OF ORAL ENGLISH CLASSES TAUGHT BY NON-NATIVE ENGLISH-SPEAKING TEACHER (NNEST) —TAKE A CROATIAN TEACHER IN WEB INTERNATIONAL ENGLISH IN CIXI, CHINA AS AN EXAMPLE	107
<i>Yang He</i>	
RESEARCH ON ESTABLISHMENT OF HIGHER VOCATIONAL COURSE SYSTEM —WITH ACCOUNTING MAJOR AS CASE	112
<i>Jing Huang</i>	
THE EXPLORING AND IMPROVEMENT OF TEACHING METHOD ABOUT THE COURSE "THE DESIGN PRINCIPLE OF CONCRETE STRUCTURE"	115
<i>Shan Xia, Ke-Wei Ding, Jian-Hua Cui</i>	
DIALECTICAL THINKING AND EXPLORATORY METHOD IN COLLEGE MATH TEACHING.....	118
<i>Xiaonan Xiao</i>	
TO BUILD AN OPTIMIZATION MODEL OF BIOMEDICINE REGRESSION ANALYSIS DECISION AND A STUDY OF ITS APPLICATION	122
<i>Xiaonan Xiao</i>	
THE ENLIGHTENMENT OF INTERNATIONALIZATION OF HIGHER EDUCATION ON FOREIGN LANGUAGE EDUCATION	125
<i>Xin Ai</i>	
THE ENLIGHTENMENT OF AMERICAN HIGHER EDUCATION PERSONNEL TRAINING INTERNATIONALIZATION TO CHINESE HIGHER EDUCATION	128
<i>Yang Liu, Daying Liu, Lu Ding, Wenbi Zhu</i>	
TEACHING GRADUATE PROFESSIONAL ENGLISH IN MECHANICAL ENGINEERING — PRACTICE MAKES PERFECT	132
<i>Mei Liu, Fangwen Zhu, Yonghui Feng</i>	
CRITICAL EVALUATION OF CONTEMPORARY THEORIES OF CHILD DEVELOPMENT AND HOW THESE INFORM THE WORK OF EARLY CHILDHOOD EDUCATORS AS PEDAGOGICAL LEADERS	136
<i>Wei Liu</i>	
STUDY ON THE STANDARDIZATION AND INDIVIDUATION OF CLASSROOM TEACHING IN HIGHER EDUCATION	140
<i>Yanming Yang, Chaoran Guo, Lulu Sun</i>	
THINKING AND PRACTICE IN RESEARCH-ORIENTED INSTRUCTION FOR UNDERGRADUATE MAJOR OF THE ELECTRICAL ENGINEERING FIELD	144
<i>Maokang Gong, Lei Zhou</i>	

DISCUSSION ON EXPERIENCE TEACHING REFORM OF AGRICULTURAL MECHANIZATION AND AUTOMATION SPECIALTY	147
<i>Yancong Li, Xin Song, Xiuzhi Wang, Junwang Guo</i>	
INNOVATIVE MODEL OF ENVIRONMENTAL ENGINEERING MICROBIOLOGY EXPERIMENTS COUPLING WITH CLASSROOM TEACHING	151
<i>Ming Zeng, Qingzhu Jia, Chang Wang, Nan Wu</i>	
RESEARCH ON TEACHING MODE OF COLLEGE ENGLISH TRANSLATING COURSE FROM THE PERSPECTIVE OF ECO-TRANSLATOLOGY	155
<i>Man Zhai</i>	
EXPLORATION AND PRACTICE ON THE CULTIVATION OF INNOVATIVE TALENTS IN LOCAL UNIVERSITIES	158
<i>Guangya Zhang, Lingli Fan</i>	
PEER AND SELF EVALUATION FOR COOPERATIVE LEARNING IN INTERPRETING COURSE	162
<i>Yan Cao</i>	
EDUCATION, TECHNOLOGY AND TECHNICAL IMAGES	165
<i>Thomas Hauer</i>	
REFLECTIONS ON THE INTEGRATION OF PRODUCTION AND EDUCATION IN CULTURAL AND CREATIVE INDUSTRIES	170
<i>Bizhong Yu, Yanmei Lin</i>	
