

2nd International Conference on Economic Development and Education Management (ICEDEM 2018)

Advances in Social Science, Education and Humanities
Research Volume 290

Dalian, China
29-30 December 2018

Editors:

Hongxia Zhao

ISBN: 978-1-5108-7979-9

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.

This work is licensed under a Creative Commons Attribution 4.0 International Licence.
Licence details: <http://creativecommons.org/licenses/by/4.0/>.
Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=icedem-18>

Printed by Curran Associates, Inc. (2019)

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

Exploration and Practice of Applied Undergraduate Talents Cultivation in Electrical Engineering and Automation	1
<i>Jingfeng He</i>	
Exploration and Construction of Innovation and Entrepreneurship Education Curriculum System in Civil Engineering Specialty	4
<i>Min Ji, Bolin Jiang, Shuzhen Chen</i>	
Advance Competition Strategy and Consumer Behavior Analysis	8
<i>Peiqin Li</i>	
The Application of Multiple Intelligences Theory in Mathematics Teaching	12
<i>Nan Wang</i>	
Research on the Teaching of Programming Courses	15
<i>Zhenming Xu</i>	
The Research on Class Construction in Universities Based on System Theory	18
<i>Rui Chen, Jing Wang, Wei Long</i>	
Research on Industrial Cluster Path of County Economic Transformation and Upgrading in Jiangxi Province	22
<i>Zhonghou Cheng, Xiaoyong Huang, Xingqi Wu</i>	
Case Analysis of SHENXIANYUAN Financial Fraud Based on the GONE-theory	27
<i>Songqin Ye, Sitong Hu, Lei Sun</i>	
On the Guiding Significance of Confucianism to the Study Tour	31
<i>Guorui Liu</i>	
Research on Teaching Reform of Forest Tree Genetics and Breeding Course	34
<i>Wei Ge, Xiaohong Yang, Kezhong Zhang</i>	
Research on the Innovative Development of Multimedia Technology and Visual Communication Design Teaching	37
<i>Yongxiao Liu</i>	
Research on the Cultural Characteristics of Photography Art	41
<i>Yongxiao Liu</i>	
Examining Administrative Inputs for China's Public Emergency Response from the Perspective of System Costs	45
<i>Ze Zhao Liu, Huijia Wang</i>	
Philosophy Education and the Innovation of Contemporary Chinese Philosophy	49
<i>Xufeng Yu</i>	
Contents Refined for Implementing Association Learning of Students with Modern Techniques	53
<i>Menglong Wang, Wenyi Shao, Zhaorong Shi, Tianhao Zhu, Xiao Liu, Dengguang Yu</i>	
Expanding the Innovation Practice Education to College Students from a Key Point	57
<i>Yubo Liu, Xinkuan Liu, Xiao Liu, Tianhao Zhu, Zhaorong Shi, Dengguang Yu</i>	
Regional Financial Integration in East Asia: Challenges and Prospects	61
<i>Chunli Yin</i>	
FDI Spillover from G20 Countries, Policy Support Degree and China's Regional Technology Development	65
<i>Xiao Lei</i>	
Research on the Teaching Model of English Majors Based on the Cultivation of Critical Thinking Ability	69
<i>Ling Ren</i>	
Study on the Mode of Improving the Ideological & Political Education Quality of University Students in the Big Data Era	72
<i>Hui Teng</i>	
SWOT Analysis on RMB Settlement in Cross-border Trade in Fujian Province	76
<i>Xiufeng Song, Haiyan Zhou</i>	
Teaching of Employment Guidance Course in Colleges Based on Design Thinking Method	80
<i>Fei Li, Wenfeng Huang, Liangquan Ge, Jing Wang, Zijie Rao, Xianpeng Xi</i>	
Application of Operation Research in Library Management	85
<i>Jingjing Li, Ximin Li</i>	
A Supply Chain Information System of the Supply-Hub Based on Blockchain	88
<i>Junyi Guo, Zhiping Lu</i>	

