3rd International Conference on Education, Economics and Management Research (ICEEMR 2019)

Advances in Social Science, Education and Humanities Research Volume 385

Singapore 29 - 30 November 2019

Editors:

Jve Guo Xiaonan Xiao Jerry Liu

ISBN: 978-1-7138-0240-2

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© (2019) by Atlantis Press All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: http://www.atlantis-press.com/php/pub.php?publication=iceemr-19

Printed with permission by Curran Associates, Inc. (2020)

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

THE DESIGN AND IMPLEMENTATION OF THE EXAMINATION AND APPROVAL SYSTEM OF EXECUTIVE PROFESSIONAL RULES IN OPEN EDUCATION	1
Yang Zhao	
RESEARCH ON COUNTERMEASURES AND SYSTEM OPTIMIZATION OF CARGO	
DISTRIBUTION AND TRANSPORTATION MANAGEMENT IN NINGBO-ZHOUSHAN PORT	5
ANALYSIS OF CURRENT SITUATION AND ISSUES OF INTELLIGENT LOGISTICS IN CHINA Rong Jia, Weijia Peng	10
NEW MODE OF FOOTBALL TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE	
BACKGROUND OF THE INTERNET	14
Wei Xu	
TEACHING REFORM AND INNOVATION IN ARCHITECTURAL DESIGN BASED ON THE	
"INTERNET +"	18
Fang Wang	
THE TRAINING MODE FOR TRANSLATION TALENTS MAJORING IN CERAMIC ARTZhebo Zhang	22
APPLICATION OF SPACE DECORATION ART OF TRADITIONAL RESIDENTIAL	
COURTYARDS IN GUANZHONG AREA OF SHAANXI PROVINCE IN SQUARE DESIGN	26
THE INFLUENCE OF SUPPLY-SIDE REFORM ON THE ECONOMIC DEVELOPMENT OF	
HEILONGJIANG PROVINCE—A RESIDUAL AUTO-REGRESSIVE MODEL BASED ON TIME	20
SERIES ANALYSIS	30
Jingyu Zhang BUSINESS STRATEGY AND ENTERPRISES' ABILITY OF SUSTAINABLE DEVELOPMENT:	
EVIDENCE FROM CHINA	36
Tianqiao Feng, Yunchen Wang	
RESEARCH ON ECOSYSTEM CONSTRUCTION OF CROSS-BORDER E-COMMERCE	
TALENT CULTIVATION	40
Liang Zhao, Gaoke Yu	
RESEARCH ON THE COLLABORATIVE TRAINING MECHANISM AND CURRICULUM	
SYSTEM REFORM OF LOGISTICS MANAGEMENT TALENTS	44
Wenhui Xia, Qianyin Xia, Weiming Liu	
COMPARISON OF CHINESE AND AMERICAN SIGN LANGUAGE INTERPRETATION	
MAJORS AND SOME ENLIGHTENMENT	47
Ting Yang THE ADDI ICATION OF HOOLDSE DEDDECLATION! IN CREDIT DANK FOR CREDIT	
THE APPLICATION OF "COURSE DEPRECIATION" IN CREDIT BANK FOR CREDIT ACCUMULATION AND EXCHANGE	51
Yang Zhao	
COMPUTER BASIC TEACHING REFORM IN APPLIED UNDERGRADUATE COLLEGES	
BASED ON "MOOC"	56
Xudong Zhang	
SATISFACTION EVALUATION OF WUDANG MOUNTAIN'S SMART TOURISM	
CONSTRUCTION	60
Ran Su, Bingke Zhu, Yang Zou	
THE APPLICATION AND INFLUENCE OF ARTIFICIAL INTELLIGENCE IN THE FINANCIAL	
SECTOR AND ITS COUNTERMEASURES	66
Xin Yang, Xiajun Yi, Chunting Wu	
STUDIES ON THE EFFECT OF FINTECH ON CHINESE ECONOMY AND ITS DEVELOPMENT PATH	70
Xin Yang, Huiyin Zheng, Xiajun Yi	/0
RESEARCH ON THE CONSTRUCTION OF TEA MARKETING INFORMATION SERVICE	
PLATFORM OF SHAANXI PROVINCE UNDER THE BACKGROUND OF "INTERNET +"	74
Wei Sun, Mengjia Yao, Mengjing Wang, Fan Yu	, , ¬
RESEARCH ON COUNTERMEASURES FOR SCIENCE AND TECHNOLOGY SECURITY	
PROBLEMS IN NATIONAL DEFENSE SCIENCE AND TECHNOLOGY INDUSTRY	77
Demei Sun, Shan Lu, Yingying Sun	

