

International Conference on Economics, Business, Management and Corporate Social Responsibility (EBMCSR 2018)

Advances in Economics, Business and
Management Research Volume 67

Zhuhai, China
28 – 30 September 2018

Editors:

**Mingyi Wang
Amine Tarazi**

ISBN: 978-1-5108-8312-3

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/>.

No changes have been made to the content of these proceedings. There may be changes to pagination and minor adjustments for aesthetics.

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=ebmcsr-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

RESEARCH ON THE INDUSTRIAL STRUCTURE AND THE RETURN MECHANISM OF INDUSTRIAL LABOR FORCE	1
<i>Zi Yu Liu</i>	
APPLYING "WILLINGNESS TO PAY" APPROACH FOR EVALUATION OF ECONOMIC IMPACT FROM THE WORLD'S BIGGEST SPORTING EVENTS	5
<i>Elena Gureeva, Ilya Solntsev, Nikita Osokin, Tatiana Skryl</i>	
A STUDY ON STRATEGIC MANAGEMENT OF LOGISTIC ENTERPRISE FROM FINANCIAL PERSPECTIVES BASED ON S.F. EXPRESS	9
<i>Roujia Zhang</i>	
AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND FINANCING COST OF FAMILY FIRM	17
<i>Haipei Wang, Yu Zhang</i>	
IMPROVING TOURIST ATTRACTIONS REVISIT RATE: THE PERSPECTIVE OF NETWORK MARKETING SURE MODEL	26
<i>Yanhong Liu, Yuan Le, Xiaowen Jie</i>	
THE ANALYSIS OF WECHAT BASED ON NETWORK ECONOMICS	32
<i>Xuanyu Piao</i>	
EVALUATION OF THE BUSINESS SPORTS INFORMATION MARKET	38
<i>Tatiana Skryl, Elena Gureeva</i>	
A BRIEF ANALYSIS OF THE INFLUENCING MECHANISM OF INTERNET FINANCIAL BEHAVIOR: BASED ON CONGRUITY PERSPECTIVE	42
<i>Ruitao Jing</i>	
RESEARCH ON INITIAL CONSTRUCTION MODEL OF SHARING ECONOMY PLATFORM UNDER COMPETITIVE REPERTOIRE	47
<i>Chun-Yang Zhou</i>	
INVESTIGATION REPORT ON INFLUENCING FACTORS OF CONSUMERS' PURCHASING BEHAVIOR OF NEW ENERGY VEHICLES IN CHANGZHOU, CHINA	52
<i>Qing-Ming Wei, Zi-Xuan Zhang, Yu-Xin Xia</i>	
SUGGESTIONS ON IMPROVING THE FINANCIAL MANAGEMENT SYSTEM OF PUBLIC INSTITUTIONS	56
<i>Wenjun Pei</i>	
THE PROCESS OF MULTI-AGENT PARTICIPATION IN VALUE CO-CREATION UNDER CROWDSOURCING INNOVATION MODE	61
<i>Qiaoyi Cao</i>	
ANALYSIS AND OPTIMIZATION OF PERSONAL CREDIT RISK ASSESSMENT MODEL BASED ON IMPROVED BPNN	66
<i>Zheyu Guo</i>	
RESEARCH ON PRODUCTION SAFETY MANAGEMENT OF MANUFACTURING INDUSTRY BASED ON IMPROVED HFACS	73
<i>Qing Gao</i>	
HISTORICAL EXPERIENCE OF CHINA'S REGIONAL ECONOMIC DEVELOPMENT ---A TRANSFORMATION FROM UNBALANCED STRATEGY TO REBALANCING STRATEGY	78
<i>Siqi Jia</i>	
PRACTICAL THOUGHTS ON THE CONSTRUCTION OF E-COMMERCE MAKER SPACE	90
<i>Li Wu</i>	
THE CONSTRUCTION AND ANALYSIS OF THE EVALUATION SYSTEM OF DOUBLE PERFORMANCE ABOUT FARMER COOPERATIVES	94
<i>Huimin Shao, Yang Xu, Lingling Ma</i>	
SHARING KNOWLEDGE THROUGH SHARING ADVISOR IN AGE OF SHARING ECONOMY: A CONCEPTUAL MODEL	98
<i>Waqas Khuram, Yanqing Wang</i>	
AN EMPIRICAL ANALYSIS OF THE IMPACT OF INTERNET FINANCE ON MONEY SUPPLY	104
<i>Min Wei</i>	
A STUDY ON THE SUBSTITUTION EFFICIENCY OF AGRICULTURAL MECHANIZATION DEVELOPMENT IN ZHEJIANG PROVINCE ON AGRICULTURAL LABOR FORCE	109
<i>Chun-Xiang Liu, Ningji Lv</i>	

