

3rd International Academic Conference on Frontiers in Social Sciences and Management Innovation (IAFSM 2020)

Held online due to COVID-19

SHS Web of Conferences Volume 96 (2021)

Beijing, China
20 December 2020

Editor:

Sang-Bing Tsai

ISBN: 978-1-7138-2727-6

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 License. License 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.

Printed with permission by Curran Associates, Inc. (2021)

For additional information, please contact EDP Sciences – Web of Conferences at the address below.

EDP Sciences – Web of Conferences
17, Avenue du Hoggar
Parc d'Activité de Courtabœuf
BP 112
F-91944 Les Ulis Cedex A
France

Phone: +33 (0) 1 69 18 75 75

Fax: +33 (0) 1 69 28 84 91

contact-edps@webofconferences.org

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

BASED ON THE PUBLIC QUALITY PERCEPTION SATISFACTION EVALUATION THEORY SYSTEM RESEARCH AND YUNNAN PROVINCE APPLICATION PRACTICE.....	1
<i>Feng Lei, Huang Juxiu, Liao Jingxing</i>	
RESEARCH ON PROMOTING THE CONSTRUCTION OF ONLINE GOVERNMENT SERVICE PLATFORM WITH STANDARDIZATION	10
<i>Xu Xiao Wen, Ying Li</i>	
OBSTACLES TO THE DEVELOPMENT OF BIM IN CHINA\’S PREFABRICATED CONSTRUCTION: A DECISION-MAKING TEST AND EVALUATION LABORATORY (DEMATEL) MODEL	16
<i>Ma Yanan, Shen Qiong, Tian Lei</i>	
THE INFLUENCE AND COUNTERMEASURES OF CITIZEN PARTICIPATION IN CRISIS MANAGEMENT IN THE INTERNET AGE.....	24
<i>Yao Ke</i>	
CHALLENGES AND COUNTERMEASURES OF CHINA\’S CYBERSPACE GOVERNANCE IN THE NEW ERA	28
<i>Zhao Fengyun, Shi Yaning, Yao Ke</i>	
ON THE MAIN PROBLEMS AND COUNTERMEASURES OF GREEN TRAVEL IN WUHAN	35
<i>Cheng Liang-Bin, Hu Mengke</i>	
STUDY ON THE RIGHT OF RESIDENTS IN URBAN RESIDENTIAL DISTRICT	42
<i>Guo Feng, Sun Haocheng, Chen Yuye, Fang Jiangning</i>	
ANALYSIS OF PUBLIC SERVICE ADVERTISEMENT\’S CREATION OF FASHION BRAND IMAGE.....	48
<i>Kuang Xueming, Jin Shui</i>	
DESIGN OF REHABILITATION TRAINING SYSTEM FOR PELVIC FLOOR DYSFUNCTION.....	56
<i>Liu Yongfeng, Li Chunna, Zhong Jun, Cai Liming, Guo Kai</i>	
RESEARCH ON THE EFFICIENCY AND POTENTIAL OF CHINA\’S TRADE WITH SOUTH ASIAN COUNTRIES-BASED ON THE STOCHASTIC FRONTIER GRAVITY MODEL	63
<i>Lei Yifan, Li Cuiping</i>	
RESEARCH ON PERFORMANCE EVALUATION OF DIVERSIFIED GOVERNMENT QUALITY WORK AND ANALYSIS ON APPLICATION PRACTICE IN NEI MONGOL.....	78
<i>Feng Lei, Huang Juxiu, Liao Jingxing</i>	
THE CONSTRUCTION AND CHARACTERISTICS OF FOREIGN ARMY\’S ELECTRONIC COUNTERMEASURE EQUIPMENT	84
<i>Zhang Cuodong</i>	
RESEARCH ON THE INFLUENCE MECHANISM OF CAREER INSECURITY ON INDIVIDUAL CAREER DYNAMICS	90
<i>Wang Peiqi, Zhang Bin, Huang He</i>	
JOB BURNOUT AND ITS RELEVANT FACTORS AMONG MEDICAL INTERNS	96
<i>Hou Yongmei, Fu Haojun</i>	

