

# **International Academic Conference on Frontiers in Social Sciences and Management Innovation (IAFSM 2019)**

Advances in Social Science, Education and Humanities  
Research Volume 403

Beijing, China  
28 – 29 December 2019

**Editor:**

**Sang-Bing Tsai**

ISBN: 978-1-7138-0714-8

**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© (2020) 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](mailto:contact@atlantis-press.com)

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=iafsm-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](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# TABLE OF CONTENTS

A WEARABLE URINALYSIS DEVICE BASED ON INCLUSIVE DESIGN THEORY.....	1
<i>Hao-Tian Zhang, Zhao-Chu Yang, Tao Dong</i>	
THE RESEARCHES DETECTION METHOD OF ILLEGAL PARKING BASED ON CONVOLUTIONAL NEURAL NETWORK.....	7
<i>Xue-Hong Jiang, Hui-Li Feng, Shi-Yue Li</i>	
APPLICATION OF NEURAL NETWORK IN IMAGE DETECTION OF ILLEGAL BILLBOARDS.....	12
<i>Xue-Hong Jiang, Hui-Li Feng, Yi-Jie Dong</i>	
TEACHING METHOD DESIGN IN ENGINEERING BIDDING COURSE BASED ON INTEGRATION OF PROBLEM CHAIN AND MIND MAP.....	17
<i>Yu-Long Li, Meng-Jia Li, Fan Yang</i>	
RESEARCH ON MULTI-SOURCE INFORMATION FUSION TECHNOLOGY.....	24
<i>Hong-Xia Li, Xiao-Fei Guo</i>	
RESEARCH ON CHONGQING’S URBAN COMPETITIVENESS GUIDED BY BECOMING AN INTERNATIONAL METROPOLIS .....	29
<i>Xiao-Yu Tang, Yuan Fu, Gui Ye</i>	
ANALYSIS OF ENTERPRISE SAFETY PRODUCTION GOVERNANCE STRUCTURE BASED ON EVOLUTIONARY GAME .....	38
<i>Hong-Xia Li, Ying-Ying Xin</i>	
REGIONAL DIFFERENCES BETWEEN TRANSPORTATION INFRASTRUCTURE CONSTRAINTS AND REAL ESTATE DEVELOPMENT INVESTMENT—PANEL DATA ANALYSIS AT THE CHINA AND REGIONAL LEVELS .....	42
<i>Jing Li, Yi Yang, Wen-Wen Zhou</i>	
STUDY ON THE INFLUENCING FACTORS OF POPULATION SIZE IN CHINA MEGA- CITIES .....	48
<i>Yu-Wei Gong, Yan-Ming Lv, Meng-Xue Chen</i>	
EXECUTIVE POWER, SOCIAL CAPITAL, AND STOCK CRASHES .....	55
<i>Zhi-Qiang Liu, Tong Zhou</i>	
RESEARCH ON DEVELOPMENT OF HEALTH TOURISM PRODUCTS IN QINLING MOUNTAINS.....	64
<i>Jing-Ting Zong, Jing Sun, Jian-Miao Dai, Fu-Mei Rao</i>	
ANALYSIS OF REGIONAL DIFFERENCES IN COMPREHENSIVE PERFORMANCE OF SCIENTIFIC RESEARCH INSTITUTIONS IN CHINA (AN EMPIRICAL STUDY BASED ON FA-SFA MODEL).....	72
<i>Yu-Cen Wei, Hui-Jun Liu</i>	
CONSTRUCTION OF EVALUATING INDEX SYSTEM FOR MANAGEMENT MODERNIZATION OF AGRICULTURAL WATER ENGINEERING.....	81
<i>Yuan-Ping Cao, Ying Song</i>	

