

4th Annual International Conference on Management, Economics and Social Development (ICMESD 2018)

Advances in Economics, Business and Management Research
Volume 60

Xi'an, China
18 - 20 May 2018

Part 1 of 2

Editors:

Lin Wang
Davood Askarany
Marek Pawlak

ISBN: 978-1-5108-6577-8

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© (2018) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=icmesd-18>

Printed by Curran Associates, Inc. (2018)

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

PART 1

CHAPTER 1: BUSINESS MANAGEMENT

RESEARCH ON MANAGERIAL ENTRENCHMENT AND COMPANY CAPITAL STRUCTURE	1
<i>Xue-Xia Xu, An-Qi Liu, Yu-Hui Gu, Sun-Lei Yang</i>	
RESEARCH ON THE RELATIONS BETWEEN NETWORK DIVERSITY AND INNOVATION PERFORMANCE OF SMALL TECHNOLOGICAL ENTERPRISES---- MODERATING EFFECT OF TECHNOLOGICAL TURBULENCE	7
<i>Yi Li, Qiu-Yan Tao, Run-Han Yue</i>	
AN EXPLORATION OF HOW POLITICAL RISK COMPONENTS AFFECT THE STOCK VOLATILITY CONSIDERING ICRG AND GARCH MODEL	21
<i>Ming-Hong Sun, Hai-Tao Liu</i>	
THE RELATIONSHIP BETWEEN THE BOARD STRUCTURE AND CORPORATION PERFORMANCE --- BASED ON THE MANUFACTURING INDUSTRY	28
<i>Di Yang, Juan-Juan Wang</i>	
THE CHARACTERISTICS OF ULTIMATE CONTROLLER AND ENTREPRENEURIAL ORIENTATION: THEORETICAL ANALYSIS OF CHINESE CONTEXT	37
<i>Yang Yang, Xiao-Feng Ju</i>	
RESEARCH ON THE EMERGENCY DECISION SUPPORT SYSTEM OF UNEXPECTED EVENTS BASED ON CASE-BASED REASONING	43
<i>Xing-Hua Lu, Zhi-Xin Ma</i>	
INFORMATION TRANSPARENCY AND EARNINGS MANAGEMENT - EVIDENCE FROM CHINA'S MULTI-TIERED CAPITAL MARKET SYSTEM	51
<i>Yong-Yi Li</i>	
ON CURRENT SITUATION AND IMPROVEMENT APPROACH OF NATIONAL PROCUREMENT PROGRAM	57
<i>Shan-Nv Song, Gen-Zhe Huang</i>	
PROBLEMS AND COUNTERMEASURES OF PERFORMANCE MANAGEMENT OPERATION IN NATIONAL PROCUREMENT PROGRAMS	61
<i>Shan-Nv Song, Gen-Zhe Huang</i>	
EMPIRICAL ANALYSIS ON THE EFFECT OF BUSINESS DIVERSIFICATION ON ENTERPRISE'S FINANCIAL RISK	65
<i>Ran Wei</i>	
RESEARCH ON THE EFFICIENCY OF CHINA'S P2P NETWORK LENDING PLATFORM	71
<i>Jie Zheng, Li-Yan Wang</i>	
"HOW DOES A RICH FAMILY STAY RICH FOR MORE THAN THREE GENERATIONS?" ----- ON THE EFFECTIVE INHERITANCE OF CHINESE FAMILY ENTERPRISES	78
<i>Wen-Ying Zhang, Lin-Hong Li</i>	

CHAPTER 2: INTELLECTUAL AND HUMAN RESOURCE MANAGEMENT

HUMAN RESOURCE MANAGEMENT PRACTICES IN CHINA & UAE-A COMPARISON	82
<i>M.Hazem Shayah, Ze-Hou Sun</i>	
INCOME DETERMINANTS IN RURAL YULIN	89
<i>Rong Shang</i>	
WHAT ROLE DOES THE VOICE BEHAVIOR PLAY IN THE RELATIONSHIP BETWEEN MIANZI AND INNOVATIVE BEHAVIOR?	93
<i>Ping Wang, Shao-Qi Wang</i>	
THE STUDY OF FACTORS RESTRICTING THE TRANSLATOR'S INITIATIVE	99
<i>Xiang-Xin Liu</i>	
THE PREDICAMENT AND COUNTERMEASURES OF TALENTS ATTRACTION IN INDEPENDENT COLLEGES	103
<i>Jing-Chen Zhou, Li-Kun Wei</i>	

ON THE PROBLEMS AND COUNTERMEASURES OF RURAL ECOLOGICAL CULTURE CONSTRUCTION FROM THE PERSPECTIVE OF THE STRATEGY OF RURAL REVITALIZATION	111
<i>Wen-He Lin, Wen-Bao Wang, Lu-Bin Ke</i>	
STUDY ON THE COUNTERMEASURES OF PERFECTING FLEXIBLE EMPLOYMENT IN CHINA IN THE INTERNET ERA	118
<i>De-Ming Lei, Yi-Xin Niu, Xi-Rui Zhang, Yun-Jun Jiang</i>	
A COMPARATIVE STUDY OF LONG-TERM-CARE INSURANCE FOR THE ELDERLY IN QINGDAO, NANTONG AND SHANGHAI	123
<i>Bing-Rong Li</i>	
RESEARCH ON THE RELATIONSHIP BETWEEN YOUNG UNIVERSITY TEACHERS' OCCUPATIONAL STRESS AND PERFORMANCE	129
<i>Yuan-Yuan Lan, Xiao-Ting Qu, Huan Liu, Si-Jie Yan</i>	
WHAT ROLE DOES TRUST PLAY IN THE RELATIONSHIP BETWEEN PSYCHOLOGICAL DISTANCE AND KNOWLEDGE SHARING?	139
<i>Ping Wang, Yun-Kuai Zhang</i>	