APPLICATION AND EXPLORATION OF VIRTUAL SIMULATION EXPERIMENT	0.1
TECHNOLOGY IN MEDICAL COMPREHENSIVE DESIGN EXPERIMENTLiping Yang, Fengjuan Ye, Mingmin Pan	81
STUDY ON THE COMPETITIVENESS OF TRADITIONAL CHINESE MEDICINE	
ENTERPRISES BASED ON THE FACTOR ANALYSIS	85
RESEARCH ON THE INTEGRATION OF MAKER EDUCATION AND PRACTICAL TEACHING	
OF AUTOMATION MAJOR	89
Guihua Yang, Huaihui Li	
ON THE DEVELOPMENT OF CHINESE CULTURAL AND CREATIVE INDUSTRY THROUGH	
"KING OF THE FOREST" AND "THE LION KING"	93
Zheqian Liu, Zhiqiang Liu STUDY ON THE DEVELOPMENT OF QIONGLAI MODERN AGRICULTURAL SEED	
INDUSTRY PARK	98
Ge He	
EXPLORING THE PATH ON CULTIVATING STUDENTS' INNOVATION ABILITY IN PRIVATE NORMAL UNIVERSITY	102
Haixia Wu	10.0
EMOTIONAL ANALYSIS OF E-COMMERCE ONLINE COMMENT DATA	106
AN EMPIRICAL STUDY ON THE PUBLIC RECOGNITION OF "FIRST-TREATMENT IN THE	
COMMUNITY HOSPITAL" BASED ON THE HIERARCHICAL DIAGNOSIS SYSTEM IN TIANJIN	110
Yueying Liang, Jian Zhang	
RESEARCH ON THE CONSTRUCTION OF UNIVERSITY CURRICULUM MAP SUPPORTED	
BY BIG DATA	114
Fan Yang, Yue Wang RESEARCH ON BUSINESS MODELS INNOVATION PATH FOR ELECTRICAL POWER	
SUBSTITUTION UNDER "THREE TYPES AND TWO NETWORKS"	117
Wei Wang, Xin-he Zhang, Gang Sun	
INTEGRATE COLLABORATIVE AND INNOVATION CONCEPTS INTO BIG DATA MAJOR'S	
CONSTRUCTION	121
Shaolin Li	
CULTURAL AWARENESS IN THE TEACHING OF SHANGHAINESE IN SHANGHAI KINDERGARTENS	125
Yan-Yan Li	123
SUPERVISOR DEVELOPMENTAL FEEDBACK AND EMPLOYEE JOB PERFORMANCE:	
CHAIN MEDIATION OF EMOTIONAL INTELLIGENCE AND FEEDBACK SEEKING	128
Kun Zhang, Xin Zhu	
RESEARCH ON THE CULTIVATION OF TEACHERS' INFORMATIZATION ABILITY IN	100
HIGHER VOCATIONAL COLLEGESLin Chen	132
STUDY ON THE CONSTRUCTION OF THE SERVICE SYSTEM FOR INTELLECTUAL	
PROPERTY IN CHINESE UNIVERSITIES UNDER THE NEW NORMAL OF INNOVATION-	
DRIVEN	137
Xin Wen, Min Zhou, Zixiang Wang	
THE EFFECT OF ANTI-CORRUPTION ON THE ORGANIZATIONAL CLIMATE OF	
GOVERNMENT DEPARTMENTS AND THE ATTITUDES OF CIVIL SERVANTS	142
Jianglin Ke, Xiaocen Yan ANALYSIS OF PROBLEM OF "GREEN TAX SYSTEM" IN CHINA	1.40
Jiahang Huo	140
RESEARCH ON THE OPTIMIZATION OF DEA BASED ON THE PERSPECTIVE OF	
CUSTOMER SATISFACTION—A CASE STUDY OF COMPULSORY EDUCATION SERVICE	152
Suli Hao, Fenfen Shi, Qinghua Hao	
PROBLEMS AND COUNTERMEASURES OF TARGETED POVERTY ALLEVIATION	
PERFORMANCE EVALUATION	159
Wei Wei CROSS-BORDER MARKETING MODE FOR COMMERCIAL BANKS IN MOBILE INTERNET	
ERAERA	163
Xuehong Zhao	