THE EFFECT OF LEADER COMMUNICATION STRATEGY ON EMPLOYEE TASK AND CONTEXTUAL PERFORMANCE: THE MEDIATING ROLE OF FEEDBACK QUALITY	113
<i>Wen Xu, Jin Xue</i>	
CHINA'S COMMERCIAL BANK CREDIT BUSINESS RESEARCH ON CHALLENGES AND DEVELOPMENT COUNTERMEASURES IN THE AGE OF BIG DATA	118
<i>Yan Wang, Xiaohan Gao</i>	
RESEARCH ON THE DEVELOPMENT OF TOURISM INFORMATIZATION IN HARBIN UNDER THE PERSPECTIVE OF "TOURISM + INTERNET"	123
<i>Qiang Yu, Lanlan Liu</i>	
THE PROBLEMS AND COUNTERMEASURES OF TOURISM DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE IN HARBIN	127
<i>Qiang Yu, Lanlan Liu</i>	
RESEARCH ON THE DEVELOPMENT OF FILM-INDUCED TOURISM IN HEILONGJIANG PROVINCE	131
<i>Lanlan Liu, Qiang Yu</i>	
RESEARCH ON THE APPLICATION OF CONSUMER PSYCHOLOGY THEORY IN REAL ESTATE MARKETING	135
<i>Runhan Hou</i>	
RESEARCH OF SOCIAL SATISFACTION FOR GOVERNMENT'S QUALITY WORK IN 'ONE BELT AND ONE ROAD' AREAS IN CHINA	141
<i>Ni Sun, Lei Feng, Juxiu Huang</i>	
FROM CLOSED TO OPEN: DIVERSITY OF FAMILY FORMS ——ANALYSIS THE THEORY OF BECK'S "FAMILY IN THE POST-FAMILY ERA"	151
<i>Qian Yang</i>	
RESEARCH ON THE DEVELOPMENT OF LIVE STREAMING INDUSTRY IN CHINA	155
<i>Junfeng Wang</i>	
RESEARCH ON STRATEGIES OF IMPROVING THE FOREIGN-RELATED SERVICE CAPACITY OF STARRED-HOTELS' STAFF IN WUHAN	159
<i>Xiao-Hui Shao</i>	
ON THE LEGAL SYSTEM OF TRANSFER PRICING ANTI-TAX AVOIDANCE	164
<i>Xianlin Guo, Chen Huang</i>	
THE ANALYSIS OF KOREAN ENTERTAINMENT COMPANIES' BUSINESS STRATEGY IN THE GREATER CHINA FROM THE VIEW OF VALUE CHAIN ——EXEMPLIFIED BY S. M. ENTERTAINMENT AND EXO	171
<i>Yuanchao Liu</i>	
SITUATIONAL ANALYSIS OF VIETNAM FOR BELT AND ROAD INITIATIVE	176
<i>Doan Ba Toai, Xi Guan, Amogh Ghimire</i>	
CURRENT SITUATION AND ANALYSIS OF THE RESEARCH ON MOOC COPYRIGHT	182
<i>Xiangpen Pan, Fengtao Xiao, Luobei Kuang, Ruotong Liao</i>	
THE CHALLENGES AND COUNTERMEASURES OF REALIZING THE MODERNIZATION OF GOVERNMENT NETWORK PUBLIC OPINION MANAGEMENT IN THE AGE OF BIG DATA	188
<i>Yi Jin</i>	
EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN LOGISTICS DEVELOPMENT AND CARBON EMISSIONS OF LOGISTICS INDUSTRY IN GUANGDONG	192
<i>Xiaping Lu</i>	
RESEARCH ON CENTRALIZED PURCHASING MANAGEMENT OF CHINA'S CHAIN RETAIL ENTERPRISES	197
<i>Yan Wang, Xiaohan Gao</i>	
MARKET SURVEY AND ANALYSIS OF "NEW DREAM" TRAINING FOR NEW GENERATION INDUSTRIAL WORKERS	201
<i>Yuan-Bing Liao</i>	
ANALYSIS OF THE COMPETITIVENESS AND COMPLEMENTARITY OF CHINA-UKRAINE TRADE COOPERATION UNDER THE BACKGROUND OF "BELT AND ROAD"	208
<i>Ying Wang, Ze Tian, Shenyue Xia</i>	
APPLICATION OF LEO BERNARD'S "INHERENT STIMULUS" THEORY IN POSTER DESIGN	213
<i>Yao Zhang, Bing Liu</i>	
EMPIRICAL STUDY OF CULTURAL INHERITANCE AND FAMILY BUSINESS GOVERNANCE	217
<i>Haifei Wang</i>	
TOURISTS SATISFACTION ANALYSIS OF SANYA DADONGHAI TOURIST ATTRACTION-BASED ON IPA METHOD	228
<i>Danhe Wang</i>	