CHAPTER 3: TOURISM MANAGEMENT

SPATIAL MORPHOLOGICAL CHARACTERISTICS OF THE YELLOW RIVER CULTURE AND AMOROUS FEELINGS IN LANZHOU CITY BASED ON FRACTAL METHOD	145
<i>Wei-Min Gong, Zhi-Bin Zhang, Xiao-Lu Li</i>	
INFLUENCE OF ROOT-SEEKING CULTURE ON THE DEVELOPMENT OF TOURISM IN HENAN PROVINCE	151
<i>Li-Xia Zhao</i>	
PROBLEMS AND MEASURES IN THE TRAINING OF TALENTS IN "TOURISM MANAGEMENT" IN COLLEGES AND UNIVERSITIES IN CHINA	157
<i>Lin Chen</i>	
PROBLEMS AND COUNTERMEASURES OF BIKE-SHARING TOURISM IN CHINA	161
<i>Zheng-Ke Yang, Kai-Ling Dong, Xue-Mei Zhang</i>	
THE DEVELOPMENT PATH OF LEISURE AND CULTURAL DESTINATION TOURISM AROUND TAI'AN	166
<i>Cheng-Lei Liang</i>	
AN ANALYSIS OF TOURISTS' WILLINGNESS TO ACCEPT UNDER FORCED CONSUMPTION FROM TRAVEL AGENCIES	170
<i>Jian-Hua Wei, Meng Ding</i>	

CHAPTER 4: MANAGEMENT OF SUPPLY CHAIN AND LOGISTICS

RESEARCH STATUS AND TREND OF INTERORGANIZATIONAL INFORMATION SYSTEMS BASED ON KNOWLEDGE VISUALIZATION	174
<i>Jiao Wang, Lin Sun, Xin Zhang</i>	
IMPROVEMENT OF MODI-INDEEP STORAGE IN FLOW-RACK AUTOMATED STORAGE AND RETRIEVAL SYSTEMS	185
<i>Min Wang, Zhu-Xi Chen</i>	
LINKING PROACTIVE ENVIRONMENTAL STRATEGY TO GREEN SUPPLY CHAIN MANAGEMENT: COMMENTARY AND FUTURE DIRECTIONS	191
<i>Feng Wei, Chun-Yan Wang, Qi-Chun Xiong</i>	
THE EMPIRICAL STUDY OF LOGISTICS SERVICE QUALITY EVALUATION WITHIN ELECTRONIC RETAIL	198
<i>Xiang-Yi Zhou, Dong-Mei Wang, Yi Liu</i>	

CHAPTER 5: TECHNICAL INNOVATION AND MANAGEMENT

PROGRESS OF BRAIN NATRIURETIC PEPTIDE IN CARDIOVASCULAR SYSTEM	205
<i>Cai-Ling Ren</i>	
ANALYSIS ON THE MODEL OF CULTIVATING ARTISAN SPIRIT FROM UNIVERSITY LIBRARY	209
<i>An-Ding Liu</i>	

DIGITAL ECONOMICS AND INTERNET OF THINGS: VISUALIZATION OF RESEARCH FRONTS	213
<i>Anton D. Nazarov, Elena S. Kulikova, Maya I. L'vova</i>	
THE IMPACT OF THIRD PARTY PAYMENT ON COMMERCIAL BANKS	217
<i>Li-Hong Yang, Xiao-Tian Liang</i>	
IMPACT OF VENTURE CAPITAL IN STRATEGIC EMERGING INDUSTRIES ON ENTERPRISE TECHNOLOGICAL INNOVATION - BASED ON GEM	222
<i>Sun-Lei Yang, Kai-Lun Gao, Hui-Yun Tang, Run-Qiu Zhang</i>	
THE STUDY ON STAGE OF DEVELOPMENT OF KNOWLEDGE SERVICE INDUSTRY AND COLLABORATION AND INNOVATION MODEL: FACED TO NEW URBANIZATION	227
<i>Hui-Min Shao, Feng-Mao Xian, Xiao-Hui Hu</i>	
STUDY ON SITE SELECTION OF THE NEW HIGH-SPEED RAIL STATION	233
<i>Gui-Yan Sun</i>	
TECHNOLOGY INTRODUCTION, ABSORPTIVE CAPACITY AND HOST COUNTRY'S TECHNOLOGICAL PROGRESS	237
<i>Lan Liu</i>	
COMPARISON OF THE HIERARCHIES OF STANDARDS IN CHINA, USA AND UK	242
<i>Jia Li</i>	

