2nd International Conference on Management, Economy and Law (ICMEL 2021)

Held online due to COVID-19

Advances in Economics, Business and Management Research Volume 189

Moscow, Russia 15 - 16 September 2021

Editors:

Bei Lyu Dongchuan Lin

ISBN: 978-1-7138-3663-6

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.

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=icmel-21

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

ANALYSIS ON EXPANSION OF GOODLIFE FITNESS INTO CHINA	1
THOUGHTS AND COUNTERMEASURES IN TEACHING QUALITY MONITORING SYSTEM IN UNIVERSITIES AFTER THE POST-EPIDEMIC PERIOD	11
RESEARCH ON INNOVATION MODE OF HUMAN RESOURCE MANAGEMENT OF SHARED PLATFORM AGAINST THE BACKGROUND OF DIGITAL ECONOMY	17
CULTURAL SYNERGY AND DESIGN INNOVATION: TAKING THE CONSTRUCTION STRATEGY OF GUANGDONG-HONG KONG-MACAO "CULTURAL BAY AREA" AS AN EXAMPLE	26
Yuting Li, Jianyao Wang	
REVIEW OF THE IMPORTANCE OF TECHNOLOGY COMPANY VALUATION AND COMMONLY USED METHODS	30
RESEARCH ON THE INFLUENCE OF FARMERS' ENTREPRENEURIAL MOTIVATION ON ENTREPRENEURIAL PERFORMANCE	37
RESEARCH ON DUAL SOURCE INVENTORY CONTROL BASED ON THE RECYCLING OF RURAL ELECTRONIC PRODUCTS	49
RESEARCH ON THE IMPACT OF ENTREPRENEURSHIP LEARNING ON FARMERS' ENTREPRENEURSHIP PERFORMANCE: TAKING ENTREPRENEURIAL ABILITY AS THE MEDIATING VARIABLE	58
RESEARCH ON COUPLING COORDINATION EVALUATION OF RAIL TRANSIT AND URBAN DEVELOPMENT	69
RESEARCH ON THE INNOVATION CONTRIBUTION OF UNMANNED CONVENIENCE STORES IN THE BUSINESS MODEL OF THE CATERING INDUSTRY	77
RESEARCH ON THE REFORM PATH OF UNIVERSITY LIBRARY'S SUPPLY SIDE IN THE CONTEXT OF NEW ERA	82
RESEARCH ON CHINESE BASIC-LEVEL CRISIS MANAGEMENT'S "DIFFICULTIES" AND COUNTERMEASURES	87

ANALYSIS ON THE CHANGES OF INTERNET MARKETING AND ITS INFLUENCE UNDER THE GUIDANCE OF INTEGRATED MARKETING COMMUNICATION: TAKING GENKI FOREST AS AN EXAMPLE	92
THE POLICY FEASIBILITY ANALYSIS OF PAID FATHER-SPECIFIC PARENTAL LEAVE POLICY IN CHINA DISCUSSION FROM THE PERSPECTIVE OF POLICY COMPARISON	98
STUDY ON RURAL FINANCE AGAINST THE BACKGROUND OF INTERNET FINANCE IN CHINA	105
EVALUATION RESEARCH ON THE DECOUPLING BETWEEN THE ECONOMIC DEVELOPMENT AND ENERGY CONSUMPTION IN THE BEIJING-TIANJIN-HEBEI REGION UNDER DUAL CONTROL ACTION	110
RESEARCH ON THE IMPACT OF HOUSING PRICE VOLATILITY ON FOREIGN CAPITAL ENTRY FROM THE PERSPECTIVE OF SPATIAL SPILLOVER	124
WARNING AND CRISIS: A PERSPECTIVE OF SHORT-TERM INTERNATIONAL CAPITAL FLOWS	133
APPLICATION OF BAYESIAN REGRESSION MODEL IN FINANCIAL STOCK MARKET FORECASTING	140
PRICING STRATEGY OF DUAL-CHANNEL GARMENT SUPPLY CHAIN CONSIDERING CONSUMER FAIRNESS PREFERENCE	145
THE STATUS QUO AND ANALYSIS OF RESIDENTS' FINANCIAL MANAGEMENT — TAKING GUANGDONG AS AN EXAMPLE	154
AN EMPIRICAL ANALYSIS OF TAX REDUCTION AND FEE REDUCTION POLICIES PROMOTING THE IMPROVEMENT OF ENTERPRISE DEVELOPMENT	161
ANALYSIS OF THE IMPACT OF COVID-19 ON MACAO'S ECONOMY	166
RESEARCH ON THE ECOLOGICALIZATION OF ENVIRONMENTAL JUDICATURE	171
RESEARCH ON PRODUCTIZATION DESIGN OF CANDIED FRUIT PACKAGING BASED ON SUSTAINABLE CONCEPT	176
THE CONTEMPORARY VALUE OF INTANGIBLE CULTURAL HERITAGE IN TIBETAN AUTONOMOUS PREFECTURE OF GARZE AND ITS INDUSTRIAL DISCOURSE POWER	184

