

First International Symposium on Management and Social Sciences (ISMSS 2019)

Advances in Social Science, Education and
Humanities Research Volume 309

Wuhan, China
13 – 14 April 2019

Editors:

Qingying Zhang
Zhiping Liu
Jun Su

ISBN: 978-1-5108-8358-1

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=ismss-19>

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

SESSION: ADVANCES IN MANAGEMENT

DISTRIBUTION SERVICE MODE OF THE EXPRESS TERMINAL OUTLETS	1
<i>Zhou Jie, Yang Mengke, Zhou Xiaoguang, You Kechuang, Zhang Mengyuan</i>	
RESEARCH ON RAILWAY LOGISTICS RESOURCES OPTIMIZATION THEORY	6
<i>Dai Chengxia, Zhao Zhifeng</i>	
A STUDY ON THE IMPACT OF TOP MANAGEMENT TEAM POLITICAL CONNECTION ON DIVERSIFICATION	12
<i>Liang Ting</i>	
THE FORMATION MECHANISM OF EMERGENCY LOGISTICS STANDARD SYSTEM	17
<i>Huang Dingzheng, Liu Yanan</i>	
RESEARCH ON OPTIMIZATION OF WASTE MATERIAL RECYCLING LOGISTICS OF HUBEI PROVINCE BASED ON “INTERNET +”	23
<i>Cao Lu, Xu Gongzhuo</i>	
RESEARCH ON OPTIMIZATION AND INTEGRATION OF RAILWAY LOGISTICS RESOURCES IN CHINA	29
<i>Zhao Zhifeng</i>	
AN ANALYSIS OF GREEN ENVIRONMENT-FRIENDLY LOGISTICS MANAGEMENT CONCEPT	35
<i>Li Yan</i>	
RESEARCH ON LOGISTICS OUTSOURCING DECISION-MAKING MODEL BASED ON COST AND COMPETENCE	40
<i>Wang Meng, Wei Xuejiang</i>	
EVALUATION OF THE OPERATION SYSTEM OF THE SALES LOGISTICS DISTRIBUTION CENTER IN STEEL ENTERPRISES BASED ON AHP	44
<i>Li Xin, Wang Yong</i>	
ON THE HUMANITY HYPOTHESIS AND MANAGEMENT RESEARCH OF THE NEW GENERATION STAFF—AUTONOMOUS MAN	49
<i>Pan Lian-Bo, Li Yu-Zhen</i>	
RESEARCH ON CIRCULATION MODE OF FRESH AGRICULTURAL PRODUCTS IN TIANJIN	53
<i>Wang Zhida, Gao Hongmei, Zhang Guiyou</i>	
RESEARCH ON LOGISTICS OPERATION MODE OF FRESH AGRICULTURAL PRODUCTS IN YONGHUI SUPERMARKET	59
<i>Zhang Guiyou, Gao Hongmei, Wang Zhida</i>	
ANALYSIS OF FACTORS INFLUENCING CONSUMER BEHAVIOR OF MOBILE COMMERCE BASED ON FACTOR ANALYSIS	63
<i>Zhou Xiaofen, Zhu Rongyan, Wang Yong, Xu Gongzhuo</i>	
DATA DRIVEN “INTERNET +” OPEN SUPPLY CHAIN SYSTEM FOR FRESH AGRICULTURAL PRODUCTS	69
<i>Liu Yan, Dang Zhi Jun, Yao Jun</i>	
PATH CHOOSING OF LOGISTICS SERVICE UPGRADING DRIVEN BY BIG DATA	74
<i>Ma Jie</i>	
KEY TECHNOLOGIES OF WAREHOUSING ROBOT FOR INTELLIGENT LOGISTICS	79
<i>Wu Yongzuo, Ge Dongyuan</i>	
RESEARCH OF “ECOLOGICAL LANDSCAPE” DESIGN IN MODERN LOGISTICS PARK PLANNING	83
<i>Lin Qian, Wang Yong, Chou Xiaofen</i>	
COOL CHAIN LOGISTICS DISTRIBUTION ROUTING OPTIMIZATION FOR URBAN FRESH AGRICULTURAL PRODUCTS CONSIDERING REJECTION OF GOODS	87
<i>Zhu Rongyan, Zhou Xiaofen</i>	
RESEARCH ON SPECIFIC WAYS OF RECYCLING WASTE AND USED MATERIALS UNDER “INTERNET +”	92
<i>Cao Lu, Xu Gongzhuo</i>	
APPLICATION ON AUTOMATED WAREHOUSE SIMULATION SYSTEM IN LOCATION OPTIMIZATION	97
<i>Wang Yong, Pan Jiali, Zhang Peilin, Tesfamariam Semere Daniel</i>	