INTEGRATING SOCIAL ENTREPRENEURSHIP INTO HIGHER EDUCATION IN THE NEW	1
ERA	166
Liqing Li, Feng Yuan PROMOTING OF DEVELOPMENT WITH THE ASSISTANCE OF FINANCIAL TECHNOLOGY	172
Li Zhang, Nan Lin	
EXPLORATION OF CURRICULUM REFORM OF DIGITAL MEDIA ART SPECIALTY UNDER INTERDISCIPLINARY BACKGROUND	175
Zifei Kong	
RESEARCH ON THE CORRELATION BETWEEN COLLEGE STUDENT'S LIVING HABITS AND PHYSICAL HEALTH—TAKING DALIAN NEUSOFT UNIVERSITY OF INFORMATION	150
AS AN EXAMPLE	1/9
PRACTICE AND EXPLORATION OF THE "3231" EDUCATION SYSTEM FOR THE SECOND	
CLASSROOM OF JILIN INSTITUTE OF CHEMICAL TECHNOLOGY	18/
Yuchi Xie	104
MOTIVATIONAL MOLDING SPIRIT WITH CONTEMPORARY CORE VALUES—"5331"	
NATIONAL DEFENSE EDUCATION IN VOCATIONAL COLLEGES AND FOSTERING THE	
SPIRIT OF THE PROJECT FOR FOUNDING SOULS	188
Wence Liu	
RESEARCH ON THE CONSTRUCTION OF PROFESSIONAL MANAGER IN STATE-OWNED ENTERPRISES	192
Xingyuan Huang, Yangyang Si	
SEVERAL MISCONCEPTIONS ABOUT ONLINE EDUCATION	195
Lei Yu, Yutong Qi, Zhenguo Qi	
RESEARCH ON THE EFFECTIVENESS OF OUTCOME-BASED EDUCATION IN THE	100
WORKPLACE COMMUNICATION CURRICULUM OF UNDERGRADUATES	199
ANALYSIS ON THE IMPROVEMENT OF JOB SATISFACTION OF EMPLOYEES IN SMALL	
ANALYSIS ON THE INFROVEMENT OF JOB SATISFACTION OF EMFLOTEES IN SMALL AND MEDIUM-SIZED SCIENCE AND TECHNOLOGY ENTERPRISES	203
Mou-sheng Liu	203
APPLICATION OF SIMULATION NEGOTIATION TEACHING METHOD IN THE COURSE OF	
"BUSINESS NEGOTIATION" FOR CADETS	207
Yuanli Zhao, Yunpeng Xiao, Xi Chen, Jiansong Li	
RESEARCH ON THE ROLE OF ALGORITHM TRANSPARENCY IN ALGORITHM	
ACCOUNTABILITY	211
Weimin Ouyang	
PIANO TEACHING MODE IN NORMAL UNIVERSITY GUIDED BY EMPLOYMENT DEMAND	215
— TAKING SICHUAN MINZU COLLEGE AS A CASE STUDY	215
FARMERS' WILLINGNESS AND INFLUENCING FACTORS TO PURCHASE FOREST	
INSURANCE—A CASE STUDY ON SIX COUNTIES (FLAG) OF WESTERN CHINA	219
Ling Zhi, Quan Liu, Guo-xiang Xue	217
EXPLORATION AND PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION IN	
MECHANICAL DESIGN COURSE	224
Wangyuan Zong, Hong Chen, Hong Zhai, Haibing Pan	
EXPLORATION OF PROGRAMMING THINKING TEACHING BASED ON GAME	
DEVELOPMENT—TAKING "SCRATCH" AS AN EXAMPLE	227
Huan-Song Yang, Nan Zhang, Zhuo-quan Wang	
DOCK WITH INTERNATIONAL STANDARDS & DEVELOP SINO-FOREIGN COOPERATION—REFORM AND EXPLORATION OF ACCOUNTING CIMA PROGRAM	222
Zheng Li, Nianci Huang	232
THE MARKETING PLAN FOR LOUIS VUITTON'S ENTRY INTO THE MARKET OF	
CAMBODIA	237
Xiaofang Guo, Li Zhang	201
PROSPECTS FOR THE DEVELOPMENT OF SHARED TOURISM ACCOMMODATION IN	
CHINA: FROM SPACE SHARING TO CULTURE SHARING—TAKING AIRBNB BEIJING AS	
AN EXAMPLE	241
Weiwei Qiu, Yiming Zhong, Wei Wei	
A NEW EXPERIMENT TEACHING MODE FOR NETWORK SECURITY & LAW	2.7
ENFORCEMENT MAJOR TO MEET THE NEED OF NEW ENGINEERING TALENT TRAINING	247
Zhijun Liu, Ning Wang	

