

International Conference on Advanced Education, Management and Social Science (AEMSS2020)

Advances in Social Science, Education and Humanities
Research Volume 448

Hangzhou, China
12-13 April 2020

Editors:

**S. Zhao
A. Piwowar
M. Andrei**

ISBN: 978-1-7138-1417-7

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© (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

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=aemss-20>

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

SESSION: EDUCATION RESEARCH AND TEACHING INNOVATION

RESEARCH ON HYBRID ONLINE COURSE SUPERVISION PLATFORM BASED ON DATA ANALYSIS	1
<i>Gang Chen, Zhicheng Li, Jiacheng Zhu</i>	
REFORM OF AIR POLLUTION CONTROL ENGINEERING BASED ON MUTUAL PROMOTION OF SCIENTIFIC RESEARCH, TEACHING AND INDEPENDENT INNOVATION.....	6
<i>Jingcai Chang, Rui Wang, Peng Wang, Haixia Zhao, Pu Wang, Chunyuan Ma</i>	
THE APPLICATION OF PRACTICAL PROJECT-BASED APPROACH IN POLICE ENGLISH TEACHING.....	12
<i>Jun Liang</i>	
THE EXPLORATION AND PRACTICE OF RESEARCH-BASED TEACHING METHOD IN THE COURSE OF MANAGEMENT.....	17
<i>Jian Wen</i>	
EXPERIMENTAL TEACHING REFORM OF DIGITAL ELECTRONIC TECHNOLOGY BASED ON CDIO	21
<i>Zhongjian Cai, Shibin Tong</i>	
CONSTITUTIONAL EDUCATION: THE CORE OF GERMAN POLITICAL EDUCATION.....	24
<i>Wen Li, Yifan Ruan</i>	
ON THE PRACTICAL TEACHING REFORM OF PUBLIC ADMINISTRATION FOR THE CULTIVATION OF THE “INTERNET + INDUSTRY ADMINISTRATION” ABILITY.....	30
<i>Yujuan Chen, Jinyu Liu</i>	
CONSTRUCTION OF NEW EXPERIMENTAL TEACHING SYSTEM OF COGNITIVE PSYCHOLOGY IN THE ERA OF BIG DATA	34
<i>Zhao Kang, Youli Kang</i>	
ANALYSIS OF FACTORS INFLUENCING INNOVATION ABILITY OF ENGINEERING GRADUATE STUDENTS AND ITS COUNTERMEASURES	38
<i>Ranfeng Qiu, Xiao Xiao, Hongxin Shi, Fengzhang Ren</i>	
EXPLORATION OF INTERNATIONALIZED EDUCATION FOR THE GRADUATE STUDENT IN CONTROL SCIENCE AND ENGINEERING.....	42
<i>Xin Yuan, Zhiguang Feng, Lanyong Zhang, Lijun Yu</i>	
EXPLORATION OF E-COMMERCE INNOVATION AND ENTREPRENEURSHIP INTERDISCIPLINARY TALENTS EDUCATION SYSTEM MULTI-LEVEL LINKAGE RESOURCE SHARING BASED	46
<i>Fuguang Bao, Chunhua Ju, Qiuyang Gu</i>	
EXPLORATION AND RESEARCH ON TRAINING MODE OF PRACTICAL ABILITY OF NETWORK ENGINEERING PROFESSIONALS UNDER THE BACKGROUND OF “INTERNET +” AND “NEW SCIENCE”	51
<i>Xiaoxuan Wu, Changjian Guo, Zhengmao Li</i>	