DESIGN OF COLD CHAIN LOGISTICS NETWORK LAYOUT IN NORTHWEST CHINA	102
<i>Zhen Chunyan, Zhou Xiaofen</i>	
ANALYSIS OF ELECTRONIC COMMERCE MODEL OF ORGANIC AGRICULTURAL PRODUCTS	107
<i>Wang Xiaocui</i>	
RESEARCH ON THE INFLUENCING FACTORS OF INTENTIONAL INNOVATIVE USAGE OF INFORMATION SYSTEM	111
<i>Zhou Xiaofen, Zhang Yi, Li Xin</i>	
PERFORMANCE APPRAISAL SYSTEM FOR UNDERGRADUATE OF APPLIED MAJORS DURING THE INTERNSHIPS	115
<i>Wang Lulu, Lin Qian, Zhu Rongyan</i>	

SESSION: ADVANCES IN FINANCE

APPLICATION OF MARKOWITZ'S PORTFOLIO THEORY IN OBTAINING THE BEST PORTFOLIO IN THE STOCK MARKET	119
<i>Chao Xiaotong, Tao Xinyu, Zeng Lingling</i>	
FINANCIAL RISK CONTROL AND AVOIDANCE MEASURES IN ENTERPRISES MERGERS AND ACQUISITIONS	123
<i>Liu Fenfang</i>	
ON THE DILEMMA AND SOLUTION OF INTERNET FINANCIAL SUPERVISION	127
<i>Su Lifang</i>	
DETERMINANTS OF DOMESTIC CREDIT TO THE PRIVATE SECTOR IN GHANA: APPLICATION OF VECTOR AUTO-REGRESSIVE METHOD	132
<i>Obeng-Amponsah William, Sun Zehou, Hazrati Havidz Hazimi Bimaruci, Augustine Dey Elias</i>	

SESSION: ADVANCES IN ECONOMICS

ANALYSIS OF EARNING MODES OF SHARING ECONOMY ENTERPRISES	140
<i>Liu Fenfang, Wang Han</i>	
INTERNATIONAL EXPERIENCE OF SUPPLY-SIDE REFORM AND ITS ENLIGHTENMENT TO CHINA	144
<i>Xiang Lingyan, Zhang Xiaojun, Liu Na</i>	
THE LITERATURE REVIEW AND FUTURE PROSPECTS OF TALENT MANAGEMENT RESEARCH IN CHINA	148
<i>Xing Saipeng, Chen Qinxian</i>	
ANALYSIS OF THE INFLUENCE OF EXHIBITION INDUSTRY ON ECOLOGICAL ENVIRONMENT AND COUNTERMEASURES	154
<i>Wang Xifang, Dai Ruijuan</i>	
GREEN EXHIBITION PRACTICE APPROACH BASED ON CIRCULAR ECONOMY THEORY	158
<i>Wang Xifang, Dai Ruijuan</i>	
RESEARCH ON THE PRESENT SITUATION AND COUNTERMEASURES OF GREEN EXHIBITION DEVELOPMENT	162
<i>Dai Ruijuan, Wang Xifang</i>	
REVIEW ON THE FUNCTION AND OPERATION OF EXHIBITION INDUSTRY	166
<i>Dai Ruijuan, Wang Xifang</i>	
RESEARCH ON THE PATH OF PRECISION POVERTY ALLEVIATION OF RURAL TOURISM	170
<i>Hu Xiaoling</i>	
ANALYSIS ON EVOLUTION OF PRICE MECHANISM OF RICE IN CHINA AND JAPAN	175
<i>Bing Jingjing, Gao Hongmei, Zhang Xiao</i>	
GOVERNMENT-LED RURAL INFRASTRUCTURE PPP PROJECT RISK ALLOCATION	180
<i>Xiao Xia, Ao Hui</i>	
STUDY ON THE OUTDOOR SPORTS TOURISM DEVELOPMENT IN HUBEI PROVINCE	186
<i>Zhou Shisi, Gong Jian, Li Lun, Liang Fengbo</i>	
RESEARCH ON VALUE ASSESSMENT OF WECHAT PUBLIC NUMBER TRANSACTION	191
<i>Yang Fan</i>	