THE RESEARCH ON DESIGN AND APPLICATION OF BLENDED LEARNING MODE BASED ON SMART VOCATIONAL EDUCATION CLOUD PLATFORM .....	87
<i>Xue-Feng Zhao, Dong-Tao Sun</i>	
ANALYSIS ON THE REGIONAL ECONOMIC MANAGEMENT FROM PERSPECTIVES OF COORDINATED DEVELOPMENT .....	93
<i>Shao-Fang Sun</i>	
RELIGIOUS CULTURE AND CORPORATE AGENCY COSTS1 .....	99
<i>Zhi-Qiang Liu, Zhi-Ning Pan</i>	
RESEARCH ON INFLUENCING FACTORS OF EMERGENCY ABILITY AMONG COLLEGE STUDENTS.....	107
<i>Guang-Li Li, Gang Xiong, Dan Zhang, Min-Jie Ma, Jun-Jie Chang</i>	
THE SUCCESSFUL CASES OF INLAND FREE TRADE ZONES AND INSPIRATIONS TO CHINA .....	114
<i>Peng-Hao Ye, Hua-Rong Zhang</i>	
COLLABORATIVE CONTROL OF SUPPLY CHAIN RISK IN BIG DATA ENVIRONMENT .....	120
<i>De-Yi Dai</i>	
ON THE EMBODIMENT OF “HARMONY BUT NOT UNIFORMITY” IN HAKKA EARTH BUILDINGS .....	124
<i>Jing Xu</i>	
RELIGIOUS CULTURE AND THE QUALITY OF CORPORATE INFORMATION DISCLOSURE1 .....	129
<i>Zhi-Qiang Liu, Wen-Xuan Han</i>	
THE STUDY OF FUNCTIONAL MECHANISM AND TRANSMISSION PATH OF RURAL FINANCE SUPPORTING TO “AGRICULTURE, COUNTRYSIDE & FARMERS” .....	135
<i>Qiu-Lin Chen, Lu-Lin Peng, Gang Fu</i>	
THE ECONOMIC ANALYSIS OF THE CARBON EMISSIONS: EVIDENCE FROM CHINA .....	139
<i>Yukun Wang, Liming Zhang, Li Zhang, Fangjun Liu</i>	
GREEN TOURISM COURSES CUSTOMIZED WITH DIGITAL MAPS .....	144
<i>Qiang Yang, Jian Li, Xiaohui Zou</i>	
RESEARCH ON PORT INTEGRATION AND SUSTAINABLE DEVELOPMENT IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA .....	150
<i>Xuan-Fei Wang, Zhong-Hao Lin, Shan Liang</i>	
STUDY ON THE ECONOMIC SECURITY EVALUATION OF HEALTHY LIFE IN YANGTZE RIVER DELTA CITIES.....	155
<i>Wei Shi, Yufeng Shi, Huining Guo</i>	
STUDY ON DECISION-MAKING OF REVERSE RECYCLING MEDICINE QUANTITY UNDER MANUFACTURER’S ADVERTISING EFFORT .....	162
<i>Yue Tan, Ming Fang</i>	
RESEARCH ON THE DEVELOPMENT OF URBAN TOURISM RESOURCES BASED ON TEXT MINING—TAKING CHENGDU AS AN EXAMPLE.....	168
<i>Yulu Fan, Jinchun Kou</i>	