CURRENT SITUATION ANALYSIS AND COUNTERMEASURE RESEARCH OF CHINA'S INNOVATIVE HUMAN RESOURCE ALLOCATION	234
<i>Jing Liu, Yi Zhou, Lijia Huang</i>	
RESEARCH ON THE CONSTRUCTION OF ENTERPRISE PERFORMANCE EVALUATION SYSTEM BASED ON BALANCED SCORECARD	238
<i>Hong Ji, Peiwen Zhang, Yunqin Zou</i>	
RESEARCH ON THE OPERATION MODE OF CHINA'S P2P LENDING PLATFORM UNDER INTERNET FINANCE	242
<i>Hong Ji, Yuanyuan Yu</i>	
COMPARATIVE STUDY ON CHARACTERISTICS AND MODELS OF REGIONAL INNOVATION RESOURCE ALLOCATION	245
<i>Chao Zeng, Yi Zhou, Yunqin Zou</i>	
RESEARCH ON THE DEVELOPMENT OF INTERNAL CONTROL ENVIRONMENT THEORY AND ITS CONSTITUENT ELEMENTS OF ENTERPRISES IN CHINA	249
<i>Jing Liu, Panting Nie, Lijia Huang</i>	
THE CONSTRUCTION OF PERFORMANCE EVALUATION INDEX SYSTEM FOR STRATEGIC EMERGING ENTERPRISES IN CHINA	253
<i>Chao Zeng, Peiwen Zhang</i>	
CHANGE OF CUSTOMER CONCEPT IN MARKETING ACTIVITIES	257
<i>Xun Li</i>	
THE ROLE OF POVERTY ALLEVIATION FROM THE PERSPECTIVE OF SOCIAL GOVERNANCE	261
<i>Yaping Mao</i>	
THE COMPETITION AND COOPERATION BETWEEN HOTEL ENTERPRISE AND OTA	265
<i>Qiang Yu, Zhaohui Wang</i>	
A THEORETICAL MODEL: HOW VENTURE CAPITAL AND TOP MANAGEMENT TEAM HETEROGENEITY INFLUENCE THE FIRM INNOVATION	269
<i>Hong-An Chen, Xia Zhang</i>	
ON APPLICATION VALUE OF APPLIED MATHEMATICS IN MODERN ECONOMIC MANAGEMENT	275
<i>Ran Zheng</i>	
N HUMAN CAPITAL INVESTMENT OF POOR POPULATION -- BASED ON THE PERSPECTIVE OF TARGETED POVERTY ALLEVIATION	280
<i>Yaping Mao</i>	
COUNTERMEASURES AND PATHS FOR OPTIMIZING GOVERNMENT PERFORMANCE MANAGEMENT	284
<i>Ying Sun</i>	
ADVERSE SELECTION BEHAVIOR IN CHINA'S PENSION INSURANCE MARKET FOR URBAN AND RURAL RESIDENTS	288
<i>Jiaxin Shen, Yechun Zhang</i>	
RESEARCH ON EXISTING PROBLEMS AND COUNTERMEASURES OF SUPPLY CHAIN FINANCING IN SMALL AND MICRO ENTERPRISES	294
<i>Hongxing Liu, Yuanyuan Yu</i>	
THE IMPACT OF TECHNOLOGICAL INNOVATION AND BUSINESS MODEL INNOVATION ON VENTURE CAPITAL INTENTION	298
<i>Beibei Gao, Shushan Zhang, Qi Sun</i>	
BUSINESS MODELS INNOVATION AND VENTURE CAPITAL INTENTION OF TECHNOLOGY ENTREPRENEURSHIP PROJECTS: INVERTED U-MODERATING ROLE OF TECHNOLOGICAL INNOVATION	302
<i>Shushan Zhang, Beibei Gao, Lei Sun</i>	
RESEARCH REVIEW OF INVESTMENT ENVIRONMENT OF HOST COUNTRY AND CHINA OVERSEAS DIRECT INVESTMENT	307
<i>Yinglong Yang, Xianmei Fan, Yiping Wang</i>	
RESEARCH ON THE IMPACT OF THE BELT AND ROAD INITIATIVE DEVELOPMENT INDEX AND CHINA'S FOREIGN DIRECT INVESTMENT	311
<i>Xuemei Li, Peng Jie, Xiaojun Zhao</i>	
STUDY ON LIVER VISCERAL MANIFESTATION OF HUANGDI'S INTERNAL CLASSIC OF MEDICINE BASED ON KNOWLEDGE DISCOVERY IN DATABASE	318
<i>Yanda She, Li Zhang</i>	
CONSTRUCTION AND SIMULATED EXPERIMENT OF COMPREHENSIVE EVALUATION MODEL FOR INFORMATION POLICY SCHEME	322
<i>Mingwei Sun, Li Zhang</i>	