RESEARCH ON THE CONSTRUCTION OF APPLIED SPECIALTY IN SCIENCE AND ENGINEERING	174
<i>Linan Fan, Xiaodong Pan, Ming Zhang</i>	
ESTABLISHMENT OF SYSTEM FOR EDUCATING AND CULTIVATING EXCELLENT ENGINEERS THROUGH SCHOOL- ENTERPRISE COOPERATION	178
<i>Yuehua Liang, Jie Wang, Jinkun Sun, Xiaoming Li</i>	
RESEARCH ON PBGS TEACHING MODEL UNDER THE ACTIVITIES THEORY	182
<i>Hechun Wang, Xiaohua Jia, Fu Jin, Yupu Chen</i>	
THE APPLICATION OF THINKING ALOUD METHOD IN THE LISTENING AND SPEAKING TEACHING OF COLLEGE ENGLISH	186
<i>Man Zhai, Xingui Mou</i>	
STUDY AND CONSTRUCTION ON THE PROFESSIONAL TALENTS TRAINING MODE IN THE TRANSFORMATION DEVELOPMENT OF THE LOCAL UNIVERSITIES	189
<i>Dan Guo</i>	
RESEARCH ON ARISTOTELIAN VIRTUE EDUCATION	192
<i>Zhilin Yang, Honghe Liu</i>	
RESEARCH ON INNOVATION AND ENTREPRENEURSHIP EDUCATION IN LOCAL ENGINEERING UNIVERSITY	196
<i>Liangtao Yang</i>	
DISCUSSION ON TEACHING METHOD OF THE HYDRAULIC MECHANICAL AUTOMATIC TRANSMISSION	200
<i>Mingsheng Li, Manfeng Gong, Yuechao Sun, Man Li</i>	
RESEARCH-BASED COURSE TEACHING OF "C ++ PROGRAMMING" COMBINING THE FKM TEACHING METHOD	205
<i>Taohong Zhang, Rui Ma, Xiaolu Huang, Lin Yao</i>	
DESIGN AND IMPLEMENTATION OF DIGITAL LIBRARY RETRIEVAL SYSTEM BASED ON HADOOP	209
<i>Daying Wang</i>	
RESEARCH ON KEY INFLUENCING FACTORS OF UNDERGRADUATES' CULTIVATING PERFORMANCES BASED ON TTF THEORY	213
<i>Hao Wu, Wanli Ma</i>	
DESIGN AND IMPLEMENTATION OF DIGITAL IMAGE PROCESSING TEACHING EXPERIMENTAL SYSTEM	217
<i>Zengguo Sun, Yangguang Zhi, Luwei Zhang, Xiaodan Hu, Jinke Jiang</i>	
THE TEACHING REFORM FOR DIGITAL IMAGE PROCESSING AS THE DISCIPLINE'S BASIC COURSE	223
<i>Yunyu Shi, Xiang Liu, Huihua Ding, Yongxiang Xia</i>	
REFORM AND PRACTICE OF TEACHING MODE OF NETWORK ENGINEERING AND INFORMATION SECURITY TALENTS TRAINING BASED ON O2O	227
<i>Jun Tao, Yunsheng Yan, Yunling Zhang, Yue Wu, Shenhua Wu, Miao Wang</i>	

RESEARCH AND PRACTICE ON INNOVATION PLATFORM CONSTRUCTION OF COLLEGE STUDENTS - BASED ON TEAM BRIDGE FUNCTION	230
<i>Jianfeng Wang, Yiqun Liu, Weiping Zhang, Xue Li</i>	
THE INNOVATION OF INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF CHINESE SPORTS SCIENCE	234
<i>Fan Zhang</i>	
EVALUATION RESEARCH ON FLIPPED CLASSROOM IN BILINGUAL EDUCATION OF ACUPUNCTURE AND MOXIBUSTION	238
<i>Xiang-Wen Meng, Dong-Hong Meng, Wen-Tao Lv, Jia-Jia Ma, Ya-Chao Zheng, Ya-Qin Ning</i>	