VALIDITY TEST OF IMPLICIT CAPITAL COST VALUATION MODEL—BASED ON CHINA’S A-SHARE MARKET.....	175
<i>Hong Luo, Zhiguang Guo</i>	
ANALYSIS OF INTERNATIONAL COMPETITIVENESS OF CHINESE TEXTILE AND CLOTHING.....	183
<i>Jian Wu, An Lu</i>	
THE RESEARCH ON THE INNOVATIVE PATH OF INTERNATIONAL TALENT TRAINING IN LOCAL NORMAL COLLEGE .....	189
<i>Jin-Fang Li</i>	
ANALYSIS OF SYMBOLIC MEANING AND BEHAVIOR CHARACTERISTICS OF FASHION CONSUMPTION.....	195
<i>Yi-Jing Song, Yu-Ling Bai</i>	
WHICH FACTORS DRIVE FIRMS’ GREEN INFORMATION TECHNOLOGY PRACTICES?—AN INTEGRATED DEMATEL–ANP APPROACH.....	201
<i>Lei Wang, Haijian Wang, Jun Wu</i>	
ANALYSIS OF MANUFACTURING TRANSFER CHARACTERISTICS BASED ON GLOBAL VALUE CHAIN RECONSTRUCTION .....	207
<i>Jingyi Yan, Jian Min</i>	
THE SCIENTIFIC SYSTEM OF XI JINPING’S THEORY OF WOMEN’S DEVELOPMENT IN THE NEW PERIOD.....	216
<i>Ping Mao, Xi Zhang, Meiyu Deng</i>	
RESEARCH ON RESIDENTS’ SATISFACTION WITH GOVERNMENT SOCIAL PUBLIC SERVICES—BASED ON THE SOCIAL AND PUBLIC SERVICE EVALUATION DATA OF LIAONING PROVINCE IN 2018 .....	221
<i>Ni Sun, Lei Feng, Ruqing Wei</i>	
STUDY ON THE INFLUENCE OF RESOURCE DEVELOPMENT ON THE SOIL AND WATER CONSERVATION AND ECOLOGICAL ENVIRONMENT AND COUNTERMEASURES .....	227
<i>Yang Liu, Jia-Shan Wang, Xin-Ying Huang</i>	
ON ARTISTIC CONCEPTION BEAUTY OF MODERN LETTERING IN COLLEGES AND UNIVERSITIES .....	232
<i>Guicai Fu, Wenjie Ma, Pengfei Fu</i>	
STUDY ON THE INFLUENCING FACTORS OF CHENGDU RESIDENTS’ TRAVEL DECISION-MAKING TO THAILAND: TAKE THE TOURISTS’ PERCEPTION OF THAILAND TRAVEL BLOGS FROM MAFENGWO WEBSITE AS AN EXAMPLE .....	236
<i>Hui He, Heng Yang, Tong Xiang</i>	
MEASURING OF INEQUALITY USING THE HOUSEHOLD ELECTRICITY METER READING DATA IN URBAN CHINA .....	242
<i>Jihong Zhang, Chufan Luo</i>	
MANUFACTURING AND PRODUCER SERVICES INTEGRATION IN EMPIRICAL ANALYSIS OF THE YANGTZE RIVER ECONOMIC BELT.....	250
<i>Ling Yang, Pengzhi Xu</i>	

THE IMPACT OF ACQUIRER’S ORGANIZATIONAL CULTURAL INTELLIGENCE ON INNOVATION PERFORMANCE IN CROSS-BORDER TECHNOLOGY M&A.....	275
<i>Ye Ning, Weiqi Wang, Haichao Duan</i>	
STUDY ON THE MEASUREMENT MODEL OF PERSON-JOB FIT DEGREE BASED ON POLYNOMIAL REGRESSION.....	281
<i>Lei Luo, Yuanyuan Liu</i>	
RESEARCH ON THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTROL SOURCE AND SELF-DEFENSE MECHANISM OF YOUNG TEACHERS IN UNIVERSITIES AND COLLEGES.....	286
<i>Shoudong Tang</i>	
THE RELATIONSHIP BETWEEN COMMITMENT–BASED HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE SATISFACTION.....	290
<i>Xiaoying Yang, Yuanyuan Liu</i>	
ANALYSIS OF THE INDIAN GOVERNMENT’S SUPPORT FOR THE DEVELOPMENT OF MEDIUM, SMALL, AND MICRO ENTERPRISES .....	296
<i>Juxiu Huang, Lei Feng, Jingxing Liao</i>	
ASSOCIATIONS BETWEEN SOCIAL SUPPORT AND PROFESSIONAL BURNOUT IN TAKE-AWAY WORKERS .....	301
<i>Shanhong Gao</i>	
A PROMOTION MODE FOR THE DEVELOPMENT OF ADVANCED MANUFACTURE WITH LEGISLATION IN USA .....	307
<i>Hang Zhou, Yuanye Ma, Sha Wei</i>	
SPATIAL ANALYSIS OF CHINESE RESIDENTS’ GRAIN INTAKE.....	315
<i>Fuxin Jiang, Puxiu Yue, Xiaoning Cui</i>	
CREATING BLOCKCHAIN DRIVEN ECOSYSTEM MODEL FOR ENTERPRISE FINANCIAL MANAGEMENT .....	321
<i>Quan Liu, Yun-Kui Song</i>	
CROSS LISTING, BONDING, AND EARNING QUALITIES .....	327
<i>Hong Yue</i>	
THE EFFECT OF EDUCATION ON RESIDENTS’ SUBJECTIVE WELL-BEING .....	335
<i>Chuan-Lu Ge, Yan-Shu Li</i>	
RESEARCH ON TEACHING REFORM IN SWIMMING CLASS UNDER SCENARIO OF MODULAR PLATFORM.....	343
<i>Xing-Biao Chen, Rui Xi</i>	
THE MARKETING STRATEGIES OF IKEA IN CHINA USING TOOLS OF PESTEL, FIVE FORCES MODEL AND SWOT ANALYSIS .....	348
<i>Yiqiong Wu</i>	
STUDY ON OPPORTUNITIES, CHALLENGES, AND IMPROVEMENT OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER INFORMATION AGE.....	356
<i>Qi Zhou</i>	
AN ANALYSIS OF FEMALE IDENTITY CONSTRUCTION IN ENGLISH ADVERTISEMENTS .....	361
<i>Xin Chen, Ying-Ling Liu</i>	