A STUDY ON SATISFACTION OF ELDERLY CARE SERVICE QUALITY BASED ON DIFFERENT GROUPS: TAKING THE MONITORING DATA OF LIAONING PROVINCE AS AN EXAMPLE	105
<i>Liao Jingxing, Feng Lei, Huang Juxiu</i>	
RESEARCH ON THE RELATIONSHIP BETWEEN PSYCHOLOGICAL SAFETY AND INDIVIDUAL JOB BURNOUT	112
<i>Qi Xueyang, Wen Yu</i>	
A STUDY ON THE IMPACT OF CONSUMER ETHICS ON APPAREL PURCHASING BEHAVIOR	119
<i>Zhao Hongshan</i>	
THE EFFECT OF UNIVERSITY CONTEXT ON ACADEMICS' ENGAGEMENT WITH INDUSTRY	132
<i>Zhao Zhiyan, Chen Zhi</i>	
AN EXPLORATION INTO THE INFLUENCE OF HIGHER VOCATIONAL STUDENTS' PSYCHOLOGICAL CAPITAL ON THEIR EMPLOYABILITY	139
<i>Li Xiong, Zhang Qiaoling, Cao Yongzhong, Yang Jinping, Yang Mei</i>	
RESEARCH ON THE RELATIONSHIP BETWEEN THE FEMALE DIRECTORS' PERSONAL CHARACTERISTICS AND THE QUALITY OF ACCOUNTING INFORMATION.....	147
<i>Yin Lu</i>	
PSYCHOMETRIC PERFORMANCE OF PROSOCIAL TENDENCIES MEASURE FOR UNDERGRADUATES IN GUANGDONG PROVINCE	156
<i>Hou Yongmei, Zheng Zhongyi, Zheng Que</i>	
A STUDY OF INDUSTRY-UNIVERSITY-INSTITUTE COOPERATIVE EDUCATION IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF EMERGING ENGINEERING EDUCATION.....	164
<i>Fan Weijie, Fan Yangzu, Zhang Ju, Mao Jianghong, Li Qiang</i>	
EARLY CHILDHOOD EDUCATION AND CARE IN A POST-PANDEMIC ECONOMY: LESSONS FROM CHINA.....	170
<i>Ma Jincheng, Guo Lei</i>	
EXPLORATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION MODEL IN HIGHER VOCATIONAL COLLEGES BASED ON RURAL REVITALIZATION STRATEGY.....	175
<i>Su Guohui</i>	
ENTREPRENEURIAL IMPROVISATION: RESEARCH REVIEW, INTEGRATION FRAMEWORK AND FUTURE OUTLOOK.....	181
<i>Xu Xuejiao, Zhao Yaqi, Zhang Jing</i>	
ANALYSIS ON INFECTIOUS RISK STRESS IN THE SUPPLY CHAIN OF MEGA INFRASTRUCTURE PROJECT	187
<i>Zhao Na</i>	
AN ANALYSIS OF THE OBSTACLES TO THE IMPLEMENTATION OF BIM IN CHINA'S PROJECT COST	191
<i>Tian Lei, Shen Qiong, Ma Yanan</i>	
R&D INVESTMENT AND PATENT APPLICATION: THE EFFECTS OF INTERNATIONALIZATION AND OWNERSHIP	198
<i>Boadu Francis, Tang Hongjuan, Xie Yu</i>	

THE EMBEDDED STRATEGY OF ENTERPRISE INNOVATION NETWORK BASED ON KNOWLEDGE BASE	212
<i>Li Chen Guang, Qiu Zhenjun, Jiang Guihuang</i>	
EMPIRICAL RESEARCH ON THE INFLUENCE OF INTERNATIONAL CRUDE OIL PRICE FLUCTUATION ON RUSSIAN EXCHANGE RATE	219
<i>Li Qingyao</i>	
INVESTOR SENTIMENT INDEX AND OPTION PRICE VOLATILITY BASED ON MIDAS MODEL: EVIDENCE FROM CHINA	225
<i>Xiao Haiyan, Hao Yingxin, Wu Sirong</i>	
THE IMPACT OF BLOCKCHAIN TECHNOLOGY ON STOCK PRICE: AN EMPRICAL STUDY	233
<i>Xu Minhe</i>	
RESEARCH ON THE INFLUENCE OF ODM MODE ON CONSUMER DECISION	238
<i>Tian Ming</i>	
STUDY ON POST-EDITING FOR MACHINE TRANSLATION OF RAILWAY ENGINEERING TEXTS.....	245
<i>Li Yuting, Lu Xiuying</i>	

Author Index