EXPLORATION AND REFLECTION ON MOOC COURSE OF PE IN CHINA'S UNIVERSITIES AND COLLEGES UNDER THE INFORMATION AGE	242
<i>Fan Zhang, Bo Zhou, Chang-Zhi Jia</i>	
PROMOTE TEACHING REFORM WITH INNOVATION COMPETITION	246
<i>Lihong Song</i>	
THE DESIGN OF INTERACTIVE DIGITAL LEARNING RESOURCE IN GEOGRAPHY OF MIDDLE SCHOOL	250
<i>Fengtao Guo, Ziwen Liu, Yushan Duan, Joseph P. Stoltman, Weiguo Zhou, Yeyang Yao</i>	
THE TRAINING MODE AND TEACHING METHOD REFORM OF FULL-TIME MASTER OF ENGINEERING PRACTICE AND INNOVATION ABILITY	255
<i>Jianfeng Li, Qihui Zhao, Caihong Zhang, Lulu Hao</i>	
AN EMPIRICAL STUDY ON CORRELATION BETWEEN SECOND LANGUAGE WRITING ANXIETY AND CET-4 WRITING SCORE	258
<i>Yang Yu</i>	
THE EXPLORATION OF GRADUATE TRAINING MODE—GRADUATE TEACHING REFORM BASED ON COMPUTER SCIENCE MAJOR	262
<i>Kang Zhou, Shan Zeng</i>	
CLASSROOM TEACHING REFORM BASED ON THE QUALITY OF PERSONNEL TRAINING	265
<i>Xingfu Zhang, Abin Yang, Xiaojun Ma, Chunjiang Li</i>	
CONSTRUCTION OF QUALITY ASSURANCE SYSTEM FOR ENGINEERING SPECIALTY BASED ON PROFESSIONAL CERTIFICATION	268
<i>Xingfu Zhang, Abin Yang, Xiaojun Ma, Chunjiang Li</i>	
RELATIONSHIP BETWEEN CHINESE TRADITIONAL VIRTUES AND PSYCHOLOGICAL HEALTH OF UNIVERSITY STUDENTS	272
<i>Xiaoming Yi</i>	
ANALYSIS ON THE INTERACTIVE CULTIVATION MODEL BETWEEN MASTER AND GRADUATE	276
<i>Junting Li, Pengfei Jiao</i>	
TALENT TRAINING PROGRAM OF ELECTRONIC INFORMATION ENGINEERING UNDER THE BACKGROUND OF ENGINEERING EDUCATION PROFESSIONAL ACCREDITATION	280
<i>Yecai Guo</i>	
AN ANALYSIS ON THE PATH DESIGN AND METHOD OF MILITARY POL PROFESSIONAL TRAINING BASED ON PROFESSIONAL COMPETENCE	284
<i>Jun Chen, Yonggang Zuo, Jing Yang, Zhen Zhang</i>	
RURAL TEACHERS' CONTINUING EDUCATION MODEL BASED ON NETWORK PLATFORM CONSTRUCTION	287
<i>Jiying Xu</i>	
UNIVERSITY MORAL EDUCATION GUIDED BY DENG XIAOPING'S THEORY OF EDUCATION	290
<i>Yueying Sui</i>	
RESEARCH ON ANXIETY CONTROL IN COOPERATIVE LEARNING OF ENGLISH	294
<i>Jing Wang</i>	
APPLICATION OF MULTITASK DRIVEN BY PROGRAM GUIDANCE IN TEACHING OF 'DIGITAL SIGNAL PROCESSING'	298
<i>Feng Zhang, Zhishuai Bai, Xianfeng Shi, Yinxi Xu, Li Zhao, Yuqin Dou</i>	
THE REFORM AND PRACTICE OF TALENT TRAINING MODE BASED ON THE CRITERIA OF ENGINEERING EDUCATION ACCREDITATION	302
<i>Jianqiang Shen, Chengyong Si, Xuan Zou, Taoning Li</i>	
TEACHING REFORM AND PRACTICE OF MATHEMATICAL MODELING BASED ON MATHEMATICAL KEY COMPETENCIES	306
<i>Haobin Liu, Lianming Mou</i>	