SESSION: ADVANCES IN EDUCATION

A REPORT ON THE STATUS OF COUNSELORS' CAREER SURVIVAL IN PRIVATE UNIVERSITIES	195
<i>Liu Lu</i>	
BUILDING HARMONIOUS INTERPERSONAL RELATIONSHIP OF DORMITORY IN PRIVATE UNIVERSITY BASED ON PAC PERSONALITY STRUCTURE THEORY	199
<i>Zhang Pei</i>	
DESIGN AND IMPLEMENTATION OF AN INTERNSHIP PROGRAM FOR FIRST-CLASS UNDERGRADUATE MAJORS IN PORT AND SHIPPING MANAGEMENT	204
<i>Sun Ming, Jiang Hailun</i>	
RESEARCH ON THE EVALUATION SYSTEM OF "FOUR IN ONE" INNOVATION AND ENTREPRENEURSHIP EDUCATION IN APPLIED UNDERGRADUATE COLLEGES	208
<i>Xing Saipeng, Chen Qinxian, Du Weihui</i>	
RESEARCH ON THE PROFESSIONAL ETHICS OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES	212
<i>Wang Xinyi</i>	
ON THE ROLE AND IMPACT OF HIGHER EDUCATION REGULATIONS IN THE WORK OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES	216
<i>Wang Xinyi</i>	
RESEARCH AND PRACTICE ON ACHIEVEMENT OF CURRICULUM OBJECTIVES BASED ON OUTCOME-BASED EDUCATION IDEA	221
<i>Xing Saipeng, Chen Qinxian</i>	
RESEARCH ON THE REFORM OF CLASSROOM INFORMATIZATION FROM THE PERSPECTIVE OF MEDIA INTEGRATION	226
<i>Chen Qinxian, Xing Saipeng</i>	
RESEARCH ON THE TRAINING MODEL OF "DOUBLE CERTIFICATE"+ "DOUBLE ABILITY" TALENTS IN APPLIED UNDERGRADUATE COLLEGES AND UNIVERSITIES	230
<i>Chen Qinxian, Xing Saipeng</i>	
RESEARCH ON THE CONSTRUCTION OF MODULAR CURRICULUM SYSTEM FOR LOGISTICS MANAGEMENT SPECIALTY OF APPLIED UNDERGRADUATE	234
<i>Zhou Hui</i>	
COORDINATION BETWEEN UNIVERSITY DISCIPLINE STRUCTURE AND INDUSTRIAL STRUCTURE	238
<i>Zhang Dan-Dan</i>	
INNOVATION AND REFORM OF CALCULUS TEACHING	242
<i>Huang Yi</i>	
THE CULTIVATED ABILITY OF INNOVATIVE PRACTICE OF COLLEGE STUDENTS	246
<i>Zhang Siyang, Shi Jingjing</i>	
AN EMPIRICAL RESEARCH ON THE "INTEGRATED TEACHING MODE" OF COLLEGE ENGLISH FROM THE PERSPECTIVE OF THE MEMETICS	250
<i>Chen Xingwu, Long Chunxiu, Zhang Yichi</i>	
FOREIGN LANGUAGE EDUCATION PRACTICE IN HUBEI IN LATE QING DYNASTY AND ITS IMPLICATIONS	255
<i>Hou Huili</i>	
RESEARCH ON THE REFORM OF IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF "CORE LITERACY" AND "KEY ABILITIES"	259
<i>Li Lili, Hu Wenjuan, Tang Xuemei, Wang Zhenyu, Cu Zuwang</i>	
ANALYSIS OF THE ACQUISITION AND TEACHING STRATEGY OF CHINESE CULTURE BY FOREIGN STUDENTS	264
<i>Chen Fan</i>	
PRACTICE AND REFLECTION OF "N+2" ASSESSMENT MODE	268
<i>Fu Meng</i>	
RESEARCH ON JOINT ENROLLMENT AND TRAINING OF COLLEGE-ENTERPRISE COOPERATION OF EXPRESS OPERATION MANAGEMENT SPECIALTY	272
<i>Ren Xiang, Li Hui</i>	
ANALYSIS ON THE INFLUENCING FACTORS OF GRADUATE TRAINING QUALITY BASED ON GREY RELEVANCE THEORY	276
<i>Liu Yongbo</i>	
PROMOTION METHOD OF YOUNG TEACHERS' PROFESSIONAL ETHICS IN COLLEGES AND UNIVERSITIES	280
<i>Zhang Licai, Chen Liangyong</i>	