CORRELATION ANALYSIS OF ECONOMIC GROWTH TO SPORTS DEVELOPMENT AND NATIONAL PHYSIQUE IMPROVEMENT	326
<i>Xiang-Rong Dong, Qiang Zhang</i>	
AN EMPIRICAL STUDY ON THE COORDINATED ECONOMIC DEVELOPMENT OF SHEN-GUAN-HUI ECONOMIC CIRCLE.....	333
<i>Chunshang Wu</i>	
THE DILEMMA OF FIAT IN THE LOCAL:LEGAL CURRENCY REFORM OF GUANGDONG PROVINCE.....	338
<i>Kaizhun Lao</i>	
DATA MINING AND VISUALIZATION ANALYSIS OF SHARED BIKES ——IN THE CASE OF CITI BIKE	346
<i>Can Yang, Xuemei Li</i>	
THE IMPACT OF DSR INDEX ON ONLINE PURCHASE DECISION: BASED ON PRICE ADJUSTMENT EFFECT	352
<i>Yiran Mei</i>	
GREY CORRELATION ANALYSIS OF INNOVATION INVESTMENT AND INDUSTRIAL ECONOMIC GROWTH IN SHEN-GUAN-HUI ECONOMIC CIRCLE	357
<i>Wenbo Deng</i>	
THE STUDY OF GRID MANAGEMENT APPLICATION ON BANK ZONE	362
<i>Liyan Chen</i>	
TESLA:A GOOD COMPANY TO INVEST IN?	366
<i>Bofan Bao</i>	
FANTASY OR REALITY: THE HISTORICAL DEVELOPMENT OF VIDEO GAMES IN JAPAN AND WESTERN COUNTRIES	373
<i>Shuowei Wu</i>	
ANALYSIS OF ADVERTISING CREATIVITY AND AUDIENCE PSYCHOLOGY	378
<i>Bing Liu, Ruiqiu Pang</i>	
RESEARCH ON THE TENANTS' WILLINGNESS TO VACATE PUBLIC RENTAL HOUSING BASED ON ORDERED LOGISTIC MODEL——A CASE OF WUHAN	382
<i>Ziyuan Tian</i>	
HR PREDICTIVE DATA ANALYTICS IN THE ERA OF BIG DATA	388
<i>Jia Yuan</i>	
RESEARCH ON THE IMPROVEMENT OF SERVICE QUALITY IN LOGISTICS ENTERPRISES FROM THE PERSPECTIVE OF CUSTOMER SATISFACTION	391
<i>Xiaoping Liu</i>	
Author Index	