CONSTRUCTION AND EXPERIENCE OF AUTOMOBILE MARKETING CURRICULUM GROUP	310
<i>Juntao Xiao, Ende Zhou</i>	
STUDY ON THE DESIGN ART EDUCATION TALENTS TRAINING MODE OF COLLEGES OF SCIENCE AND ENGINEERING UNDER THE BACKGROUND OF INTERNET +	314
<i>Haibin Dong</i>	
THE APPLICATION OF FLIPPED CLASSROOM IN THE TEACHING OF TRANSLATION FOR COLLEGE ENGLISH MAJORS	318
<i>Ling Tian</i>	
RESEARCH ON THE CURRENT SITUATION AND PROBLEMS OF HIGHER EDUCATION IN CHINA UNDER THE NEW SITUATION	321
<i>Lei Shi, Yi Su</i>	
PRACTICE AND EXPLORATION OF GRADUATE JOINT CULTIVATION BASE OF TRANSPORTATION INDUSTRY	325
<i>Xinde Tang, Yueqing Yang, Jin Liu, Zhan Qu</i>	
RESEARCH ON THE CULTIVATION DIMENSION OF APPLIED TALENTS IN ENGINEERING IN HARBIN BASED ON "CHINA-MADE 2025"	329
<i>Zehong Lin, Xueyan Zhou, Qiubin Luo</i>	
ON THE CULTIVATION OF INTERCULTURAL SENSITIVITY IN CHINESE STUDENTS PREPARING TO STUDY ABROAD	333
<i>Liping Xia</i>	
A COMPARATIVE STUDY OF LANGUAGE META-COGNITIVE STRATEGIES USE BETWEEN ENGLISH MAJOR AND NON-ENGLISH MAJOR STUDENTS	337
<i>Lu Yan</i>	
A STUDY OF THE APPLICATION OF FLIPPED CLASSROOM MODEL IN TRANSLATION TEACHING TO ENGLISH MAJORS	342
<i>Huan Yu</i>	
EXPLORING LEARNING ANALYTICS IN COLLEGE ENGLISH TEACHING AND LEARNING IN BIG DATA ERA	345
<i>Yanghua Peng</i>	
RESEARCH ON CULTIVATION MODEL REFORM OF COLLEGE STUDENTS INNOVATION AND ENTREPRENEURSHIP BASED ON "INTERNET PLUS"	348
<i>Jinguang Du, Wenbin He, Wuyi Ming, Yang Cao</i>	
EXPLORATION OF GRADUATE TRAINING MANAGEMENT MODE OF SECONDARY COLLEGE IN THE NEW SITUATION	352
<i>Yanhong Du, Weiyu Zhang, Jin Li, Yu Shi</i>	
AN EMPIRICAL RESEARCH ON INFLUENCE FACTOR OF COLLEGE STUDENTS' CONTINUED INTENTIONS OF ONLINE SELF-REGULATED LEARNING BASED ON THE MODEL OF ECM AND TAM	356
<i>Yumei Luo, Qiongwei Ye, Luoyan Meng</i>	
TEACHING EXPLORATION AND PRACTICE OF BIOCHEMICAL COURSE OF FOOD SPECIALTY BASED ON TRAINING INNOVATION AND ENTREPRENEURSHIP ABILITY	364
<i>Ling Li, Yani Chang, Juanjuan Bai, Tieling Liu</i>	
AN ANALYSIS ON THE APPLICATION OF MICRO LECTURE OF GRAMMAR TEACHING IN TCFL AND THE THINKING ON ITS DEVELOPMENT	368
<i>Ruifeng Wang</i>	
RESEARCH ON THE TEACHING REFORM PRACTICE OF THE TOURISM INFORMATION SYSTEM COURSE OF THE MASTER OF TOURISM ADMINISTRATION(MTA) IN UNIVERSITY	373
<i>Kun Zhang, Xuebin Huang, Wen Zhou, Chang Xu</i>	
APPLICATION OF MOBILE TEACHING ASSISTANT IN CHINA'S HIGHER VOCATIONAL TEACHING ORGANIZATIONS—A CASE STUDY FROM BLUE INK CLOUD CLASSES	377