EVALUATION MODEL FOR APPLIED COLLEGE TEACHERS' SOCIAL RESPONSIBILITY BASED ON FUZZY SYNTHETIC EVALUATION METHOD	284
<i>Li Juan, Wei Wenchao</i>	
PIONEER AND MODEL ROLE OF STUDENT PARTY MEMBERS OF ART MAJORS IN HIGHER VOCATIONAL COLLEGES	290
<i>Li Chaoqin</i>	
DESIGN AND PRACTICE OF INTELLIGENCE TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF INFORMATIZATION	295
<i>Huang Jiaqing, Xiang Lingyan</i>	
REFORM OF FLIPPING CLASSROOM TEACHING MODEL OF "COMPUTERIZED ACCOUNTING" FROM THE PERSPECTIVE OF MOBILE INTERNET	300
<i>Zeng Ming</i>	
INNOVATION SYSTEM OF "BASE GROUP" IN OUTDOOR SPORTS PRACTICE TEACHING IN UNIVERSITIES	305
<i>Xu Dongbiao, Niu Xiaohong</i>	
ON THE WAYS OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO PHYSICAL TEACHING IN UNIVERSITIES IN THE NEW ERA	312
<i>Li Lun, Zhao Jing</i>	

SESSION: ADVANCES IN CULTURE

DIFFERENCES AND STRATEGIES OF HIGH AND LOW CONTEXT CULTURES FROM THE PERSPECTIVE OF BURBERRY'S ADVERTISEMENT	317
<i>Gao Yanmei</i>	

SESSION: ADVANCES IN PSYCHOLOGY

IMPLICATIONS OF RESILIENCE FOR SPORTS PSYCHOLOGY	321
<i>Fan Rong, Zhang Yi-Heng</i>	
INVESTIGATION AND STUDY ON JOB BURNOUT OF PSYCHOLOGICAL COUNSELOR	326
<i>Li Xia, Wu Nannan</i>	
TOWER-TYPE ADVANCED ENERGETIC REHABILITATION MODEL FOR ADULT MENTAL DISORDER PERSONS	330
<i>Wu Wenfeng</i>	

SESSION: ADVANCES IN COMMUNICATION

THREE PROBLEMS OF SPORTS COMMUNICATION IN CHINA IN THE NEW MEDIA ERA	336
<i>Wang Donglin</i>	
MECE METHOD AND ITS APPLICATION IN SPORTS EVENT INTERPRETATION	340
<i>Wang Ziye, Feng Shu, Zhao Xinpeng</i>	
SPORTS EVENT INTERPRETATION IN THE AGE OF MEDIA INTEGRATION	344
<i>Wang Ziye, Hao Bin, Tang Mi</i>	
ANALYSIS OF "ANESTHESIA" MECHANISM IN MOBILE SHORT VIDEO APPLICATIONS	348
<i>Fang Jun, Wang Ziye, Hao Bin</i>	

SESSION: ADVANCES IN SOCIETY

SATISFACTION EFFECTIVENESS ANALYSIS OF RURAL MUTUAL AID FOR ELDERLY IN CHINA	352
<i>Lu Yueqi, Qin Qin</i>	
RESEARCH ON DELOCALIZATION OF ETHNIC VILLAGES BASED ON EVOLUTIONARY GAME ANALYSIS	356
<i>Lu Wanqing, Wang Yijie, Zhang Yi</i>	
RESEARCH ON MUTUAL-SUPPORTING PENSION IN RURAL CHINA WITH THE AGIL MODEL	360
<i>Qin Qin, Tan Shuyi</i>	

STUDY ON THE REFORM OF CHINESE OLYMPIC INDIVIDUAL SPORTS ORGANIZATION SYSTEM IN THE NEW ERA	364
<i>Zhang Yiheng, Fan Rong, Liu Mingyi</i>	
EMPIRICAL STUDY ON EDUCATION FOR POVERTY ALLEVIATION AND MANDARIN POPULARIZATION	368
<i>Zhang Zhao-Xue, Gao You</i>	
Author Index	