CHAPTER 6: EDUCATIONAL MANAGEMENT

CULTIVATION OF PRACTICAL COMPETENCE OF STUDENTS IN DISPUTE ADVERTISING DESIGN	249
<i>Jun Ma, De-Yu Chen</i>	
INTERCULTURAL TEACHING APPROACH TO INTEGRATED ENGLISH COURSE	253
<i>Yue Hu</i>	
INNOVATION AND PRACTICE OF THE GROUP MODE IN VOCATIONAL EDUCATION	257
<i>Gui-Yan Sun</i>	
THE PROFIT AND NON-PROFIT VALUE SELECTION OF SPECIAL LEGISLATION IN CHINESE KINDERGARTENS	265
<i>Gui-Lin Gao, Yu-Yu Han</i>	
DEVELOPMENT AND IMPROVEMENT OF EDUCATIONAL EXCHANGES BETWEEN BELARUS AND CHINA	273
<i>Kseniya Karnatsevich, Wei-Hua Fang, Abdulla Mousa Falah Alali</i>	
RESEARCH ON THE DEEP INTEGRATION OF PROFESSIONAL EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLIED UNIVERSITIES	277
<i>Cheng-Lei Liang</i>	
DISCUSSION ON IMPROVING THE QUALITY OF CLINICAL TEACHING IN REHABILITATION TREATMENT SPECIALTY	281
<i>Cai-Ling Ren</i>	
ANALYSIS OF AFFECTING FACTORS OF GRADUATE EDUCATION AND EMPLOYMENT	284
<i>Xiu-Rong Zhang</i>	
BACKGROUND OF NEW ERA	289
<i>Yuan-Fan Li, Xin-Yue Wang, Hui-Ling Feng</i>	
GOVERNMENT PLANNING TO IMPROVE QUALITY OF CHINA'S BASIC EDUCATION	293
<i>Li-Na Zhang, Xiao-Dong Pan, Dong-Qing Bai</i>	
RESEARCH ON THE PROFESSIONALIZATION DEVELOPMENT OF IDEOLOGICAL AND POLITICAL THEORY TEACHERS IN COLLEGES	299
<i>Jie He</i>	
STUDY ON INNOVATION AND ENTREPRENEURSHIP EDUCATION IN CHINESE UNIVERSITIES AND COLLEGES	305
<i>Hua-Liang Lu, Huan Zhang</i>	
A STUDY FOR THE RELATIONSHIP BETWEEN LEARNING ENVIRONMENT AND MODERN-APPRENTICESHIP-MODE - STUDENT'S ADAPTION IN CLASSROOMS	311
<i>Fang Chen, Dan Cai, Hong-Jun Fan</i>	
RESEARCH ON REFORM AND INNOVATION OF ACCOUNTING MANUAL TRAINING	316
<i>Li-Hong Yang, Chao Zhang, Xiao-Tian Liang</i>	
THE ECONOMETRIC ANALYSIS OF THE RELATIONSHIP BETWEEN THE DEVELOPMENT OF HIGHER EDUCATION AND ECONOMIC GROWTH	321
<i>Jian-Yun Yu</i>	

A STUDY ON THE DESIGN OF WUHAN GIFTS BASED ON WU HAN IMPRESSION	327
<i>Hong Peng, Shan-Shan Li</i>	
REFLECTIONS ON HOW TO IMPROVE EDUCATIONAL QUALITY OF THE JM GRADUATE STUDENTS	335
<i>Ying Liu</i>	
THE CONSTRUCTION OF "DOUBLE FIRST-CLASS" AGAINST THE BACKGROUND OF NEW ERA - A CASE STUDY OF ZHONGNAN UNIVERSITY OF ECONOMICS AND LAW	343
<i>Wei Liu</i>	
AN INVESTIGATION INTO POLICIES TO IMPROVE THE QUALITY OF BASIC EDUCATION IN CHINA-----A CASE STUDY OF NO.128 MIDDLE SCHOOL IN SHENYANG CITY	348
<i>Li-Na Zhang, Dong-Qing Bai, Jing Qin</i>	
RESEARCH AND APPLICATION OF EDUCATIONAL INFORMATIZATION MEASUREMENT INDEX FOR LOCAL COLLEGES AND UNIVERSITIES	355
<i>Dong Zhong, Zhong-Ming Li</i>	
RESEARCH ON "WORK-STUDY COMBINATION" TALENTS TRAINING MODE OF HIGHER VOCATIONAL EDUCATION	360
<i>Wan-Zhong Qin</i>	
THE TEACHING PRACTICE AND STUDY OF THE GENERAL EDUCATION COURSE "WUHAN DIALECT AND CULTURE"	366
<i>Chong Guo, Yu-Qin Xiao</i>	
RESEARCH ON APPLICATION OF METACOGNITIVE STRATEGIES TO BUSINESS ENGLISH READING TEACHING	369
<i>Zi-Rui Wang</i>	
AN EMPIRICAL RESEARCH ON 3DTOREDUCING VLS CLASS ANXIETY	375
<i>Ping Xu</i>	
THE CONNOTATION AND STRUCTURE OF GENERAL COMPETENCES REQUIRED OF HIGHER VOCATIONAL STUDENTS IN THE NEW ERA	382
<i>Lu Sun</i>	
ON THE TEACHING MANAGEMENT ROLE OF UNIVERSITY TEACHERS	388
<i>Teng Lv, Ping Yan</i>	
STUDY ON THE CURRICULUM SETTING OF ARCHITECTURE MAJOR IN "COMMUNICATIVE" TEACHING MODULE --- TAKING CONTEMPORARY ARCHITECTURE CRITICISM AS AN EXAMPLE	393
<i>Juan Zhang, Wen-Jie Wan, Bo Zhang</i>	
DISCUSSION OF UNDERGRADUATE TUTORIAL SYSTEM FOR SAFETY ENGINEERING MAJOR	399
<i>Xiao-Bin Yang, Xin-Xing Han</i>	
DEVELOPING AN ENGLISH TEACHING PROGRAM BY INTEGRATING THE COMMUNICATIVE APPROACH WITH TRADITIONAL CHINESE METHODS	406
<i>Jun-Hong Lu</i>	
INFLUENCE OF LIFELONG-EDUCATION THEORY ON THE MANAGEMENT OF SPORTS EDUCATION IN COLLEGES AND UNIVERSITIES	410
<i>Zhi-Tong Chen, Xiang-Liang Li, Yu-Hui Chen</i>	
THE CONSTRUCTION OF PROFESSIONAL CULTURE AND THE STUDENTS' GROWTH ENVIRONMENT IN HIGHER VOCATIONAL COLLEGES	415
<i>Jin-Lan Liang, Jiang-Yun Yu</i>	
DEVELOPING ROBOT EDUCATION AND CULTIVATING INNOVATIVE TALENTS	421
<i>Xiang-Jin Zeng, Dun-Bo Cai</i>	
INVESTIGATION ON THE PRESENT SITUATION OF EXPERIMENTAL SKILLS COMPETITION IN LOCAL MEDICAL UNIVERSITIES	425
<i>Qi-Tao Liu, Min Cheng</i>	
STUDY ON STANDARDIZATION OF TERM TRANSLATION IN PETROLEUM INDUSTRY--- TAKE THE TERM TRANSLATION IN TECHNICAL SUPERVISION IN PETROLEUM INDUSTRY AS EXAMPLE	430
<i>Huan-Ting Sun, Ke Chen</i>	
THE APPLICATION OF AESTHETIC EDUCATION IN AEROBICS TEACHING RESEARCH	434
<i>Yuan-Yuan Lin, Xiao-Feng Han</i>	
DISCUSSION OF UNIVERSITY PERFORMANCE-RELATED PAY INCENTIVE MECHANISM BASED ON THE ANALYSIS OF GINI COEFFICIENT	438
<i>Ying Zhang, Ming-Ming Huang</i>	