<i>Lu Huang</i>	
RESEARCH ON HIERARCHICAL MODULAR TRAINING MECHANISM OF INNOVATIVE ENGINEERING TRAINING	382
<i>Xiumei Luan</i>	
ON THE IMPLICIT IDEOLOGICAL AND POLITICAL EDUCATION ECOLOGY OF COLLEGES AND UNIVERSITIES IN "MICRO ERA"	386
<i>Yanxu Zhao</i>	

FACTORS INFLUENCING THE WEB-BASED AUTONOMOUS LEARNING ABILITY OF CHINESE VOCATIONAL COLLEGE STUDENTS: AN INVESTIGATION IN GUANGDONG PROVINCE	389
<i>Weijie Yang, Fangfang Du, Shilin Huang</i>	
STUDY ON THE CONSTRUCTION OF NEWLY-BUILT PRIVATE UNDERGRADUATE UNIVERSITY APPLICATION-ORIENTED CURRICULUM SYSTEM	394
<i>Jiangbo Chen, Yan Li, Shaoqing Wang, Shixian Zeng</i>	
BASIC PRINCIPLES FOR CHINESE SUSTAINABLE HIGHER EDUCATION	398
<i>Changqing Pang, Di Pang, Huimin Xu</i>	
AN APPLICATION OF DEMATEL METHOD IN THE ANALYSIS OF INFLUENCE FACTORS OF POSTGRADUATE INNOVATION CAPACITY	402
<i>Junguo Wang, Panpan Li, Demei Sun</i>	
STUDY ON OPEN PRACTICE TEACHING SYSTEM OF INNOVATION-ORIENTED IOT ENGINEERING	407
<i>Xiaohua Li, Qiuming Lin</i>	
RESEARCH AND EXPLORATION ON INNOVATIVE PRACTICE ABILITY TRAINING MODE OF PROFESSIONAL DEGREE GRADUATE STUDENTS MAJORING IN ELECTRICAL ENGINEERING	411
<i>Fengli Jiang, Tongyu Xu, Lisi Fu, Chunling Chen</i>	
HOW TO TRAIN INTERNATIONAL STANDARDIZATION TALENTS?—THE EXPERIENCE AND REVELATION OF ISO, IEC AND ITU'S STANDARDIZATION EDUCATION WHICH IS INTERNATIONAL STANDARDIZATION ORGANIZATION	415
<i>Yonghong Yang, Xin Lv</i>	
THE PRESENT SITUATION AND ENLIGHTENMENT OF CHINESE TEACHER TRAINING IN MALAYSIA	419
<i>Kehua Yu</i>	
EXPLORATION AND PRACTICE OF BIOCHEMISTRY TEACHING FOR FOOD SPECIALTY BASED ON CORE COMPETENCE	426
<i>Ling Li, Yani Chang, Juanjuan Bai, Tieling Liu</i>	
THE INFLUENCING FACTORS AND SUGGESTIONS ABOUT COLLEGE STUDENTS' LACK OF LEARNING MOTIVATION	430
<i>Tianlin Chen, Zhen Li, Lan Luo</i>	
THE DESIGN OF WECHAT TEACHING PLATFORM BASED ON FLIPPED CLASSROOM UNDER THE BACKGROUND OF INTERNET PLUS	434
<i>Ruifeng Wang</i>	
RESEARCH ON WAYS OF TECHNICAL AND SKILLED TALENTS TRAINING	438
<i>Li Liu</i>	
INNOVATION RESEARCH ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON NEW MEDIA VISION	442
<i>Nuofeng Li</i>	
EMPLOYMENT ORIENTED ENGLISH TALENTS TRAINING UNDER THE BACKGROUND OF "THE BELT AND ROAD INITIATIVES"	446
<i>Lu Zhang</i>	
STUDY ON THE PRACTICE OF INTERACTIVE TEACHING ACTIVITIES IN COLLEGE ENGLISH TEACHING—BASED ON EMPIRICAL RESEARCH	450
<i>Yun Cai</i>	
