

International Conference on Modern Education Management, Innovation and Entrepreneurship and Social Science (MEMIESS 2020)

Advances in Social Science, Education and Humanities
Research Volume 523

Xi'an, China
26-27 December 2020

Editors:

**Maohua Li
Jiangbo Yu**

ISBN: 978-1-7138-2890-7

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© (2021) 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=memiess-20>

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

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: MODERN EDUCATION MANAGEMENT

THEORETICAL EDUCATION: THE CORE ENGINE OF THE REFORM OF IDEOLOGICAL AND POLITICAL THEORY COURSES IN HIGHER EDUCATION INSTITUTIONS	1
<i>Yun Deng, Zhong Guo</i>	
RESEARCH ON THE APPLICATION STRATEGY OF PROJECT-BASED LEARNING TEACHING MODE IN PRACTICAL TEACHING OF PRODUCT DESIGN	7
<i>Xuan Liu, Yan Zhao</i>	
THE SIGNIFICANCE OF XUEJI'S EDUCATIONAL THOUGHT TO MODERN EDUCATION MANAGEMENT	13
<i>Xinghao Wang</i>	
RESEARCH ON THE IMPLEMENTATION PATH OF CULTURAL CONFIDENCE EDUCATION EMBEDDED IN PROFESSIONAL COURSES UNDER THE BACKGROUND OF NEW LIBERAL ARTS-TAKE "CHINESE AND FOREIGN FOOD CULTURE" AS AN EXAMPLE	17
<i>Ren Daxin, Chen Su</i>	
ON LAOZI'S THOUGHT OF "DOING NOTHING AND GOVERNING" AND THE APPLICATION OF THEMATIC TEACHING IN SENIOR HIGH SCHOOL POLITICS CLASS	21
<i>Jing Jin, Liandong Wang</i>	
RESEARCH ON THE CONSTRUCTION OF TEACHING EVALUATION SYSTEM OF VISUAL COMMUNICATION DESIGN MAJOR CULTIVATED ON BASIS OF STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY	25
<i>Yongxiao Liu</i>	
THE SOCIO-ECONOMIC VALUE OF EMERGING ENGINEERING EDUCATION	29
<i>Yuxue Jin</i>	
A SURVEY REPORT ON THE IMPROVEMENT OF PRAGMATIC COMPETENCE UNDER THE CIRCUMSTANCES OF SMART LEARNING ENVIRONMENT	34
<i>Xiuxian Mo, Lixiang Lu, Fangting Liu, Yuwei Qin, Lanlan Liu, Lu Wen</i>	
AN ANALYSIS OF THE CONCEPT OF "PEOPLE-ORIENTED" MODERN EDUCATION MANAGEMENT	41
<i>Xinghao Wang</i>	
RESEARCH AND PRACTICE OF INFORMATION TECHNOLOGY TEACHING IN JUNIOR HIGH SCHOOL BASED ON MICRO-LESSON	44
<i>Yingxin Liu, Jingrui Li, Baoyu Niu, Liang Shi, Lu Tian</i>	
ON THE ROLE OF STUDENTS' SUBJECTIVITY FROM THE PERSPECTIVE OF CONSTRUCTIVISM	50
<i>Xiaoyan Wu</i>	
CASE STUDY ON THE DEEP INTEGRATION OF INFORMATION TECHNOLOGY AND ENGLISH CURRICULUM	54
<i>Yingxin Liu, Yilin Wang</i>	

RESEARCH ON THE NEGATIVE TRANSFER EFFECT OF GUANGXI DIALECTS ON ENGLISH PHONETIC LEARNING	59
<i>Miaomiao Xin, Jing Yang, Yanxia Zheng, Yusheng Zheng, Haizhen Zhao</i>	
RESEARCH ON THE CONSTRUCTION PATH OF NEW AGRICULTURAL SCIENCE IN LOCAL AGRICULTURE AND FORESTRY UNIVERSITIES AND COLLEGES	66
<i>Rui Chen, Mengting Li, Jianhui Yun</i>	
REFORM AND EXPLORATION OF ELECTRIC MACHINERY COURSE UNDER THE BACKGROUND OF ENGINEERING PROFESSIONAL EDUCATION CERTIFICATION.....	71
<i>Xiaojuan Zhang, Jie Zhang, Hongbo Li, Yukun Qiao</i>	
NEW VIEWS ON COURSE IDEOLOGY AND POLITICS OF HIGHER EDUCATION CURRICULUM IN POST-EPIDEMIC ERA	76
<i>Jie Zhang, Xiaojuan Zhang, Xiaojuan Wei, Wenqi Wang, Yue Ma</i>	
AN EXPLORATION OF THE PRINT MAJOR TRAINING INTEGRATED WITH INNOVATION AND ENTREPRENEURSHIP EDUCATION IN THE NEW ERA.....	80
<i>Guoling Cui</i>	
RESEARCH ON THE INNOVATIVE TRAINING TEACHING OF DESIGN COLLEGE STUDENTS BASED ON THE CONCEPT OF CROSSOVER INNOVATION	84
<i>Xiaocong Hu</i>	
AN ANALYSIS OF ENGLISH READING COMPREHENSION FROM THE PERSPECTIVE OF PSYCHOLINGUISTICS.....	89
<i>Yuan Linyang</i>	
ESTABLISHMENT OF EFFECT EVALUATION SYSTEM FOR ONLINE TEACHING MODE UNDER THE BACKGROUND OF “INTERNET PLUS EDUCATION”.....	94
<i>Zhanxiu Cai</i>	
RESEARCH ON TEENAGERS’ SENSE OF SOCIAL RESPONSIBILITY UNDER THE BACKGROUND OF NETWORK MICRO ERA	99
<i>Wenjuan Yan</i>	