TRADE COMPLEMENTARITY AND COMPETITIVE ANALYSIS BETWEEN CHINA AND COUNTRIES UNDER "THE BELT AND ROAD" INITIATIVE	443
<i>Pei-Zhi Wang, Ling-Xi Chu, Yu-Xin Zhao</i>	
ENRICHING CONTENTS OF MORALITY AND LAW COURSE.....	454
<i>Guang-Mei Lin, Kun Bai, Zhen Kong, Ling-Han Kong</i>	
RESEARCH ON IMPROVING THE TEACHING EFFECT OF LEGAL EDUCATION OF ENTREPRENEURSHIP IN COLLEGES AND UNIVERSITIES.....	457
<i>Hong-Zhen Lin, Chen Zhang, Jing-Yi Wan, Jia-Min Ma</i>	
RESEARCH ON TEACHING REFORM OF ENGINEERING MECHANICS UNDER "INTERNET +" MODE	462
<i>Yan Xia</i>	
APPLICATION OF LEADING MIXED TEACHING MODE IN THE TEACHING OF MATERIAL MECHANICS COURSE.....	466
<i>Yun-Xin Chen</i>	
HOW TO CHOOSE AN APPROPRIATE REVIEWER ASSIGNMENT STRATEGY IN PEER ASSESSMENT SYSTEM? CONSIDERING FAIRNESS AND INCENTIVE.....	469
<i>Yan-Qing Wang, Fu-Quan Sun</i>	
LEARNING ANALYTICS: ONLINE HIGHER EDUCATION IN MANAGEMENT	475
<i>M.Eulàlia Torras-virgili, Andreu Bellot-urbano</i>	
INVESTIGATION AND ANALYSIS ON ANIMAL EXPERIMENT ETHICS FROM THE PERSPECTIVE OF MEDICAL STUDENTS.....	482
<i>Qi-Tao Liu, Min Cheng</i>	
THE DISCUSSION ON TEACHING OF VOCABULARY BASED ON THE CORPUS OF CET-4 WRITING	487
<i>Si-Mo Jia</i>	
HIGHER EDUCATION RESEARCH UNDER SUPPLY-SIDE REFORM	493
<i>Jin-Yu Hu, Jun-Min Kang</i>	
RECONSTRUCTION OF HUMANISM ACCOMPLISHMENT EDUCATION OF TECHNOLOGICAL INNOVATIVE TALENTS IN CHINESE UNIVERSITIES' DOUBLE FIRST CLASS	497
<i>Xue-Ting Li, Qing-Qing Li, Jun Yang</i>	
TEACHING RESEARCH AND PRACTICE ON INTERSCHOLASTIC CREDIT --A CASE STUDY ON ASSEMBLY LANGUAGE PROGRAMMING	503
<i>Jing Xu, Teng Miao, Yang Xiao, Li Jin</i>	
ON IMPROVEMENT OF THE OFF-CAMPUS TUTOR SYSTEM FOR LAW POSTGRADUATES	507
<i>Ying Li</i>	
RESEARCH AND EXPLORATION ON INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLIED LOCAL UNIVERSITIES.....	514
<i>Jian Li, Ming-Ming Ni</i>	
OVERVIEW OF BASIC EDUCATION IN CHINA	519
<i>Li-Na Zhang, Xiao-Dong Pan, Dong-Qing Bai</i>	
A STUDY ON METAPHOR GENERATION IN ADVERTISING--AN ADAPTATION MODEL.....	525
<i>Shan-Shan Cheng</i>	
APPLICATION OF ENGLISH LANGUAGE STRATEGIES IN INTERNATIONAL BUSINESS NEGOTIATION	531
<i>Lin-Jing Song</i>	
"EASING THE SHORTAGE" IN CHINA: AN ECONOMIC VIEW ON THE EARLY CHILDHOOD EDUCATION AND CARE	537
<i>Lei Guo, Run-Yu Li, Hong Liu</i>	
PRACTICE AND REFLECTION ON IMPROVING THE MANAGEMENT OF TEACHER TRAINING BASE: EXPERIENCE FROM CHANGSHU INSTITUTE OF TECHNOLOGY.....	542
<i>Xiao-Jiao Song, Shuai Yang</i>	