THE APPLICATION OF DISCARDED INSTRUMENTS IN THE TEACHING OF AGRICULTURAL ANALYTICAL INSTRUMENTS FOR IMPROVING THE COMPREHENSIVE ABILITY OF STUDENTS	454
<i>Renjie Yang, Yanhong Du, Yanrong Yang, Guimei Dong</i>	
RESEARCH ON TRAINING MODE OF INNOVATIVE TALENTS IN ELECTRICAL SPECIALTY	458
<i>Yanhong Du, Haiyun Wu, Jin Li, Jinwei Wang</i>	
RESEARCH ON THE TEACHING REFORM OF THE COURSE OF HIGH VOLTAGE TECHNOLOGY BASED ON THE MIXED TEACHING MODE	462
<i>Jin Li, Yanhong Du, Haiyun Wu, Qiang Sun, Jihui Gao</i>	
EXPLORE AND PRACTICE OF EXPERIMENT TEACHING REFORM ON THE PRINCIPLE AND APPLICATION OF SINGLE CHIP MICROCOMPUTER	467
<i>Haiyun Wu, Yong Wei, Yanhong Du, Yuan Liu, Jihui Gao</i>	
EXPLORATION AND PRACTICE REFORM ON POWER SYSTEM ANALYSIS	471
<i>Qiang Sun, Weiyu Zhang, Yanhong Du, Jin Li, Shasha Wang</i>	

EXPLORATION AND PRACTICE OF TALENT CULTIVATION REFORM MODE IN THE MEASUREMENT & CONTROL TECHNOLOGY AND INSTRUMENT SPECIALTY OF LOCAL AGRICULTURAL UNIVERSITIES	475
<i>Yuan Liu, Haiyun Wu, Yong Wei, Zhenbo Bao</i>	

MANAGEMENT TECHNIQUES AND ECONOMIC DEVELOPMENT

ANALYSIS OF CURRENCY INTERNATIONALIZATION WITH TRADE STRUCTURE.....	479
<i>Xuefeng Zhang</i>	
MODEL FOR INVESTIGATING SUBSTITUTION EFFECT BETWEEN RENEWABLE RESOURCES AND NON-RENEWABLE RESOURCES	483
<i>Zhijie Huang</i>	
STRATEGIC CONCEPTION ABOUT IMPELLING THE FINANCIAL INTEGRATION BETWEEN TAIWAN AND MAINLAND.....	487
<i>Qin Chen, Yan-Yan Yao</i>	
RESEARCH AND ANALYSIS OF UNESCO'S MIL ASSESSMENT FRAMEWORK	490
<i>Yong Li, Xiaohu Wang, Chun Yu</i>	
THE METHODOLOGY OF THE RELATIONSHIP STUDY BETWEEN EXCHANGE RATE AND INTEREST RATE IN BRICS: THROUGH UIP CHANNEL	496
<i>Nan Lin, Xiao-Fang Guo</i>	
THE RESEARCH OF UNCOVERED INTEREST PARITY AND MONETARY POLICY	500
<i>Li Li, Gang-Ping Lin</i>	
THE INFLUENCE OF ORGANIZATIONAL CULTURE ON JOB SATISFACTION AND TURNOVER INTENTION IN OIL COMPANIES IN LIBYA	503
<i>Farag Mohamed A. Radwan, Jiaguo Zhu</i>	
THE ENVIRONMENTAL SUPPLY CHAIN MANAGEMENT AND THE COMPANIES' SUSTAINABLE DEVELOPMENT	508
<i>Syed Abdul Rehman Khan, Qianli Dong</i>	
FUTURE DEVELOPMENT AND PRESENT SITUATION OF CHINA'S LUXURY MARKET	513
<i>Shanshan Lin, Xiaochun Shi</i>	
RESEARCH ON THE OPTIMIZATION OF LISTED COMPANIES' LEGAL RESPONSIBILITY IN FINANCIAL STATEMENT FRAUD.....	517
<i>Hangmin Li</i>	
THE RELATIONSHIP BETWEEN DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY INFORMATION AND STOCK SYNCHRONICITY: EVIDENCE FROM LISTED LIQUOR COMPANIES.....	523