SESSION: TEACHING AND EDUCATION REFORM

APPLICATION OF FLIPPED CLASSROOM COMBINED WITH OBE CONCEPT IN COLLEGE ENGLISH COURSE	56
<i>Zhaodan Yang</i>	
RESEARCH ON THE METHODS OF INTEGRATION IDEOLOGICAL AND POLITICAL EDUCATION INTO PHYSICAL EDUCATION CURRICULUM IN HIGHER VOCATIONAL COLLEGES.....	59
<i>Linfei Qiu, Guocan Ren</i>	
RESEARCH ON THEORY AND PRACTICE OF AUTOMATION SPECIALTY CONSTRUCTION FOR NEW ENGINEERING COURSE.....	63
<i>Jingde Huang, Xiaomin Li</i>	
RESEARCH ON THE TEACHING OF CONFIGURATION DESIGN IN ENGINEERING GRAPHICS	67
<i>Chaoyong Guo, Zhizun Li, Jing Wang</i>	
A GOOD LESSON PLAN IS HALF DONE	71
<i>Qingfeng Shen, Jun Zhang</i>	
REFORM THINKING OF STRENGTHENING STUDENTS' ABILITY TRAINING IN THE PRACTICE OF DESCRIPTIVE GEOMETRY AND MECHANICAL DRAWING COURSE	74
<i>Xiaohao Li, Mingxu Ma</i>	
REFORM ANALYSIS OF PRACTICAL TEACHING SYSTEM OF MECHANICAL DRAWING COURSE BASED ON THE GOAL OF IMPROVING INNOVATION ABILITY	78
<i>Xiaohao Li</i>	
TEACHING METHOD REFORM AND EXPLORATION OF C LANGUAGE PROGRAMMING TRAINING COURSE BASED ON CASE	82
<i>Xian Zhang, Taiguo Qu, Yinwen Liu, Dong Yin</i>	
ON THE REFORM AND DEVELOPMENT OF ENGINEERING EDUCATION BASED ON THE EMERGING ENGINEERING EDUCATION	89
<i>Wenbin Sun, Huasheng Sun, Wenhui Gu</i>	
ON THE CONSTRUCTION OF INDUSTRIAL COLLEGE IN LOCAL HIGHER EDUCATION INSTITUTIONS (HEIS) ON THE HORIZON OF EMERGING ENGINEERING EDUCATION (3E).....	94
<i>Huasheng Sun, Wenbin Sun</i>	
MECHANICAL COMPREHENSIVE PRACTICE-THE COURSE BASED ON OUTCOMES-BASED EDUCATION(OBE) CONCEPT AND COMPREHENSIVE ABILITY TRAINING	99
<i>Qingjuan Duan, Tuanjie Li, Yongqin Chen, Guoyuan Zhang</i>	
CULTIVATION AND PROMOTION OF POSTGRADUATES SCIENTIFIC RESEARCH ABILITY BASED ON PRACTICAL TRAINING WITH ADVANCED PUBLIC INSTRUMENTS.....	102
<i>Jiying Li, Shun Yao</i>	
CONSTRUCTION OF HIGH QUALITY COURSE FOR GRADUATE STUDENTS IN ENGINEERING MAJORS BASED ON ABILITY TRAINING.....	107
<i>Fuquan Pan, Lixia Zhang, Changhe Li, Min Li, Jinshun Yang, Chenxiu Feng, Xinyu Qi, Jinli Wei</i>	

BEHAVIORAL PATTERNS OF COMPLETERS IN MASSIVE OPEN ONLINE COURSES (MOOCS): THE USE OF LEARNING ANALYTICS TO REVEAL STUDENT CATEGORIES	111
<i>Changsheng Chen, Jingyun Long, Junxiao Liu, Zongjun Wang, Minglei Shan, Yuming Dou</i>	
AN ANALYSIS OF THE REVISED “LEARNING GUIDELINE” FOR SENIOR HIGH SCHOOL CITIZENSHIP CURRICULUM IN JAPAN.....	119
<i>Wei Liu, Min Liu, Yifan Ruan</i>	
A STUDY ON THE REFORM OF MASTER’S CULTIVATION MODE IN THE MAJOR OF DESIGN IN LOCAL UNIVERSITY: CENTERED ON THE CULTIVATING THE ABILITY OF NATIONAL CULTURAL INNOVATION AND PRACTICE	126
<i>Haifeng Chu</i>	
STRENGTHEN PRACTICAL TEACHING AND CULTIVATE STUDENTS’ ABILITY OF APPLICATION AND INNOVATION.....	130
<i>Fuyuan Mu, Quanyong Ju, Sumei Gao, Yu Zhang</i>	
RESEARCH ON TALENT TRAINING FOR FUTURE OUTSOURCING IN THE ERA OF AI	136
<i>Yanchun Yang, Hongfeng Sun</i>	
PRACTICE AND EXPLORATION ON THE INNOVATION OF TALENT TRAINING MODEL OF THE ART AND DESIGN PROFESSIONALS.....	141
<i>Zhaocheng Wang</i>	
A STUDY ON THE IDENTIFICATION MECHANISM FOR REVOLUTIONARY SPIRIT OF COLLEGE STUDENTS	145
<i>Xiaoyun Jiao, Puxiu Peng</i>	
ON THE CRITICAL THINKING OF THE UNDERGRADUATES AND THE CULTIVATING PATHS OF THE UNIVERSITIES IN CHINA.....	149
<i>Wenbin Sun, Huasheng Sun, Wenhui Gu</i>	
STUDY ON PROFESSIONAL (GROUP) LEADERS IN HIGHER VOCATIONAL EDUCATION.....	153
<i>Lixin Tan, Cheng Xiao, Zhi Lv</i>	
RESEARCH ON THE CULTIVATION OF PROJECT-DRIVEN ENGINEERING INNOVATION AND ENTREPRENEURSHIP ABILITY	157
<i>Yilin Bei, Xiaorong Zhu, Bin Feng, Tailei Wang</i>	
<u>SESSION: ECONOMICS AND MANAGEMENT SCIENCE</u>	
RESEARCH ON INVENTORY STRATEGY OF PERISHABLE GOODS CONSIDERING EMERGENCY DEMAND.....	161
<i>Xiuxiu Li, Yuquan Cui</i>	
THE OPTIMIZATION MODEL ANALYSIS OF THE NEW AGRICULTURAL ORDER COOPERATION MODE	166
<i>Yuquan Cui, Bingjie Liu, Xiuxiu Li</i>	
TRANSFORMATIONS OF MARKETING STRATEGIES IN THE ERA OF CYBER-ECONOMY	171
<i>Gang Chen</i>	
RESEARCH ON MARKETING STRATEGIES OF LIBRARY DISCIPLINE SERVICE UNDER THE BACKGROUND OF “DOUBLE FIRST-CLASS” UNIVERSITY PROJECT	175
<i>Ping Zhou, Ya Chen</i>	