EFFECTS OF IMITATION WRITING ON WRITING QUALITY OF ENGLISH MAJORS WITH	
DIFFERENT PROFICIENCY	251
Chen Chen	
ON THE TEACHING OF AXIOMATIC PROBABILITY FOR STUDENTS OF SCIENCE AND	
ENGINEERING	257
Kunping Zhu	
CODE-SWITCHING FOR BILINGUAL STUDENTS	262
Yu Sun	
STUDY ON THE PROTECTION OF INTANGIBLE CULTURAL HERITAGE AND THE	
UTILIZATION OF RURAL TOURISM—TAKING YANGLIUQING TOWN, XIQING DISTRICT,	2
TIANJIN AS AN EXAMPLE	266
Zhida Wang, Hongmei Gao, Jingjing Bing	
EXTRACURRICULAR FRAGILE TIME-DRIVEN COMPUTER PROGRAMMING COURSES	270
TEACHING DESIGNING BASED ON MOBILE INTERNET AND BIG DATA	270
Gang Wang, Hui Xiao, Shiting Wen, Huanjie Hong	27.4
RESEARCH ON CHINA-US ECONOMIC AND TRADE RELATIONS Pengchong Li, Yongping Niu	2/4
THE INDUSTRIAL CONVERGENCE, INTEGRATION, OR SYNCRETIC BETWEEN CHINA AND THE COUNTRIES ALONG THE B&R: CONCEPTUAL AND EMPIRICAL	
	270
CLARIFICATION	278
INVESTIGATION AND THOUGHTS ON CULTIVATING COLLEGE STUDENTS' LEADERSHIP	
UNDER THE MODE OF "SHUANGWEI" PRACTICE QUALITY EDUCATION	201
Yingmei Peng, Xingyu Ding, Zhibin Zhong, Yunfeng Liu	201
FLIPPED CLASSROOM TEACHING BASED ON MASSIVE OPEN ONLINE COURSE: A NEW	
CRIMINOLOGY TEACHING METHOD	285
Aijiao Liu, Ting Zhao	203
RESEARCH ON BUSINESS MODEL INNOVATION OF SHORT VIDEO ENTERPRISES FROM	
THE PERSPECTIVE OF COMMUNITY ECONOMY—TAKING "DOUYIN" AS AN EXAMPLE	289
Saijun Xu, Yiqun Li, Binyue Sun, Xia Xiao, Sitian Li	207
THE APPLICATION OF "LBL+CBL+PBL+RBL" FOUR-TRACK MODEL IN MODERN	
CHINESE TEACHING.	296
Liwei Fu	2>0
WEATHER IMPACTS ON CHINESE STOCK RETURN—EVIDENCE FROM 7 CITIES IN	
CHINA	299
Yun Sun, Haomin Zhang, Pu Wu, Shaosong Wang	
INDIA'S PROTECTIONISM IN ITS SERVICES EXPORTS—EVIDENCE FROM THE	
CHANGING SERVICES EXPORT PROMOTION INDICATOR DURING 1980–2018	302
Yu Hong, Yumeng Yang, Kexuan Yu, Aijing Hu	
DISCUSSION ON THE DISCOURSE RIGHT CONSTRUCTION OF IDEOLOGY IN	
UNIVERSITIES IN THE NEW MEDIA TIME	306
Yuhong Ma, Bin Sun, Hongliang Wei	
THE INTEGRATION OF IDEOLOGICAL AND POLITICAL WORK INTO THE SPIRIT OF	
CRAFTSMAN IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF	
POLITICS AND GOVERNANCE	309
Fei Sun, Pan Zhao	
THE EVALUATION AND ENLIGHTENMENT OF STUDENT LOAN POLICY FOR HIGHER	
EDUCATION IN AUSTRALIA	313
Yi Chen, Kexin Han	
AN INTEGRATED TEACHING MODE INCORPORATING CONTEST, TEACHING, AND	
LEARNING—TAKING THE 3DDS CONTEST AS AN EXAMPLE	317
Ruhe Zhao, Xian Liu, Cong Li, Sanyan Li	
RESEARCH ON PRACTICE TEACHING STRATEGY OF ACCOUNTING INFORMATION	
SYSTEM BASED ON COMPETENCY MODEL	321
Suli Hao, Tian Gao, Qinghua Hao	
THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION ON EMPLOYMENT QUALITY	
AND ITS OPTIMIZATION STRATEGY IN COLLEGES AND UNIVERSITIES	328
Tianwen Liu, Yunsong Huang, Mingche Cong, Shuang Li	