A STUDY ON THE NORMALIZATION AND INSTITUTIONALIZATION OF “TWO STUDIES, ONE ACTION” IN FUNCTIONAL PARTY ORGANIZATIONS IN UNIVERSITIES.....	365
<i>Qiu-Di Zhao</i>	
STRATEGY TO DEVELOP VIDEO PLATFORM UNDER THE PERSPECTIVE OF MEDIA CONVERGENCE BASED ON A COMPARATIVE STUDY.....	372
<i>Shuyue Li</i>	
STUDY ON THE DEVELOPMENT TRENDS AND MODELS OF “INTERNET + RURAL ENTREPRENEURSHIP EDUCATION” .....	376
<i>Jing Tian, Zong-Ling Zheng</i>	
TEACHER EVALUATION BASED ON E-TEACHING PORTFOLIO—DEVELOPING TREND OF TEACHER EVALUATION IN CHINA .....	382
<i>Zhi Fang</i>	
HIDDEN SPACE AND SEGMENTED LABELLING IN TEXT VISUALIZATION .....	389
<i>Xiaoguang Zhu, Xin Cai, Peiyao Nie</i>	
RESEARCH ON OPTIMIZATION AND INNOVATION DRIVE OF STATE-OWNED ENTERPRISE DEBT STRUCTURE UNDER THE BACKGROUND OF SUPPLY-SIDE REFORM .....	401
<i>Yao Xie</i>	
STRATEGY SELECTION OF MULTI-SUBJECTS COLLABORATION IN GRASS-ROOTS SOCIETY GOVERNANCE: A CASE STUDY BASED ON PROJECT OF CHILDREN’S SUNSHINE HOLIDAY HOUSE IN HUZHOU, ZHEJIANG.....	407
<i>Langzi Chen</i>	
RESEARCH ON THE TRANSFORMATION AND UPGRADING OF CHINA’S AUTOMOBILE INDUSTRY FROM THE PERSPECTIVE OF GLOBAL VALUE CHAIN.....	415
<i>Yu-Ni Tang</i>	
DO CHINA’S MANUFACTURING CROSS-BORDER MERGERS AND ACQUISITIONS ENHANCE ITS MANAGEMENT INNOVATION CAPABILITIES?.....	421
<i>Yunyun Luo</i>	
THE IMPACT OF EXECUTIVES ‘OVERSEAS BACKGROUND ON CHINESE ENTERPRISES’ OUTWARD DIRECT INVESTMENT: BASED ON DATA FROM LISTED MANUFACTURING COMPANIES .....	426
<i>Yu-Wei Wang</i>	
RESEARCH ON THE INTERNATIONAL COMPETITIVENESS OF XIAOMI MOBILE PHONE.....	433
<i>Jian Wu, Gang Fang, Liang Liu</i>	
FAULT DIAGNOSIS BASED ON EEMD-KPCA-MTS FOR ROLLING BEARING.....	439
<i>Weiyu Han, Longsheng Cheng</i>	
INSIDE INFORMATION LEAKAGE AND SUPERVISION IN PRIVATE PLACEMENTS .....	446
<i>Xin Song, Zhi-Yuan Fan</i>	

**Author Index**