THE COMPARISON OF BUSINESS ENVIRONMENT IN DEVELOPMENT ZONES: A STUDY OF THE CHINA-LAOS ECONOMIC CORRIDOR.....	180
<i>Fangjiu Wang, Hainan Wu</i>	

RESEARCH ON THE RELATIONSHIP BETWEEN TEAM PSYCHOLOGICAL CAPITAL, TEAM COLLECTIVE WORK SATISFACTION AND WORK INPUT OF HOTEL STAFF	186
<i>Guizhi Deng, Huiying Qiu, Xingfeng Wang</i>	

SESSION: HUMANITIES AND SOCIAL SCIENCE

THE RELATIONSHIP BETWEEN HEALTH INSURANCE AND OUT-OF-POCKET MEDICAL EXPENDITURE IN CHINA.....	193
<i>Zhaohan Liu</i>	

TEXT MINING OF NETWORK PUBLIC OPINION BASED ON LINK TEMPLATE.....	197
<i>Tianzhi Wang</i>	

EVALUATION OF HUMANITIES AND SOCIAL SCIENCE RESEARCH EFFICIENCY OF THE NORMAL UNIVERSITIES IN CHINA	202
<i>Huibin Cui, Yongqi Huang</i>	

ONLINE ACADEMIC DISHONESTY OF COLLEGE STUDENTS: A REVIEW	211
<i>Changsheng Chen, Jingyun Long, Junxiao Liu, Zongjun Wang, Lifeng Wang, Jing Zhang</i>	

ON THE MEANING OF BEAUTIFUL CHINA & ITS CONSTRUCTION	217
<i>Xianbiao Ma, Yi Li, Chuanru Gao, Zhijian Liang</i>	

THE CHANGES OF WOMEN’S SOCIAL STATUS THROUGH MESOPOTAMIA MYTH.....	222
<i>Wenzhao Qi</i>	

RESEARCH ON MONGOLIAN TRANSLATION OF TERMINOLOGIES FOR NEW MEDIA	225
<i>Sarul</i>	

SESSION: APPLIED SOCIAL SCIENCE

ON THE DEVELOPMENT DILEMMA OF CHINA’S ART MARKET AND THE RECONSTRUCTION OF ECOSYSTEM	229
<i>Shuo Wang, Yang Song</i>	

SOCIAL CULTURE REVIEW AND INHERITANCE OF JINZHONGDU DISTRICT IN BEIJING.....	233
<i>Wenjing Fan, Sijia Huo</i>	

HOW TO AVOID CONCEPTUALIZATION AND FORMALIZATION OF ANTI-CORRUPTION IN PEKING OPERA.....	238
<i>Yifan Xue</i>	

RESEARCH ON THE INHERITANCE OF BEIJING’S ANCIENT CAPITAL CULTURAL FROM THE PERSPECTIVE OF NIGHTTIME ECONOMY: A CASE STUDY OF QIANMEN AND DASHILAN.....	241
<i>Wenjing Fan, Xueqing Dai</i>	

SESSION: MANAGEMENT SCIENCE AND ENGINEERING

THE FACULTY CONSTRUCTION OF INDEPENDENT COLLEGE FROM THE
PERSPECTIVE OF PERFORMANCE MANAGEMENT 247

Xin Ding

RESEARCH ON PROCESS MODEL OF PROJECT PORTFOLIO MANAGEMENT 250

Jian Wen

SIMULATION RESEARCH ON THE FORMATION BEHAVIOR OF A COMPOUND
COLLEGE STUDENTS' ENTREPRENEURSHIP TEAM BASED ON NETLOGO 254

Mingxuan Qin, Liangliang Chen, Na Jing, Qiuxing Chen

ANALYSIS ON THE INFLUENCE MECHANISM OF SOCIAL CAPITAL INVESTMENT OF
NEW ENERGY VEHICLE IN INTERNET OF VEHICLES 258

Xiang Pan, Xingzhi Lin

Author Index