PRACTICAL RESEARCH ON GRADUATES' EMPLOYMENT QUALITY MONITORING IN	
VOCATIONAL COLLEGES—TAKING THE DEMAND OF EXPANDING EMPLOYMENT	
INFORMATION MONITORING IN HUNAN JUDICIAL POLICE VOCATIONAL COLLEGE AS	
AN EXAMPLE	332
Hui Tang	
RESEARCH ON PATH OF IMPROVEMENT FOR CHINESE ADMINISTRATION SERVICE	
EFFICIENCY FROM THE PERSPECTIVE OF STANDARDIZATION	337
Hui Liu	
INVESTIGATION AND ANALYSIS ON ACADEMIC BEHAVIOR OF POSTGRADUATE	
STUDENTS IN TEN UNIVERSITIES IN SICHUAN PROVINCE	342
Yuan He, Hong Xu	
DEVELOPMENT PROPOSAL OF FECV BASED ON LIFE CYCLE COST	346
Yun Cai, Yiqiang Peng, Mengnan Guo, Zongling Huang, Shengming Han, Xue Luo	
THOUGHTS ON ACCELERATING THE DEVELOPMENT OF FCEV INDUSTRY IN SICHUAN	
PROVINCE	350
Yun Cai, Mengnan Guo, Zongling Huang, Shengming Han, Xue Luo	
ONLINE AND OFFLINE HYBRID TEACHING PRACTICE BASED ON "PAD" CLASS	354
Huiwei Chen, Yuliang Zhang, Fei Feng, Na Liu	
RESEARCH AND TEACHING PRACTICE ON EXPERIMENT COURSE OF STM32-EMBEDDED	
MICROCONTROLLER	357
Jialin Song, Hui Meng	
ANALYSES OF THE WAY TO FOSTERING THE INTEGRITY AWARENESS OF COLLEGE	
STUDENTS TO HIGHLIGHT THE POLITICAL ELEMENTS	361
Xi Chen	
THE RESEARCH ON COUPLING SYNERGY AND INFLUENCING FACTORS OF	
TECHNOLOGICAL INNOVATION AND STANDARDIZATION	366
Huan Chen, Yi-bing Tang	
RESEARCH ON THE REFORM OF ID COURSE UNDER THE BACKGROUND OF 3E—A CASE	
STUDY OF ID IN SICHUAN NORMAL UNIVERSITY	370
Tianhai Zhang, Yaqin Qu, Yanhua Wen, Chen Wang, Yimin Guo, Xiaorui Zhang	
TEACHING DESIGN AND APPLICATION OF ELECTROMECHANICAL COMPREHENSIVE	
EXPERIMENTAL COURSE	374
Yanying Wang	
APPLICATION OF PROJECT PROGRESS MANAGEMENT BASED ON BUILDING	
INFORMATION MODELING	379
Jixue Zou, Haoqiang Wang, Yu Lei	
THE APPLICATION OF MUSIC RESOURCES IN THE PROCESS OF IDEOLOGICAL AND	
POLITICAL EDUCATION UNDER THE VIEW OF HUMANISM EDUCATION	382
Meifan Zhu, Wenjing Ai	
THE THEORETICAL THINKING ON EDUCATION INTERMEDIARY EVALUATION FOR	
PROFESSIONAL DEGREE GRADUATE IN CHINA	387
Zhaojuan Fan	
BUILDING THREE-DIMENSIONAL PLATFORM FOR INTERNATIONALIZED TEACHING	
MODEL—TAKING THE COURSE OF GLOBALIZATION AND WORLD POLITICS AS AN	
EXAMPLE	391
Shurong Zhao, Menghan Tan, Xue Tian, Wenxue Fan	
THE EXPERIENCE AND ENLIGHTENMENT OF THE REFORM AND DEVELOPMENT OF	
HIGHER ENGINEERING EDUCATION IN TAIWAN	396
Meng Zhang, Jie Li, Haixin Sun	
A LITERATURE REVIEW ON THE INHERITANCE MODEL OF FAMILY BUSINESS	399
Kaiyan He, Jintao Yan	
IS INTERGENERATIONAL INHERITANCE OF FAMILY BUSINESS PROMOTING	
INNOVATION OR HINDERING INNOVATION? —DEBATE AND INTEGRATION	402
Jintao Yan, Kaiyan He	
RESEARCH ON THE TRIPARTITE COLLABORATIVE EDUCATION MODEL OF "SCHOOL-	
ENTERPRISE-RESEARCH BASE" —TAKING THE ENVIRONMENTAL DESIGN PROFESSION	
AS AN EXAMPLE	405
Wei Sun	
RESEARCH ON POSTGRADUATE CULTIVATION QUALITY IN CHINA: A BIBLIOMETIRC	
ANALYSIS	409
Pengbin Gao, Yiduo Song	

