

International Conference on e-Education, e-Business and Information Management

(ICEEIM 2014)

Advances in Intelligent Systems Research Volume 91

**Shanghai, China
17-18 April 2014**

ISBN: 978-1-63266-576-8

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© (2014) by Atlantis Press
All rights reserved.

Printed by Curran Associates, Inc. (2014)

For permission requests, please contact Atlantis Press
at the address below.

Atlantis Press
8 Square des Bouleaux
75019 Paris
France

contact@atlantispress.com

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

STUDY ON THE MECHANISM OF UPGRADING THE QUALITY OF PERSONNEL TRAINING IN UNIVERSITIES OF FINANCE AND ECONOMICS	1
<i>Hongxing Ma, Yamei Guan</i>	
RESEARCH ON KNOWLEDGE STRUCTURE OF PHYSICS TEXTBOOK	5
<i>Xue-Mei Cui, Seung Kee Han, Shou Zhang</i>	
ANALYSIS ON MANAGEMENT MODE OF AQUATIC INNOVATION AND ENTREPRENEURSHIP BASE OF DOMESTIC COLLEGES	9
<i>Shan He, Haipeng Cao, Hongxin Tan</i>	
RESEARCH ON FORCE-DIRECTED ALGORITHM OPTIMIZATION METHODS	13
<i>Lingling Wang, Xianshui Wang, Qiuquan Wang, Mei Xu</i>	
EXTREME EVENTS ON CORRELATED NETWORKS	18
<i>Fei Wang, Weiguo Fang, Chang Chen</i>	
A DISCUSSION ABOUT PUSH FORWARD INFORMATIZATION CONSTRUCTION OF THE EDUCATIONAL ADMINISTRATION MANAGEMENT IN UNIVERSITIES — AN EXAMPLE OF BEIJING INSTITUTE OF GRAPHIC COMMUNICATION	21
<i>Yongli Zhang</i>	
RESEARCH ON TALENT CULTIVATION PATTERN OF CHINESE-FOREIGN COOPERATION	23
<i>Nianyu Zou, Ping Li, Yuncui Zhang, Yi Yang, Yingming Gao</i>	
EXPLORATION ON THE COLLEGE MATHEMATICS FOUNDATIONAL CURRICULUM REFORM BY USING MATHEMATICAL SOFTWARE	26
<i>Shan He, Lu Shao, Hongxin Tan</i>	
CAN ENHANCED AUDIT QUALITY REDUCE HIGHER REAL EARNINGS MANAGEMENT — EVIDENCE FROM CHINA	30
<i>Danyu Zhang</i>	
RESEARCH ON OPTIMIZATION OF COMPUTER AIDED MULTIMEDIA TEACHING	33
<i>Mindao Xu</i>	
EMBEDDING SUITABILITY ADAPTIVE COVER SELECTION FOR IMAGE STEGANOGRAPHY	36
<i>Junying Yuan, Haishan Chen</i>	
ANALYSIS AND RESEARCH ON THE AGGREGATION OF PRODUCER SERVICES IN CHINA	40
<i>Liang Dong, Lanjuan Liu</i>	
RESEARCH ON THE IMPACT OF CHINA'S ATHLETICS COLLEGE SPORTS MANAGEMENT MODEL	44
<i>Jiancai Shao, Jingjing Ji</i>	
RESEARCH ON PROFITABILITY AND POLICY ENVIRONMENT OF SMALL-MICRO SCALE TECHNOLOGICAL FIRMS IN CHINA: BASING ON REGIONAL COMPARATIVE PERSPECTIVE	47
<i>Yixia Cao, Kenan Zhang</i>	
FEEDFORWARD CONTROL ANALYTICAL MODEL IN SPC	52
<i>Youxiang Cui, Wei Hong, Jianshe Li, Xiaoming Ju</i>	
SOME THINKING ABOUT MICRO-BLOG IN THE IMPROVEMENT OF THE LIBRARY SERVICE IN VOCATIONAL AND TECHNICAL COLLEGE	55
<i>Jinghua Huang, Xuanzi Hu, Wenliang Cao</i>	
THE EXPLORATION AND PRACTICE OF THE MODEL OF TRAINING SKILLED APPLICATION OF ELECTRONIC TECHNOLOGY PROFESSIONAL TECHNICAL TALENTS	59
<i>Guocan Ren, Sufang Yuan</i>	
DESKTOP VIRTUALIZATION OF PRIVATE CLOUD FOR UNIVERSITY LIBRARY SYSTEM	62
<i>Liping Chen</i>	
EDGE DETECTION METHOD OF IRIS IMAGE	65
<i>Xianglong Zhou, Jingbo Zhao, Kuoting Wang</i>	
EMPIRICAL ANALYSIS ON FINANCIAL DISTRESS FORECASTING OF LISTED COMPANIES IN JILIN - RESEARCH BASED ON Z-SCORE MODEL	69
<i>Shanshan Yu, Lihua Zhao</i>	
DISCUSSION ON DEVELOPING CHINA'S MICROFINANCE	73
<i>Yangang Li</i>	
INTEGRATING VIKOR WITH DEA FOR EFFICIENCY PERFORMANCE MEASUREMENT	77
<i>Hsin-Pin Fu</i>	