PART 2

CONSTRUCTING PRACTICE-TEACHING SYSTEM OF INDEPENDENT COLLEGE BASED ON CHARACTERISTICS OF“3-1-6”	547
<i>Zhen-Xin Wang</i>	
REVIEW AND PROSPECT OF THE RESEARCH ON TOURISM EDUCATION IN CHINA.....	553
<i>Jin-Lan Liang, Shuang-Zhou Guo</i>	

RESEARCH ON TEACHING REFORM OF ARCHITECTURE BASIC COURSES COMBINED WITH PRACTICE	559
<i>Wan-Fei Gao, Ji-Wei Zhu, Yu-Wei Wang</i>	
DESIGN OF TEACHING MODE UNDER THE PERSPECTIVE OF FLIPPED CLASSROOM-- ON THE COURSE OF PROJECT MANAGEMENT	563
<i>Le Pei</i>	
CONSTRUCTION OF MODERN UNIVERSITY ADMINISTRATION SYSTEM WITH MULTIPLE POWER ENTITIES PARTICIPATING	569
<i>Xin-Jian Zhang</i>	
SOCIAL NETWORK USAGE AND COLLEGE STUDENTS' VIEWS OF MARRIAGE AND LOVE	574
<i>Lin Wang, Cai-Ge Lu, Zhi-Feng Hao</i>	
ON TALENTS EDUCATION OF IP CULTURAL INDUSTRY BASED ON MARKET DEMAND	579
<i>Ying Tong, Si-Si Xu</i>	
CONSTRUCTION OF NON-OPERATIONAL ASSET MANAGEMENT PERFORMANCE INDEX SYSTEM IN CHINESE COLLEGES AND UNIVERSITIES	584
<i>Shu Chen, Xiao-Meng Pan</i>	
REFORM ON THE DEVELOPING MODE OF PRE-SERVICE ENGLISH TEACHERS IN COMPREHENSIVE UNIVERSITY	593
<i>Rui Huang, Zhi-Jiang Zhang, Yi-Chun Chen, Ping Wu</i>	
CAMPUS ENVIRONMENT AND CULTIVATION OF COLLEGE STUDENTS' CORE VALUES	601
<i>Ying-Ying Ji</i>	
RESEARCH ON THE INTERNATIONAL EXCHANGE AND COOPERATION OF UNIVERSITIES AGAINST THE BACKGROUND OF THE BELT AND ROAD INITIATIVE	606
<i>Wang Xi</i>	
TRANSLATION QUALITY ASSESSMENT IN RELEVANCE THEORY	610
<i>Zhuo Wang, Yu Wang</i>	
EXPLORING THE INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGE EDUCATION IN CHINA	615
<i>Xing-Min Shi, Jun-Mei Sun</i>	

CHAPTER 7: PUBLIC MANAGEMENT

COUNTER MEASURE AND TREND ANALYSIS OF VEHICLE TAIL GAS POLLUTION IN HANGZHOU	619
<i>Ya-Jie Shen</i>	
RESEARCH ON SERVICE QUALITY EVALUATION OF SOCIAL INSURANCE HANDLING BASED ON SERVQUAL MODEL	625
<i>Ming Zhou, Yu-Juan Shi</i>	
MATRIX-ORIENTED LAYOUT: SYSTEM CONSTRUCTION OF THE GOVERNMENTGUIDE ON THE NETWORK PUBLIC OPINION	632
<i>Xiu-Min Jiang, Bo Wen</i>	
STUDY ON THE PLIGHT AND COUNTERMEASURES OF CITIZENS' PARTICIPATION IN MUNICIPAL ADMINISTRATION	644
<i>Jian-Qiang Sun, Li Wang, Si-Si Chen</i>	
CONSTRUCTION OF LOCAL ADMINISTRATIVE LICENSING STANDARDIZATION IN CHINA: CURRENT SITUATION, PROBLEM SUMMARY AND PATH ANALYSIS	650
<i>Xiao-Wen Xu</i>	
SOCIAL RISK ASSESSMENT: A CONCEPTUAL IMPLEMENTATION PATHWAY AND BEYOND IN MAINLAND CHINA	659
<i>Ze-Zhao Liu, Hui-Jia Wang</i>	

CHAPTER 8: INDUSTRIAL MANAGEMENT

ANALYSIS OF THE CAPITAL COMPOSITION FOR YACHT INDUSTRY IN CHINA	664
<i>Li-Feng Wang, Chao-Yu Zheng, Wu Chen</i>	
STATUS OF YACHT INDUSTRY IN CHINA AND ITS CAPITAL PRESERVATION AND APPRECIATION	669
<i>Li-Feng Wang, Chao-Yu Zheng, Wu Chen</i>	