Analysis of Countermeasures to Enhance the Competitiveness of Fujian Port	92
<i>Zhong Chen, Wenyong Chen</i>	
Analysis on the Development path of Mice Industry Based on Supply-side Reform	98
<i>Haixia Guo, Jiayu Di</i>	
Research on Virtual Property Delivery of Online Game	102
<i>Chengzhuo Ding</i>	
The Enlightenment of Academy Education to Modern Education against the Background of Emerging Engineering Education	106
<i>Shuying Chen, Lei Chen</i>	
Research on the Reform and Practice of Ocean Electrical Engineering Course Based on Internet + Deep Learning	110
<i>Ying Li</i>	
Corporate Social Network Recruitment in the Age of Big Data	114
<i>Wei Wei, Jianju Wang</i>	
Towards Inclusion through lessons from Informal Money Lenders	118
<i>Yuchun Sui</i>	
Research on Affordable Housing Based on Supply Side Reform	122
<i>Li Zou, Junjie Xv</i>	
Research on the Teaching of Computer Aided Design in the Teaching of Environmental Art Design	126
<i>Shuying Kang</i>	
The Basic Ways for the Masses to Participate in the Leading Cadres Performance Management	130
<i>Yaokui Li</i>	
Research on Government Supervision against the Background of Shared Economy	134
<i>Yuetong Li</i>	
Research and Analysis on Software Project Risk Based on Bibliometrics	138
<i>Ying Qu, Moran Fan</i>	
Thoughts on Brain Drain in Private Enterprises	143
<i>Jun Wang, Jian Chen</i>	
Research on the Integration Path of Technology Innovation and Business Model Innovation in Special-Purpose Vehicle Enterprises	147
<i>Ming Xiao, Yixuan Liu</i>	
Practice and Research on Innovation and Entrepreneurship Education of College Students based on “Internet plus” New Normal	151
<i>Jiquan Wen</i>	
Identification and Prevention of Clean Government Risks in Chinese Universities Based on Business Process	154
<i>Yixuan Liu, Ming Xiao</i>	
Analysis on the Cultivation Path of Contemporary College Students' Ecological Civilization Education	158
<i>Hong Zhang</i>	
Research on the Legal Attributes of Personal Online Shops and the Problems in Their Transfer	162
<i>Fan Zhang</i>	
Study of Educational Writing based on Educational Research Conservation	168
<i>Yan Zhang</i>	
Research on the Influence of Industrial Structure Adjustment on the Efficiency of Low Carbon Logistics in Hebei Province	172
<i>Xiao Zhang</i>	
Research on Digital Encryption Security Information System Based on Identity Authentication	175
<i>Xu Bu</i>	
Research on Evaluation of Logistics Transportation and Regional Economic Development Fitness	179
<i>Zhenghang Zhou</i>	
The Threshold Effect of FDI Spillover Absorption and Proportion of Employment in Tertiary Industry	183
<i>Xiao Lei</i>	
Problems and Solutions of Consumers' Rights Protection under Micro-commerce Model	187
<i>Qiqi Fu</i>	
Reform and Construction of Energy and Power Engineering Courses	191
<i>Xuefei Lv, Shukun Gan</i>	
Telecom Control in Northeast China during the Puppet Manchukuo	195
<i>Yunyan Zhang, Xiaoli Wu</i>	

Experiences and Policy Suggestions on Poverty Alleviation through Territorial Development in Wumeng Mountain Area	199
<i>Mei Zhao, Yaqiao Zhao, Xuekun Li, Lv Zhou, Qi Wang</i>	
Influence Mechanism of Environmental Regulation on Corporate Green Response	203
<i>Yixuan Liu, Ming Xiao</i>	
Study on Equity Incentive of Listed Companies in China	207
<i>Menglu Liu, Liangcan Liu</i>	
The Relationship between Government and Market—Based on the practice of implementing the Three Lists System in Shanghai Free Trade Zone	211
<i>Yiwei Zong</i>	
Analysis of the Impact of Public Hospital Corporate Governance Structure on Comprehensive Performance Based on SEM	216
<i>Jixia Xiong, Xiaoyan Su, Li Zhang, Yanxia Lyu</i>	
Research on The Design of Xiamen’s Urban Visual Identity System	222
<i>Wen Zhu</i>	
Analysis of Factors Influencing Lean Production Based on Interpretative Structural Model	226
<i>Xiaoxin Han</i>	
Legal Exploration of IPO Information Disclosure System under the Background of Future Registration System	230
<i>Wenhao Shi</i>	
Research on Urban Logistics Distribution Based on Dynamic Demand	234
<i>Xuefei Zhang, Gengbao Huang</i>	
Research on the Construction of Academic Integrity System in Chinese Colleges and Universities	238
<i>Qinghua Du</i>	
Exploration of a New Practical Teaching Mode of Production-learning Combination Based on Internet	241
<i>Aihua Hu, Jianke Li, Yuchi Yang</i>	
Existence and Development: The Value Attribution of Mozi’s Educational Thought	245
<i>Yan Lv</i>	
Visualized Analysis on Research Focus and Frontiers in the Field of Chinese Enterprises Innovation	249
<i>Xuxian Wan, Hong Wang</i>	
Research on the High Quality Development of Private Enterprises in Hebei Province based on Questionnaire Survey	254
<i>Jingyuan Han, Caili Feng</i>	
Research on the Countermeasures to Strengthen the Management of Intellectual Property Right in Universities in China	258
<i>Yang Shen</i>	
The Impact of Rising of MOOCs on the Moral Education of Traditional Universities	262
<i>Shanghai Zhang</i>	
The Influence of Industrial Transfer on Regional Total Factor Productivity and Its Path Analysis	266
<i>Cangcang Jia</i>	
Defining the Migrating Population of Sinking States from the Perspective of International Law	272
<i>Anastasia Vasilyeva, Ekaterina Kiseleva</i>	
Analysis on the Development of Regional Commercial Banks' Green Bond Business Under the Equator Principle—Take Industrial Bank as An Example	275
<i>Zining Niu, Jianhua Zhu, Hongji Wang</i>	
Research on the Construction of Accounting Curriculum System in Higher Vocational Colleges	279
<i>Xiaohui Sun</i>	
The Research and Practice on Innovative Ability of Non-computer Professional Computer College Students	283
<i>Zhiying Han</i>	
Analysis on the Operation Mode of Undergraduate, Postgraduate and Doctoral Student Integrated Talent Training Mode—Taking the labor economics major as an example	286
<i>Yonghui Deng, Minzhi Liang</i>	
On the Legitimacy of Applying directly to the People’s Court for Realizing Security Interest Cases by Agreement Arbitration	290
<i>Linqi Li, Na Zhang</i>	
Application of Scientific Papers in Experimental Teaching of Pathophysiology-The effect of scientific papers on the experimental teaching	294
<i>Xiaoyun Zhang, Chengwen Jin, Jianying Wang, Min Cheng, Wei Gao, Xiaodong Cui</i>	