<i>Lan Guo, Yu Chen</i>	
EVALUATION AND PROMOTION OF CITY INNOVATION CAPABILITY	529
<i>Jun Xu, Teng-Fei Ren</i>	
THE APPLICATION AND THINKING OF FLEXIBLE MANAGEMENT IN ENTERPRISE MANAGEMENT	533
<i>Decai Lin</i>	
COMPARISON ON CULTIVATING MODES OF HOTEL MANAGEMENT MAJORS IN CHINESE AND FOREIGN UNIVERSITIES.....	538
<i>Zhengjie Zhu, Lin Liu</i>	
FAMILY BUSINESSES IN TANZANIA: A SOLUTION TO POVERTY REDUCTION	541
<i>Yanshuang Li, Elizabeth Coy, Sijie Yang</i>	
AN ANALYSIS OF THE INTERNATIONAL COMPETITIVENESS OF CHINA'S TOURISM	544
<i>Dongwan Hu, Yuxiang Song</i>	
EVALUATION OF INNOVATION ECOSYSTEM IN HIGH-TECH INDUSTRY BASED ON FACTOR ANALYSIS	548
<i>Jianghui Lei, Xudong Deng, Shaowei Lu</i>	
ANALYSIS OF INFLUENCING FACTORS OF ELECTRONIC AND COMMUNICATION EQUIPMENT MANUFACTURING INDUSTRY FROM THE PERSPECTIVE OF INNOVATION	552
<i>Chenxi Xu, Kailing Pan</i>	
FACTORS AND UTILIZATION OF DISCOURSE POWER IN BUSINESS MODEL IN NEW MEDIA ERA	556
<i>Jie Xu</i>	
THE SERVICE QUALITY EVALUATION SYSTEM OF GREEN AGRICULTURAL PRODUCTS IN ONLINE SHOPPING BASED ON FUZZY ANALYTIC HIERARCHICAL METHOD	560
<i>Shunshan Wang, Min Zhang</i>	

RESEARCH ON APPLICATION OF ONE-STOP SERVICE MODEL IN APPLICATION ORIENTED ENTERPRISE PRACTICE	566
<i>Ruirui Xu, Yunsheng Yan</i>	
ANALYSIS AND RESEARCH ON DATA OF XIAOMI STRATEGY IN COLLEGES —BASED ON RESEARCH FROM COLLEGES IN SOUTH HUNAN PROVINCE	570
<i>Yuan Xiao, Likun Zhou, Hui Zeng</i>	
THE SCIENTIFIC AND TECHNOLOGICAL SUPPORT FOR FLOWER PRODUCTION VILLAGE IN TIANJIN	573
<i>Qiaoli Zhang, Jinghui Yang, Maosi Wang, Chenguang Shi, Jingxin Zhang</i>	
EFFECT OF CUSTOMER SATISFACTION, SWITCHING COST AND REFERENT NETWORK SIZE ON CUSTOMER LOYALTY IN CHINESE MOBILE COMMUNICATION SERVICE	576
<i>Fengjiao Zhang, Hong Zhang</i>	
ECONOMIC MANAGEMENT INNOVATION OF POWER ENTERPRISES IN THE MARKET ECONOMY SYSTEM	580
<i>Qiang Wang, Yi'Ang Qu, Mei Wang</i>	

SOCIAL SCIENCE, SOCIETY DEVELOPMENT AND ETHICS

A STUDY OF RECREATION IN THE RENEWAL OF HISTORICAL BLOCKS	583
<i>Mingchun Ma, Qiang Liu</i>	
A STUDY ON THE PRESENT SITUATION AND COUNTERMEASURES OF XINJIANG MODERN GRASSROOTS CULTURE TRANSMISSION	587
<i>Xiaoling Ma</i>	
SUPERVISORY CONTROL OF ADVERSE REACTION OF TRADITIONAL CHINESE MEDICINE INJECTION	594
<i>Jinguo Wang, Na Wang</i>	
THE INFLUENCE OF TRADITIONAL VIEWS, ETHICS AND RELIGIONS ON THE DEVELOPMENT OF MODERN MEDICAL TECHNOLOGY	597