INCLUSION OF THE OCCUPATIONAL STRESS MODEL IN HUMAN RELIABILITY ANALYSIS	674
<i>Juan Chen, Xiao-Tong Sun, Ze-Kun Wu</i>	
COMPREHENSIVE PERFORMANCE EVALUATION OF BUSINESS INCUBATOR BASED ON AHP AND FUZZY COMPREHENSIVE EVALUATION	680
<i>Lu Qin, Zhuo-Xi Yu, Jia-Qi Huang</i>	
AN ANALYSIS OF THE PATH THAT FINANCE SERVES IN THE REAL ECONOMY	686
<i>Xiu-Hui Guo</i>	
ANALYSIS OF THE INFLUENCE OF INFORMAL NETWORK OF INDUSTRIAL CLUSTERS ON THE TRAINING OF TECHNICAL AND SKILLED TALENTS	692
<i>Ren-Zhen Meng</i>	
INFORMATIZATION WORKSHOP PERSONNEL MANAGEMENT SYSTEM BASED ON MES	697
<i>Zhen Zhang, Feng-Xiang You</i>	
FINANCE MEETS THE INTERNET	703
<i>Guo-Yan Wu</i>	
INDUSTRIAL ECONOMIC EFFICIENCY AND SUPPLY-SIDE REFORM OF ECONOMIC GROWTH IN FUJIAN PROVINCE	708
<i>Hong Lei, Lin-Yu Fan, Xue-Yan Huang</i>	

CHAPTER 9: SOCIAL MANAGEMENT

THE DISCUSSION ABOUT POVERTY ALLEVIATION MIGRATION RELOCATION PROBLEMS AND COUNTERMEASURES FROM THE PERSPECTIVE OF PRECISE POVERTY ALLEVIATION	714
<i>Feng-Ke Wang, Dan Wang</i>	
AN ANALYSIS OF HEALTH STATUS AND LONG-TERM CARE EXPENSES OF OLDER POPULATION	726
<i>Ling-Xue Sun</i>	
ORIENTAL RELIGIOUS THOUGHTS' INFLUENCE ON THOREAU IN WALDEN	731
<i>Qin-Pei Fan</i>	
EXPLORING THE ELDERLY CARE FROM THE COMMUNITY OF FACTORY SECTION TYPE IN CHINA	734
<i>Xu Chen</i>	
ANALYSIS OF SPATIAL EVOLUTION CHARACTERISTICS OF FLOATING POPULATION IN LANZHOU	740
<i>Hang Zhao, Zhi-Bin Zhang, Kai-Jia Wang, Wei-Min Gong</i>	
EDUCATION AND SOCIAL DEVELOPMENT OF T-SHAPED SOFTWARE ENGINEERS	745
<i>Barry Boehm</i>	

CHAPTER 10: MARKETING

NETWORK MARKETING PERFORMANCE EVALUATION SYSTEM CONSTRUCTION	750
<i>Qing Yue, Liang-Hui Zhao</i>	
A NOVEL DIGITAL COUPON USE PREDICTION MODEL BASED ON XGBOOST	756
<i>Lu Song, Wen-Sheng Yang</i>	
EXPLORING THE SERVICE INNOVATION STRATEGY OF SHARING ECONOMY BASED ON AMBIDEXTROUS PERSPECTIVE	764
<i>Hui-Ru Chi, Wen-Hong Chiu, Jian-Hua Ye</i>	
THE INVESTIGATION AND ASSESSMENT ON CURRENT SITUATION OF CONCENTRATION RATIO ON CHINA AUDIT MARKET	769
<i>Mo-Fan Qin</i>	
INFLUENCE OF COMMUNITY DESIGN ON LINE USER BEHAVIOURS IN CROSS-BORDER E-COMMERCE	774
<i>Yu-Ping Wu, Hong Jin, Chih-Hsuan Huang</i>	
STUDY ON BUYBACK STRATEGY MODEL OF PERISHABLE PRODUCTS BASED ON PRESALE	785
<i>Jie Chen, Shi-Yu Guo</i>	
THE RESEARCH ON DIMENSIONS OF HOME COUNTRY CULTURE OF INTERNATIONAL BRAND	793
<i>Wei-Hong Zhao, Ming-Yue Yi</i>	

RESEARCH ON ONLINE WORD-OF-MOUTH SPREAD MECHANISM BASED ON THE NODE PROPERTIES AND WORD-OF-MOUTH TYPE	797
<i>Xiao-Dong Qian, Min Zhao, Rui-Dian Zhang</i>	
RESEARCH ON WORD-OF-MOUTH COMMUNICATION MECHANISM BASED ON CHARACTERISTICS OF SOURCE PROPAGATION NODES	803
<i>Lei Wang, Min Zhao, Rui-Dian Zhang</i>	
THE RESEARCH ON CROSS-CULTURE INTEGRATION STRATEGY FOR PLACE BRAND INTERNATIONALIZATION	809
<i>Wei-Hong Zhao, Ping Chen</i>	