Study on Coordinated Development of Ecological Environment Renovation and Natural Landscape Resources Development.....	297
<i>Zengxue Lin</i>	
On the Guardianship System of the Aged in China.....	300
<i>Shuai Pan</i>	
A Cost-effective Mobile Edge Computing Model.....	304
<i>Qing Lin, Yulei Huang</i>	
Research on Teaching Reform and Innovation of Computer Introduction Course Based on New Engineering.....	309
<i>Jinhuan Wang, Wei Wei</i>	
Practice and Exploration of Experiential Teaching Method in Innovative Entrepreneurship Education.....	313
<i>Yixian Zhang</i>	
Analysis of Consumers' Trust in Imported Infant Milk Powder and Its Influencing Factors.....	317
<i>Xia Li, Heliang Huang</i>	
Insight into Herzberg's Two-factor Incentive Theory.....	321
<i>Yaokui Li</i>	
Research on the Application of Code Automation Technology in the Construction of Case Library of Curriculum Group.....	325
<i>Lantao You, Shufeng Zhang, Chen Zhou, Ying Gao, Xi Wang</i>	
A Study on Knowledge Discovery based on Big Data Background of Visceral Manifestation Theory in Huangdi's Internal Classic of Medicine.....	328
<i>Yanda She</i>	
Research on Product Design based on IP of Tujia Culture.....	331
<i>Hong Peng, Weitong Tao, Yunxian Liu</i>	
The Influence of Professional Innovation Competition on the Cultivation of Innovative Talents in Colleges and Universities-Inspired by the National College Students' Tea Skills Competition.....	337
<i>Ping Chen, Lingjuan Ye</i>	
Research on Investor Protection System of Chinese Depository Receipts.....	341
<i>Cao Huang</i>	
The Road to Building Land Bank Legal System in China.....	345
<i>Zikuang Peng</i>	
Research and Practice on Joint Training Mode for Talents in Colleges and Universities.....	349
<i>Wei Wang, Lin Li, Minzhi Liang</i>	
Intersections of Migration and Education from the Perspective of International Law.....	353
<i>Ekaterina Kiseleva</i>	
Legal Defects and Perfection of Collective Forest Land Property Right System.....	358
<i>Peifeng Huang, Heliang Huang</i>	
On the Reform Path of Ideological and Political Education Cooperative Education in Colleges and Universities in the New Era.....	362
<i>Qiang Li</i>	
Particularities of Doing Business in Russia in the Conditions of Sharing Economy.....	366
<i>Aleksandr Koberidze</i>	
Marketing Curriculum Design and Application Research Based on Revised Edition of Bloom's Educational Objective Taxonomy.....	370
<i>Chunying Wang</i>	
Discussion on the Reform of Curriculum Group of Electrical Fundamental Courses.....	374
<i>Zhihong Xiao</i>	
MOOC Teaching-A New Teaching Model in the Age of Big Data.....	377
<i>Yang Zhao</i>	
The Relationship between Health Care Literacy of TCM and Health Status of Community Residents-A Study from Chengdu Qingyang District.....	381
<i>Hongying Wang, Yingyan Liu, Sheng Li</i>	
Research on Language Environment and Language Planning in Xi'an.....	386
<i>Qin Wang</i>	
Research on the Application of Data Mining in Teaching Based on Statistics.....	391
<i>Juan Luo</i>	
Cloud Financial Sharing Service Center Implementation Risk Research.....	396
<i>Rongkun Wen</i>	
Research on the Operation Mode and Development Countermeasures of University Sports Venues.....	400
<i>Wenbo Xuan, Heng Wang</i>	