AND CREATIVE ENTERPRISES IN GUANGDONG-HONG KONG-MACAO GREATER BAY	
AREA	<u> </u>
A COMPARATIVE STUDY ON THE SMALL COMMODITY MARKET OF TRADITIONAL CRAFTS OF TOURISM IN CHINA AND SOUTH KOREA)4
THE CURRENT SITUATION AND DEVELOPMENT OF HUANGMEI OPERA TOURISM RESOURCES IN HUANGGANG AREA)9
RISKS, CHALLENGES AND COUNTERMEASURES OF THE CO-CONSTRUCTION OF "THE BELT AND ROAD" HIGH-QUALITY DEVELOPMENT)5
EVALUATION AND OPTIMIZATION OF PRODUCTION-LIVING-ECOLOGICAL SPACE IN URBAN FRINGE AGAINST THE BACKGROUND OF RURAL REVITALIZATION STRATEGY	0
Shengwei Zou, Jiahe Chen, Huizhu Yang, Yanqiu Ma, Yangfan Yu CULTURAL CONNOTATIONS, DEVELOPMENTAL DILEMMAS AND SUSTAINABLE DEVELOPMENT OF TRADITIONAL HANDICRAFTS: A CASE STUDY OF XIANGXI BAMBOO-WEAVING	18
Shuangyan Guo, Jianghui Xu COUNTERMEASURES AND SUGGESTIONS FOR THE CO-CONSTRUCTION AND SHARING OF CULTURAL INFORMATION RESOURCES IN CHENGDU AND CHONGQING AGAINST THE BACKGROUND OF TWO-CITY ECONOMIC CIRCLE	24
RESEARCH ON THE COMMUNICATION STRATEGY OF REGION OF RIVERS AND LAKES TOURISM BRAND IN CHINA	31
ANALYSIS ON CONTEMPORARY CHINESE TOURISM PERFORMING ARTS MARKET 23 Shu Li, Hao Liu	6
A REVIEW OF CHINA'S RURAL TOURISM RESEARCH	13
RESEARCH ON THE COUNTERMEASURES OF RURAL TOURISM DEVELOPMENT IN XIANGYANG CITY	51
RESEARCH ON PET BUSINESS STRATEGY AND SERVICE DESIGN IN INTERNET ECONOMY: TAKING AN APP PLATFORM DEVELOPMENT PROJECT AS AN EXAMPLE	;7
THE VIEW ON THE FEATURE ORIENTATION OF ONLINE MARKETING OF HOMESTAY IN THE SUBURBS OF BEIJING	57

PRACTICAL PATH OF STRENGTHENING FINANCIAL QUOTIENT EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY: TAKING SHANDONG TECHNOLOGY AND	
BUSINESS UNIVERSITY AS AN EXAMPLE	272
THE PROMOTIONAL ROLE OF PATENT INFORMATION ANALYSIS IN IMPROVING THE QUALITY OF RESEARCH & DEVELOPMENT IN CHINESE UNIVERSITIES	280
PRACTICAL EXPLORATION ON THE INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION FOR BUSINESS TALENTS IN CHINESE UNIVERSITIES — TAKING N UNIVERSITY AS AN EXAMPLE	286
DEEPENING COOPERATION IN RUNNING SCHOOLS BETWEEN CHINA AND SOUTHEAST ASIA TO PROMOTE THE DEVELOPMENT OF "THE BELT AND ROAD INITIATIVE"Lili Song	291
RESEARCH ON THE DILEMMA AND DEVELOPMENT PATH OF ENTREPRENEURIAL UNIVERSITY CONSTRUCTION IN CHINA	297
RESEARCH ON REFORM AND PRACTICE OF SCHOOL-ENTERPRISE INTEGRATION TALENT CULTIVATION MODEL OF CUISINE SPECIALTY IN GUANGXI SECONDARY VOCATIONAL SCHOOLS	302
UNIVERSITY OF SHANGHAI COOPERATION ORGANIZATION SERVES FOR "THE BELT AND ROAD" INITIATIVE: SWOT ANALYSIS AND STRATEGY CHOICE	311
NEW IDEAS FOR THE DEVELOPMENT OF HANDMADE LEATHER GOODS BASED ON EXPERIENCE ECONOMY	320
RESEARCH ON BRAND IP SHAPING IN THE ERA OF BRAND PERSONIFICATION — TAKING DISNEY'S CULTURAL INDUSTRY AS AN EXAMPLE Lu Wang, Yujia Zhai	326
ANALYSIS ON THE 5W MODEL OF MUZEN RADIO BRAND COMMUNICATION IN THE NEW MEDIA ENVIRONMENTLu Wang, Qiuyan Yun	333
RESEARCH ON THE UPGRADING STRATEGIES OF HUAIYUAN RATTAN-PLAITING INDUSTRY	340
DESIGN AND APPLICATION OF DIGITAL RESOURCE INFORMATION MANAGEMENT SYSTEM FOR PANDA RELICS AND MUSEOLOGY	345
STUDY ON SYNERGISTIC DEVELOPMENT OF ICE AND SNOW INDUSTRY BETWEEN HEILONGJIANG PROVINCE AND RUSSIA	350

COMPARISON BETWEEN THE SOCIAL ENTREPRENEURSHIP SUPPORT SYSTEM FOR	
COLLEGE STUDENTS IN BRITAIN AND AMERICA AND THAT IN CHINA	355
Cheng Su	

Author Index