CHAPTER 11: INTERNATIONAL ECONOMICS

IS TRADE OPENNESS GOOD OR BAD FOR ENVIRONMENT IN PAKISTAN; AN ARDL BOUNDS TESTING APPROACH.....	814
<i>Saima Ashraf Awan, Muhammad Saeed Meo, Amogh Ghimire, Ra-Yan Wu, Pei-Fen Zhuang</i>	
HOW THE EVOLUTION OF THE UK ANNUAL DATA DURING 1950-2007 RELATES WITH THE DEVELOPMENTS OF MACROECONOMIC THEORIES	820
<i>Xi-Yu Ren</i>	
ANALYSIS OF SOCIAL AND ENVIRONMENTAL INFORMATION REPORTED BY AMERICAN SMES.....	827
<i>Zhen Su</i>	
TRADE LIBERALIZATION AND CHINESE FIRMS' EMPLOYMENT SCALE.....	833
<i>Chun-Yan Zhao, Song-Bai Liu</i>	
POSITIVE ANALYSIS OF POTENTIAL IN CHINA'S COTTON IMPORT	840
<i>Chun-Xiang Liu, Rong Chen</i>	
HOW DOES THE HOST COUNTRY'S POLITICAL ENVIRONMENT AFFECT CHINA'S OFDI TO ASEAN.....	846
<i>Xin-Ying Liu, Shen-Ying-Jie Zhang, Rui Li</i>	
ASYMMETRIC COINTEGRATION BETWEEN SERVICES EXPORTS AND ECONOMIC GROWTH IN SRI LANKA: BASED ON NONLINEAR ARDL MODEL	851
<i>EAC Priyankara, Zhao-Hua Li</i>	
PROBLEMS AND COUNTERMEASURES IN THE CONSTRUCTION OF CHINA-RUSSIA FREE TRADE AREA	857
<i>Nan Yan</i>	
CHINA'S INVESTMENT IN PAKISTAN: CHALLENGES AND OPPORTUNITIES	862
<i>Wajeeh Ullah, Bo Yang, Hong-Fei Zhu</i>	
THE INTERPRETATIONS OF CHINA'S EXPORTS-PRODUCTIVITY PARADOX AND POLICY IMPLICATIONS.....	870
<i>Pei-Zhi Wang, Li-Ping Sun, Shu-Yue Zhang</i>	
ANALYSIS OF COMPETITION AND COMPLEMENTARITY IN THE BRICS EXPORT PRODUCTS	874
<i>Pei-Zhi Wang, Yu-Xin Zhao, Ling-Xi Chu</i>	

CHAPTER 12: TREASURY AND FINANCE

ANALYSIS OF STOCK PRICE AND VOLUME BASED ON HETEROGENEOUS SPIN MODEL.....	885
<i>Wen-Jie Liu</i>	
A BRIEF ANALYSIS OF THE RELATIONSHIP BETWEEN HOUSING, MENTAL HEALTH AND WELLBEING UNDER THE ECO-CITY CONTEXT.....	891
<i>Li-Li Ma</i>	
A REVIEW OF HOUSE OF DEBT	897
<i>Dan-Qi Zhao</i>	
EMPIRICAL ANALYSIS OF CARBON EMISSIONS FOR LAND CONSOLIDATION PROJECT AND COUNTERMEASURES FOR LOW CARBON.....	903
<i>Bao-Ming Dong, Zhao-Wei Dong, Yan-Bin Wu</i>	
THE APPLICABILITY OF TIME-VARYING SHARPE RATIO TO CHINESE STOCK MARKET--TAKE CSI 300 INDEX AS AN EXAMPLE.....	908
<i>Yan-Cun Chen, Sheng-Dao Gan</i>	
INSIGHT INTO INFLATION: PERSISTENCE, VARIABILITY AND PREDICTABILITY	915
<i>Ning Zeng</i>	

RESEARCH ON THE PRESENT SITUATION OF INTERNET FINANCE IN CHINA	922
<i>Xin-Ying Liu, Xiao-Rui Wang, Shen-Ying-Jie Zhang</i>	
RESEARCH ON THE ROLE MECHANISM OF THE GOVERNMENT TO PROMOTE INVESTMENT IN START-UPS BY VENTURE CAPITAL	927
<i>Wan-Li Ma, Hao Wu</i>	
DIVERSIFICATION AND CAPITAL COST OF AGRICULTURAL LISTED COMPANIES--BASED ON EXTERNAL FINANCING ANALYSIS	936
<i>Xue-Xia Xu, Ya-Wen Liu, Jie Ju, Sun-Lei Yang</i>	
THE STUDY OF BUILDING THE STRATEGIC PARTNERSHIP IN THE GREEN SUPPLY CHAIN	942
<i>Hai-Ying Cao, Qiu-Ling Yang, Wei-Yan Liu, Lei Wang</i>	
FUZZY MULTI-PERIOD PORTFOLIO OPTIMIZATION PROBLEM OF STOCK MARKET	946
<i>Xiao-Lian Meng, Wan-Rong Shi</i>	