Application of Task-based Language Assessment in College English Writing Teaching	404
<i>Qiaochan Liu</i>	
Strategies and Effectiveness of Cultivating Young Teachers' Teaching Abilities in Physiology	409
<i>Xiaoyun Zhang, Xiaodong Cui, Min Cheng</i>	
Research on Shared Express Delivery Mode Based on Block Chain Technology	412
<i>Yuanyuan Ding, Xu He</i>	
Research on Entrepreneurship Education of College Students for Economics and Management Majors Base on ERP—A Case Study of Xi'an University of Science & Technology	415
<i>Yuan Wang, Feng Shi, Gonglong Shi</i>	
Research on Dual-Class Share Structure and Company Performance	421
<i>Shuai Wang</i>	
Analysis of Periodicals Based on Bibliometric Indicators-Taking J HUAZHONG U SCI-MED as an example	425
<i>Jin Huang, Yihua He, Ji Fang, Fengping Wei, Rong Zhang</i>	
Study on the TCM Healthy Pension Service Model in Sichuan Province	431
<i>Yingyan Liu, Hongying Wang</i>	
Research on Stock Prediction in China based on Social Network and SVM Algorithm	435
<i>Li Tang, Shuhua Zhang, Li He, Huiyu Fan</i>	
Co-construction of Disaster-stricken Areas from the Perspective of Multiple Governance	439
<i>Jiao Guo</i>	
Analysis and Countermeasure Research on Psychological Problems of Contemporary College Students	443
<i>Yan Li, Jinhuan Wang</i>	
The Connotation of Investment Behavior Rigidity and Its Relationship with Irrational Investment Behavior	447
<i>Kai Gao, Genbao Ji</i>	
Research on the Influence of Consumption Emotion on Participation Behavior	451
<i>Hong Jin, Yunting Miao</i>	
Strategic Research on Accurate Marketing to Enhance Consumer Experience of Social Media Users	455
<i>Hong Jin, Chenchen Chi, Xingyu Gao</i>	
Investment Efficiency Research Theme Changes and Development Trends on the basis of CiteSpace	459
<i>Zhan Ye</i>	
Dilemmas and Solutions of Sponge City Construction in Jiangsu Province	466
<i>Jun Xu, Qian Jia, Xingcheng Ge</i>	
Research on Social Support of College Students' Entrepreneurship in Liaoning Province of China	470
<i>Zhaohui Chen, Ya Wang</i>	
The Study on Efficient Cold Chain Logistics	475
<i>Yu Zhang, Tianshan Ma, Rehman Khan Syed Abdul, Sharif Arshian</i>	
Research on the Current Situation and Development of Community E-commerce	479
<i>Ting Wang, Zhenlong Peng, Zhenwei Zhang</i>	
Application Research of Voiceprint Recognition Technology in Mobile E-commerce Security	483
<i>Zhenkun Wu, Zhenlong Peng, Ting Yu</i>	
Trickling Sluggishly of Voluntary Service from the Perspective of Human Resource Management	487
<i>Shuchen Wang</i>	
Resources Sharing Mechanism of University Clusters under the Policy of Beijing-Tianjin-Hebei Collaborative Development	492
<i>Yu Wang, Jie Bao</i>	
Research on How to Develop the Private School Well	496
<i>Jian Huang</i>	
The Impacts of Social Responsibility on Enterprise Performance in Chinese Hospitality Industry	500
<i>Ye Feng, Yujie Chen</i>	
Study on the Police Occupational Ethics Education in New Era	504
<i>Hua Han</i>	
Vietnamese Enterprises: Current Issues of Technology Transfer	509
<i>Thi Bich Ngoc Tran, Galina Anzelmovna Barysheva</i>	
Influence of Eastern Mediterranean Gas Discoveries on European Energy Security	517
<i>Elnur T. Mekhdiev, Alexander S. Vereshchagin, Guzel F. Kadyrova, Nail F. Gindullin, Sharbatullo D. Sodikov</i>	
Obstacles to the Implementation of Mixed Operation in China's Financial Industry	521
<i>Xiaohuan Hu</i>	
Exploration on Frontier Research Field of Informatics	525
<i>Mingwei Sun</i>	

Research on Data Security Ecosystem Construction Based on Big Data Background 529
Rui Ma, Qiongjuan Wen, Hongzhen Lin, Yunjun Jiang

Author Index