STOCK PRICE JUMP-DIFFUSION PROCESS MODEL BASED ON FRACTIONAL BROWNIAN MOTION THEORY	413
Hui Ma, Yang Li	
MEASURING COLLEGE STUDENTS' MOTIVATION: VALIDITY EVIDENCE FOR THE	
MUSIC MODEL OF ACADEMIC MOTIVATION INVENTORY	418
Ming Li	
RESEARCH ON MARKETING STRATEGY INNOVATION OF XI'AN SMALL AND MEDIUM-	
SIZED PRIVATE ENTERPRISES IN THE ERA OF NEW MEDIA AND ARTIFICIAL	
INTELLIGENCE	421
Chunli Huang	
EMPIRICAL STUDY OF THE IMPACTS OF MANAGERIAL INCENTIVES ON FIRMS' RISK-	
BEARING—COMPARISON OF DIFFERENT GROWTH LISTED COMPANIES	425
Haihong Li, Yufei Wang	
SUMMARY OF OPERATION AND MAINTENANCE WITH BIM TECHNOLOGY FOR LARGE	
COMMERCIAL COMPLEX ARCHITECTURE	429
De Xu	
A STUDY ON POVERTY ALLEVIATION MECHANISM OF JINGGANGSHAN TOURISM	433
Shuhuai Duan	
CULTIVATION PATH OF MEDICAL STUDENTS' TACIT PROFESSIONAL QUALITY IN THE	
AGE OF "WISE INFORMATION TECHNOLOGY OF 120" BASED ON THE FRAMEWORK OF	4.00
COLLABORATION BETWEEN MEDICINE AND EDUCATION	439
Tingting Chen, Wangting Li, Xianchun Wen, Han Lin	
STUDY ON THE INTEGRATION AND DEVELOPMENT OF CHINESE FILIAL PIETY	4.40
CULTURE AND LIFE PRESERVING INDUSTRY IN PANZHIHUA	443
Xiying Fan	116
RESEARCH ON CONSUMER DEMAND OF TOURIST SOUVENIRS IN CHINA MARKET	446
Meimei Cao, Yi Feng	
TO PRACTICE "FOUR-INTEGRATION" TALENT TRAINING MODE AND PROMOTE DEEP	451
INTEGRATION OF SCHOOLS AND ENTERPRISES Rui-Hua Wang	431
THE RESEARCH ON THE DEVELOPMENT PROBLEMS AND COUNTERMEASURES OF	
CROSS-BORDER E-COMMERCE IN LIAONING PROVINCE	151
Xiu-dan Huang	434
HOW TO COOPERATE WITH ONE BELT AND ONE ROAD COUNTRIES ON INDUSTRIAL	
INFORMATION SECURITY INDUSTRY	157
Peng Hou, Xinzhu Cai	437
A STUDY OF THE STANDARDIZATION OF TALENTS FLOW AMONG CHINA'S	
UNIVERSITIES UNDER THE BACKGROUND OF "DOUBLE FIRST-CLASS" STRATEGY	461
Bin Zhang, Pengfei Ren	
CONSTRUCTION OF "GOLDEN COURSES" FOR HIGHER VOCATIONAL WATER	
CONSERVANCY MAJORS: CURRENT SITUATION, PROBLEMS, AND SOLUTIONS	465
Rendong Jin	
RESEARCH ON THE INFLUENCE OF INTERNAL CONTROL QUALITY OF STATE-OWNED	
LISTED COMPANIES ON INVESTMENT EFFICIENCY	469
Yansong Cai, Yuanyuan Cui	
THE APPLICATION AND PERFECTION OF LAW MOOC	473
Jing-fang Zheng	
MATHEMATICAL MODELING CONTEST BASED INNOVATIVE TALENTS CULTIVATION	
AND HIGHER MATHEMATICS TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES	477
Xiaoping Jiang	
RESEARCH ON THE CULTIVATION OF TALENT CREATIVITY IN ADVANCED	
MANUFACTURING ENTERPRISES—TAKING THE REPORT ON CHENGDU	
AGRICULTURAL MACHINERY AS AN EXAMPLE	481
Huijun Xia, Guiqing Li, Pei Ji	
APPLICATION OF MIND MAPPING IN EMERGENCY NURSING TEACHING FOR NURSING	
STUDENTS IN HIGH VOCATIONAL COLLEGES	485
Bo Jing, Qingrong Qin, Dongming Sun	
THE CURRENT TEACHING SITUATION AND COUNTERMEASURES OF "TIBETAN STRING	
HU" PERFORMANCE COURSE IN NATIONALITY UNIVERSITIES	489
Lian Zhou	