<i>Na Wang, Jinguo Wang</i>	
A CASE STUDY OF EARLY ACQUISITION OF CHINESE MODALS	600
<i>Shuzhen Chen, Yuqian Ma</i>	
THE PERFECTION OF CHINA'S LAND CIRCULATION MARKET: PROBLEMS AND COUNTERMEASURES IN THE DEVELOPMENT — TAKING HEILONGJIANG PROVINCE AS AN EXAMPLE	604
<i>Dezhang Wang, Huiyong Du</i>	
ANALYSIS ON CHINA'S INTERNATIONAL STANDARDIZATION STRATEGY BASED ON THE SWOT-PEST ANALYSIS PARADIGM	609
<i>Hui Liu</i>	
RESEARCH ON INCENTIVE AND RESTRAINT MECHANISMS FOR THE CONSTRUCTION OF LOCAL GOVERNMENT AFFORDABLE HOUSING	616
<i>Xue Tan</i>	
THE REASONS FOR THE INCOME GAP BETWEEN URBAN AND RURAL RESIDENTS IN CHINA	619
<i>Sudan Zhao</i>	
AUTHENTICITY OF DISCOURSE SIGNALING CUES IN SECOND LANGUAGE LECTURE COMPREHENSION TASKS	623
<i>Haiping Wang</i>	
JIAO ZHOU YANGKO DURING THE NEW RURAL CONSTRUCTION	627
<i>Lei Zhao, Xipeng Zhang</i>	
ON AI SIQI'S POPULAR PHILOSOPHY	630
<i>Chunying Chen</i>	
THE STRATEGIES OF THE POPULARIZATION OF MANDARIN CHINESE IN THE PHILIPPINES UNDER THE NEW SINO-PHILIPPINE RELATIONS	635
<i>Lili Xu, Dehui Li</i>	
AMBIGUOUS HAWTHORNE, SYMBOLIC PEARL—AN ANALYSIS ON PEARL'S SYMBOLISM IN THE SCARLET LETTER	639
<i>Yueming Wang</i>	
THE DEVELOPING APPROACHES TO EVOLUTIONARY EPISTEMOLOGY: AN HISTORICAL PERSPECTIVE	643
<i>Qiaohua Ren, Jingzhu Zhang</i>	

STUDY ON PROBLEMS AND COUNTERMEASURES OF OLD CITY RECONSTRUCTION— TAKE CHANGCHUN CITY OF JILIN PROVINCE AS AN EXAMPLE	647
<i>Xiangjun Zhang, Qiuyue Huang</i>	
CANADIANS' PERCEPTION OF CONFUCIUS INSTITUTES: CULTURE EXPERIENCE OR POLITICAL PROPAGANDA?.....	650
<i>Ting Wu</i>	
RESEARCH ON THE FEATURES OF ANCIENT WORD MEANING IN CHINESE DIALECT— TAKING THE FEATURES OF WORD MEANING IN GAN DIALECT AS AN EXAMPLE	654
<i>Jiugen Xiao, Xijuan Chen</i>	
THE FORMATION OF SINO-BURMESE CULTURAL FRONTIER AND ITS GOVERNANCE	657
<i>Xiong Yan, Han Xia</i>	
THE STUDY ON VISUAL ORDER SYMBOL OF GREEN CITY—PROJECTS OF SHANDONG SOCIAL SCIENCE PLANNING.2016	661
<i>Xupeng Yao</i>	
ASSUMPTION OF ETHICAL RULES OF SURROGACY	665
<i>Jinguo Wang, Na Wang</i>	
A COMPARATIVE ANALYSIS OF RESIDENTS 'SATISFACTION WITH PEOPLE'S LIVELIHOOD IN TOURISM TOWN OF YANGSHUO, GUANGXI IN THE DECADE.....	668
<i>Zhen Su, Chuanyang Ren, Huike Shi</i>	
CHINESE CRIMINAL LAW ASSOCIATED WITH HUMAN ORGAN TRANSPLANTATION CRIMES	673
<i>Jinguo Wang, Na Wang</i>	
DISCUSSION OF CHINESE GRAMMATICAL FEATURES AND MODERNIZATION OF CHINESE LINGUISTICS	676
<i>Ran Li</i>	
Author Index	