CHAPTER 13: INNOVATIVE COUNTRY AND ECONOMIC DEVELOPMENT

IMPACT OF INFORMATION TECHNOLOGY HUMAN CAPITAL ON AGRICULTURAL ECONOMIC GROWTH	955
<i>Jun-Min Kang, Jin-Yu Hu</i>	
RESEARCH ON THE INFLUENCE OF UNDERGRADUATES PARTICIPATING IN “GIG ECONOMY” ON THEIR EMPLOYMENT AND ENTREPRENEURSHIP	959
<i>Sen Yang, Hong-Zhen Lin, Yong-Zhou Huang, Gui-Dan Xu, Ying-Jue Du</i>	
CIVIL SOCIETY AS A SUBJECT OF STRATEGIC PLANNING OF TERRITORY MARKETING	964
<i>Elena S. Kulikova, Elena L. Molokova, Maya I. L'vova</i>	
RESEARCH ON THE INFLUENCE OF ENTREPRENEURSHIP ON ECONOMIC GROWTH	970
<i>Ke Liu, Meng-Han Chen</i>	
RESEARCH ON UNDERGRADUATES' ENTREPRENEURIAL ECOLOGY SYSTEM BASED ON STAGE CHARACTERISTICS OF UNDERGRADUATES	975
<i>Shu-Cheng Zhang, Hong-Bo Li</i>	

CHAPTER 14: MANAGEMENT AND ANALYSIS

SYSTEM DYNAMICS STUDY ON KNOWLEDGE INTERACTION BEHAVIOR IN THE INTERDISCIPLINARY TEAM	981
<i>Xue Cheng, Qing-Pu Zhang</i>	
THE SCOPE OF ORGANIZATIONAL BEHAVIOR MANAGEMENT: THE TRANSFORMATION FROM INTERNALIZATION TO EXTERNALIZATION	988
<i>Jie Zhen</i>	
THE STRUCTURE OF ORGANIZATIONAL BEHAVIOR MANAGEMENT: IDENTIFICATION, SELECTION AND FEEDBACK	993
<i>Jie Zhen</i>	
THE MAINLINE OF ORGANIZATIONAL BEHAVIOR MANAGEMENT: BINARY NONEQUILIBRIUM	997
<i>Jie Zhen</i>	
LIBRARY SERVICE EVALUATION AND MODEL RESEARCH BASED ON AHP- FUZZY COMPREHENSIVE EVALUATION METHOD	1001
<i>Yan-Ran Chen, Ya-Ru Li</i>	
EQUITY BALANCE, INTERNAL CONTROL AND INVESTMENT EFFICIENCY	1007
<i>Sun-Lei Yang, Rong Fu, Cheng-Cheng Guo, Lei Yang</i>	
RESEARCH ON THE SELF-MANAGEMENT MECHANISM OF FOREIGN STUDENTS: A CASE STUDY OF SHANGHAI POLYTECHNIC UNIVERSITY	1012
<i>Sun Yan</i>	
STUDY ON PREDICAMENT AND COUNTERMEASURES OF POPULARIZATION OF PREFABRICATED BUILDING IN CHINA	1020
<i>Peng Yuan, Hong-Bo Li</i>	
EVALUATION AND CLUSTERING ANALYSIS ON THE DEVELOPMENT OF URBAN AGGLOMERATIONS IN THE YANGTZE RIVER ECONOMIC BELT	1026
<i>Chun Chen, Xiang Gao</i>	

RESEARCH ON THE INFLUENCE FACTORS OF HOUSING PRICE BASED ON SEMI-PARAMETRIC FUNCTIONAL LINEAR MODEL	1034
<i>Peng Jin, Qing-Guo Tang</i>	
A BRIEF DISCUSSION ON THE BUILDING OF A HARMONIOUS MEDICAL ENVIRONMENT WITH THE RELATIONSHIP BETWEEN DOCTORS AND PATIENTS	1041
<i>Ning-Can Long</i>	
RESEARCH ON COMPREHENSIVE PLAN MANAGEMENT OF ELECTRIC POWER ENTERPRISES	1045
<i>Fan-Hua Meng, Meng-Wei Shi, Chun-Mei Song</i>	
INTERVAL-VALUED LOGIC METRIC SPACES	1049
<i>Zhao-Rui Xue, Min-Xia Luo</i>	
HOW TO IMPROVE THE EFFICIENCY OF HOSPITAL ADMINISTRATION UNDER THE NEW SITUATION OF MEDICAL REFORM	1056
<i>Ning-Can Long</i>	
AN ANALYSIS OF CONFUCIUS' VIEWPOINT OF MORALITY BY THE AXIOMATIC INTERPRETATION OF THE ANALECTS	1059
<i>Xiao-Qing Gan, Long-Yang Sang</i>	
ENERGY SAVING MECHANISM OF THE DUAL CONTROLS	1064
<i>Hui Song, Bo Huang</i>	
INVESTIGATION AND STUDY ON SATISFACTION OF RAILWAY PASSENGER SERVICE QUALITY OF MIGRANT WORKERS	1070
<i>Yi-Xuan Zhou, Xiao-Ming Yang, Shu-Chen Li, Kai-Li Wang, Guang Song, Kai Zheng</i>	
RESEARCH ON THE PROBLEMS AND COUNTERMEASURES IN THE COURSE CONSTRUCTION OF MILITARY ACADEMY	1077
<i>Wu-Di Wen</i>	
EFFICIENCY ANALYSIS OF CROSS-BORDER M&A OF CHINESE BANKS---AN EMPIRICAL STUDY BASED ON DEA METHOD	1082
<i>Rui-Bo Liu, Hui-Dong Li</i>	
UNDERSTANDING TASK-TECHNOLOGY FIT IN SMARTPHONE APPOINTMENT BOOKING SYSTEM ADOPTED BY CHINESE HOSPITALS	1089
<i>Ci-Yong Wang, An-Ding Zhu</i>	
Author Index	