SESSION: SOCIAL SCIENCE

AN ANALYSIS OF THE OBSTACLES AND COUNTERMEASURES IN THE IMPLEMENTATION OF TALENT POLICY IN RESOURCE-BASED CITIES —BASED ON THE STUDY OF HEGANG CITY, THE COAL CITY	103
<i>Fuyan Hong, Shiming Zhang</i>	
STUDY ON NETWORK STRUCTURE CHARACTERISTICS OF BOXERS’ PHYSICAL FITNESS SYSTEM FROM THE PERSPECTIVE OF COMPLEX NETWORK.....	108
<i>Hui Zhang, Qingmin Fan</i>	
RESEARCH ON CURRENT STATE, PROBLEMS AND COUNTERMEASURES OF RURAL E-COMMERCE DEVELOPMENT	117
<i>Ya Yue, Guoxian Wang, Mei Zhao, Xiani Yang, Lihong Song</i>	
COPING STRATEGIES OF NETWORK NATIONALISM UNDER MAJOR EMERGENCIES	123
<i>Yan Dong, Yan Wang</i>	
REVELATION OF LAOZI’S THOUGHT TO SECRETARIAL WORK.....	127
<i>Wanqing Liu</i>	

THE PRACTICAL DILEMMA AND IMPROVEMENT SUGGESTIONS OF INDIVIDUAL ACCOUNT OF MEDICAL INSURANCE FOR URBAN EMPLOYEES.....	131
<i>Yanlei Cui</i>	
EVALUATION OF URBAN LAND INTENSIVE USE IN WUHAN CITY BASED ON PRINCIPAL COMPONENT ANALYSIS.....	136
<i>Rui Zhang</i>	
A STUDY ON THE TRANSFORMATION OF CORPORATE FINANCE STAFF UNDER THE FINANCIAL SHARED MODEL	145
<i>Yurong Gao</i>	
ANALYSIS ON THE IMPLEMENTATION OF HOME-BASED CARE SERVICE POLICY IN CHANGCHUN CITY - BASED ON POLICY IMPLEMENTATION PROCESS MODEL OF SMITH	149
<i>Jianmei Chen, Zirong Liu</i>	
EXPLORING THE DEVELOPMENT MODEL OF REGIONAL LONG-TERM CARE ALLIANCES - A REFLECTION BASED ON THE MEDICAL ALLIANCE MODEL.....	153
<i>Yuhong Zhang, Jianmei Chen</i>	
GOVERNANCE OF POVERTY RETURN UNDER THE BACKGROUND OF BIG DATA.....	157
<i>Yang Yuetian, Zheng Yan</i>	
ANALYSIS ON THE MOTIVATION OF INTERNET ENTERPRISE STRATEGIC MERGERS AND ACQUISITIONS AND FINANCIAL SYNERGIES A CASE STUDY OF TENCENT'S MERGER AND ACQUISITION OF CHINA MUSIC GROUP.....	162
<i>Yuguo Yang, Yaer Ba, Jiayu Huang</i>	
RESEARCH ON THE PRACTICE OF “EMBEDDED” INTELLIGENT PENSION SERVICE - TAKING JINGHUA PENSION COMMUNITY AS AN EXAMPLE	170
<i>Qi Zhang</i>	
RESEARCH ON RISK TRANSMISSION PATH OF STOCK MARKET.....	176
<i>Xiaolei Zhang, Yanan Wang</i>	
A COMPARATIVE ANALYSIS OF FOREIGN TRADE BETWEEN CHONGQING AND XI'AN UNDER “ONE BELT, ONE ROAD”	181
<i>Min Lu, Dan Gao, Yafei Guo</i>	

SESSION: INNOVATION AND ENTREPRENEURSHIP

APPLICATION RESEARCH OF NON-FINANCIAL INDICATORS IN THE EVALUATION OF ENTERPRISE PERFORMANCE.....	189
<i>Gang Chen, Wendong Zhao</i>	
THE GREEN TECHNOLOGY INNOVATION MECHANISM AND PATH SELECTION OF GOVERNMENT SUBSIDY	195
<i>Songqin Ye, Xin Guo</i>	
CONSUMER EMPOWERMENT, MARKET COMPETITION AND SUSTAINABLE GROWTH OF ENTERPRISES.....	200
<i>Huanhui Chen, Chan Lyu, Yao Pan, Zenan Yu</i>	

COMPARISON AND ANALYSIS OF THE MODES OF LEGAL INNOVATION AND ENTREPRENEURSHIP EDUCATION IN UNIVERSITIES	206
<i>Xiaoxian Pu</i>	
NEW IDEAS TO HANDLE EMPLOYMENT ISSUES UNDER EPIDEMIC NORMALIZATION - BASED ON PROFIT-SHARING THEORY	212
<i>Jiehui Zhang</i>	
EQUITY INCENTIVE AND ENTERPRISE PERFORMANCE IN HIGH-TECH ENTERPRISES	216
<i>Yuguo Yang, Yaer Ba, Yushan Chen</i>	
CULTIVATION OF COLLEGE STUDENTS' INNOVATION THINKING IN ENGLISH UNDER THE IDEA OF WISDOM EDUCATION	221
<i>Qiaotong Zhang</i>	
RESEARCH ON THE INFLUENCE OF BUSINESS ADMINISTRATION ON ENTERPRISE TRANSFORMATION	225
<i>Jinlei Yang</i>	

Author Index