RESEARCH ON ACADEMIC ACHIEVEMENTS OF THREE DOMESTIC PETROLEUM	
UNIVERSITIES BASED ON PA DATABASE FROM THE PERSPECTIVE OF LANGUAGE	
SERVICE	492
Yali Liu	
EMPIRICAL ANALYSIS OF FINANCIAL RISKS OF CORPORATE M&A BASED ON BIG DATA	496
Xiao-xiao Deng	
IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN CHINA'S	
FOREIGN LANGUAGE TEACHING	500
Qianmei Li, Ruiyun Zeng	500
ANALYSIS ON THE EFFECT OF METACOGNITION INTERVENTION COMBINED WITH	
GROUP PSYCHOLOGICAL COUNSELING ON COLLEGE STUDENTS' DEPRESSION	~ 0.4
PSYCHOLOGY	504
Rong Zhen, Huajie Sui, Yan Liu	
EXPLORATION ON TEACHING REFORM OF MATERIAL MECHANICS COURSE BASED ON	
IDEOLOGICAL AND POLITICAL CULTIVATION	507
Ruiying Shao, Juan Song, Hongjun Wang, Weiwei Ge	
RESEARCH ON THE APPLICATION OF FLIPPED CLASSROOM IN ENGINEERING	
MANAGEMENT TEACHING—TAKING ENGINEERING EVALUATION AS AN EXAMPLE	510
Haitao Yu, Lixia Wang	
RESEARCH ON THE IMPACT OF HOSPITAL INFORMATION SYSTEM USE ON DOCTORS'	
JOB PERFORMANCE	513
Cuiyue Zhu, Jian Zhang	
FEASIBILITY AND COUNTERMEASURES OF PROMOTING HARMONIOUS AND	
BEAUTIFUL RURAL CONSTRUCTION WITH TRADITIONAL CHINESE MEDICINE	
	£1.7
CULTURE	51/
Li Wang, Qiao Liu, Suzhen Yu	
RESEARCH ON THE APPLICATION OF INTELLIGENT EDUCATION BASED ON NEW	
MEDIA ENVIRONMENT IN THE COMPREHENSIVE ABILITY TRAINING OF MECHANICAL	
STUDENTS	521
Changjun Wu, Qiaohua Wang, Ansheng Li, Xiaoyun Gong	
SALES PROMOTIONS AND BRAND EQUITY: THE MODERATING ROLE OF PRODUCT	
TYPE	524
Zhengshun Shen	
MODERN INFORMATION TECHNOLOGY PROVIDES AN INNOVATIVE MODEL FOR	
COLLEGE ENGLISH TEACHING	529
Dan Li	
THE INTEGRATION OF MODERN INFORMATION TECHNOLOGY AND COLLEGE	
ENGLISH TEACHING TO IMPROVE THE EFFECTIVENESS OF ENGLISH TEACHING	533
Dan Li	
	527
CONSTRUCTION AND APPLICATION OF VIDEO RESOURCES IN MOOC ERA	337
Hongwen Sun	
ANALYSIS OF CHINA'S SERVICE TRADE COMPETITIVENESS UNDER THE "BELT AND	
ROAD" INITIATIVE	541
Rong Wang	
RESEARCH ON A BLENDED TEACHING METHOD BY OBE MODEL	544
Xuelian Niu, Lian Zhang	
THE ENLIGHTENMENT OF DELEUZE'S GENERATIVE THOUGHT TO ART EDUCATION	
MANAGEMENT IN COLLEGES AND UNIVERSITIES	548
Liying Shang, Rujuan Wang	
POSITIVE STUDY ON THE INTERNATIONAL COMPETITIVENESS OF CHINA'S COTTON	
PRODUCTSPRODUCTS	552
Chunxiang Liu, Yalan Gao	332
THE IMPACT OF INTERNET FINANCE ON CHINA'S RESIDENTS' CONSUMPTION	557
Xuanjie Zhang	
THE IMPACT OF HIGH-SPEED RAILWAY OPENING ON THE INCOME GAP BETWEEN	
URBAN AND RURAL AREAS	564
Hongjie Bao, Yilong Wang	
EXPLORATION AND PRACTICE OF ENGINEERING MANAGEMENT PROFESSIONALS	
TRAINING BASED ON THE INTERNET AND BIM	568
Lihui Rong	
♥	

RESEARCH ON THE OPTIMIZATION OF LOGISTICS DISTRIBUTION PATH OF TIANYANG FRUIT AND VEGETABLE DISTRIBUTION CENTER IN GUANGXI PROVINCE	572
Zhigao Liao, Qiulou Yang	
APPLICATION OF EXPERIMENTAL INQUIRY TEACHING MODE IN CULTIVATING	
STUDENTS' CHEMISTRY KEY COMPETENCY—THE EXPERIMENTAL INQUIRY OF THE	
OXIDATION OF NITRIC ACID	576
Xinyao Lou, Qiong Wu, Rongxin Tan	
EXPLORATION ON TEACHING REFORM OF ENVIRONMENTAL DESIGN FROM THE	
PERSPECTIVE OF INHERITING REGIONAL CULTURE	590
Ye Wang	
RESEARCH ON THE DEVELOPMENT OF VOCATIONAL EDUCATION TALENTS IN NINGBO	
DURING THE 14TH FIVE-YEAR PLAN PERIOD	50 1
Shaoying Wang, Fan Fei, Huiling Pan	384
RESEARCH ON CARBON EMISSION REDUCTION AND PRICING IN DUAL-CHANNEL	
RESEARCH ON CARBON EMISSION REDUCTION AND PRICING IN DUAL-CHANNEL SUPPLY CHAIN WITH FAIRNESS CONCERNS	5 00
Lin Deng, Zhigao Liao, Xueying Cao	
A STUDY OF THE TEACHING REFORM OF PRACTICAL ABILITY CULTIVATION IN	
FORMATIVE EVALUATION OF HEALTH REGULATIONS	504
Tao Wu, Juan Song, Li Jiang, Shanshan Mei	
DISCUSSION ON THE DEVELOPMENT OF SCHOOL-ENTERPRISE COOPERATION UNDER	
THE PRACTICE TEACHING OF DESIGN MAJOR OF COLLEGES AND UNIVERSITIES	507
Hui Mu, Yumei Cui	
EVALUATION OF ECOLOGICAL BENEFITS OF HIGH-STANDARD FARMLAND	
CONSTRUCTION AND ANALYSIS OF REGIONAL DIFFERENCES BETWEEN THE EAST AND	
THE WEST—BASED ON THE STUDY OF JINTANG COUNTY IN SICHUAN PROVINCE AND	c01
YONGTAI COUNTY IN FUJIAN PROVINCE	601
Yuqing Feng, Xiaotian Li, Xiaoping Zhou	
CULTIVATION OF STUDENTS' CRITICAL THINKING ABILITY THROUGH CLIL MIXED	
TEACHING MODEL—A CASE STUDY OF "AN INTRODUCTION TO ENGLISH	
LITERATURE"	606
Shaojun Duan	
ANALYSIS OF CHINA'S EMERGENCY MANAGEMENT SYSTEM REFORM FROM THE	611
PERSPECTIVE OF BIG DATA	611
Tingyang Li	
E-GOVERNMENT PROJECT EVALUATION BASED ON THE THEORY OF LIFE-CYCLE	c1.5
MANAGEMENT	615
Wan Wang, Yunpeng Ge	
BUILDING DISTINCTIVE POSTGRADUATE PROGRAMS AT AN ORDINARY UNIVERSITY: A	610
CASE STUDY OF THE MTI PROGRAM AT SOUTHWEST MINZU UNIVERSITY OF CHINA	619
Xia Jiang	(22
RESEARCH ON COLLABORATIVE SELECTION OF COMPLEX PRODUCT SYSTEMS	623
Sai Zhang, Fengke Wang	
AN EMPIRICAL ANALYSIS OF THE DEVELOPMENT OF STOCK MARKET AND THE	62 0
INCOME GAP BETWEEN URBAN AND RURAL AREAS	628
Guozheng Hao	
THE STATUS QUO CHARACTERISTICS AND INNOVATIVE RESEARCH OF IDEOLOGICAL	
AND POLITICAL EDUCATION OF POSTGRADUATES AT THE UNIVERSITIES OF FINANCE	
AND ECONOMICS	632
Xinxin Zhang, Lei Jiao	
DISCUSSION ON THE SIMULATION TRAINING THOUGHT OF HELMSMAN	
MANIPULATION SKILL TRAINING COURSE	636
Haipeng Zhang, Xiangpeng Zhang, Xiao Zhang, Xiayu Ai	
RESEARCH ON THE PATH AND COUNTERMEASURE OF INTELLIGENT	
MANUFACTURING REFORM IN WUHAN	641
Yi Gu, Chenwei Zhao	
RESEARCH ON THE TEACHING DESIGN AND EXPERIMENT IN PHYSICS EDUCATION AT	
A JUNIOR HIGH SCHOOL BASED ON STEAM EDUCATION AND 6E LEARNING PROCESS	647
Li An, Jin-Wen Yang	
RESEARCH ON COOPERATIVE EMISSION REDUCTION STRATEGY FOR SUPPLY CHAIN	
CONSIDERING YIELD UNCERTAINTY AND LOW CARBON PREFERENCE	657
Xueying Cao, Zhigao Liao, Lin Deng	

A PILOT INVESTIGATION OF MEASURING LANGUAGE LEARNING APTITUDE IN ADULTS	
NEUROPHYSIOLOGICALLY	663
Jinxing Yue, Jiayin Li, Yao Wang, Yifei He	
RESEARCH ON ENTREPRENEURSHIP IN THE BACKGROUND OF SHARING ECONOMY	667
Pei Ji, Guiqing Li, Huijun Xia	
STUDY ON THE CONSTRUCTION OF THE MULTI-DIMENSIONAL EVALUATION SYSTEM	
FOR TEACHING QUALITY IN CHINESE COLLEGES AND UNIVERSITIES UNDER THE	
BACKGROUND OF EMERGING ENGINEERING	671
Liangqian Fan, Weike Ding, Zhuying Zhou, Xianda Wang, Jiaxin Miao, Wei Chen	
TRAINING OF INTELLIGENT MAINTENANCE TALENTS FOR THE MECHANICAL	
SPECIALTY FOR INTELLIGENT MANUFACTURING	675
Xiaoyun Gong, Guofu Luo, Hongwei Li, Changjun Wu	
CORPORATE SOCIAL RESPONSIBILITY INFORMATION DISCLOSURE RESEARCH	679
Juan Wang, Liping Lin	
INNOVATIVE REFORM IN TEACHING OF FOUNDATION OF MACHINE MANUFACTURING	
TECHNOLOGY COURSE	683
Wen-Bin He, Xiao-Ke Li, Jin-Guang Du, Yang Cao, Kun Liu, Jun Ma	
DISCUSSION ON THE REFORM OF TEACHING METHODS OF MECHANICAL DRAWING	686
Qingran Hu	
MADM APPROACH FOR EVALUATING LEARNING COMMUNITY-BASED PROGRAMS FOR	
STUDENTS: IVDHF_UUBLS-VIKOR	689
Junling Zhang, Xiaowen Qi	
RESEARCH ON THE INFLUENCE OF INTERNAL CONTROL QUALITY ON THE GROWTH	
OF SMES	693
Xiaodan Yang, Baofeng Li	
CONSTRUCTION AND EVALUATION OF MANAGEMENT SERVICE INDEX SYSTEM OF	
INNER MONGOLIA HOSPITAL FOR THE NATIONALITIES	698
Huilin An	
Author Index	