IMAGE CLASSIFICATION USING SPARSE CODING AND SPATIAL PYRAMID MATCHING	81
<i>Xiaofang Wang, Jun Ma, Ming Xu</i>	
EXPLORATION OF THE APPLICATION OF MOOC TO COLLEGE EDUCATION.....	85
<i>Yujie Ma</i>	
METAPHOR, METONYMY AND COGNITIVE CONSTRUAL OF POLYSEMY	88
<i>Bianqi Sun</i>	
CURRENT E-EDUCATION PROBLEMS IN CHINA — MISGIVINGS ABOUT PPT COURSEWARE PRODUCTION	92
<i>Chi Zhang</i>	
RESEARCH ON CREDIT EVALUATION SYSTEM C2C E-COMMERCE SELLERS	95
<i>Zhidan Zhou, Xuekun Liu, Mingli Hou</i>	
THE CONSTRUCTIONS OF PHYSICS TEACHING RESOURCES DATABASE BASED ON CLOUD HOSTING	99
<i>Haibao Li</i>	
A BRIEF ANALYSIS OF ENHANCING THE MANAGEMENT OF LANGUAGE LAB	102
<i>Run Hua Wu, Jian Jun Shi</i>	
REFORMING AND PRACTICING OF EXPERIMENTAL TEACHING IN ELECTRONIC TECHNIQUE FUNDAMENT	105
<i>Guoping Lei, Youchang Jiang, Gang Qiu</i>	
A HIGH Q&S RTSP SERVER'S ARCHITECTURE AND IMPLEMENTATION BASED ON ANDROID	108
<i>Yang Zhang, Zhiguo Hong, Ning Lv</i>	
STUDY ON THE PROFIT DISTRIBUTION IN GREEN SUPPLY CHAIN SYSTEM BASED ON COOPERATIVE MODE	112
<i>Liangping Tu, Yu Zheng, Xiaolin Zhu</i>	
THE EXPLORATION AND RESEARCH OF TEACHING REFORM ABOUT "DATABASE THEORY AND APPLICATIONS"	116
<i>Jia Lü, Jianfeng Liu</i>	
THE RESEARCH ON INTERNET MARKETING PERFORMANCE EVALUATION OF COMMERCIAL BANKS.....	119
<i>Zhengqing Luo, Liang Zhou, Qinling Ge</i>	
ON THE INCREMENTAL REFORM OF CHINA'S MEDIA SINCE 1990S	123
<i>Binggang Guo, Zhaoyang Zhang</i>	
ONLINE USAGE OF ELECTRONIC PAYMENT INVESTIGATION AND PROBLEM ANALYSIS	125
<i>Longjuan Wang, Xiaoyi Zhou, Jianmin Huang</i>	
INSTRUCTIONAL SUPERVISION IN EDUCATION INSTITUTIONS BETWEEN CHINA AND U.S.....	129
<i>Guanli Huang, Luyi Chen, Ning Fu, Xiaohong Hu</i>	
REFORM OF TEACHING CONTENT AND METHOD IN VEGETABLE HORTICULTURE	133
<i>Shaohui Wang, Rui Yang, Jihong Cheng, Chaojie Liu, Li Mei</i>	
APPLICATION OF COMPUTER-ASSISTED INSTRUCTION IN HORTICULTURE TEACHING	135
<i>Shaohui Wang, Jihong Cheng, Rui Yang, Jinghong Hao, Li Mei</i>	
ORGANIZATIONAL ETHICAL CLIMATE REVIEW	137
<i>Bing Liu, Yuqing Yuan</i>	
ON THE INNOVATION OF LIBRARY MANAGEMENT BY WAY OF KNOWLEDGE MANAGEMENT	141
<i>Chunfu Jin</i>	
THE ANALYSIS OF THE STRUCTURE NASH EQUILIBRIUM SOLUTION OF TWO-PERSON TWO-STRATEGY GAME.....	144
<i>Hongxia Fu, Jinghui Yang, Guochun Tang</i>	
DYNAMIC SPEECH FEATURE PARAMETER EXTRACTION BASED ON FITTING.....	147
<i>Yingjie Meng, Wenjun Liu, Lixin Bai, Wei Chen</i>	
ENHANCED CLASSIFICATION GUIDANCE, CONTINUE TO PROMOTE THE REFORM PRACTICE OF RUNNING HIGHER VOCATIONAL EDUCATION BETWEEN CHINA AND FOREIGN COUNTRIES	151
<i>Xin Zhang, Yuewei Ding, Li Wang, Yihong Fu</i>	
RESEARCH UPON CONSTRUCTION OF TECHNOLOGY-APPLIED LABORATORY	155
<i>Guanqiang Ruan</i>	
ENTERPRISE QUALITY CREDIT EVALUATION BASED ON GREY CORRELATION ANALYSIS AND TOPSIS METHOD	158
<i>Tiedan Wang, Jinjin Wang, Dinghong Peng</i>	

LEARNING CALCULUS THROUGH APPLICATION.....	162
<i>Zelu Wang, Yuquan Sun</i>	
EXPERIMENTAL TEACHING DESIGN OF THE CREDIT RISK ANALYSIS BASED ON SITUATIONAL METHOD	165
<i>Yin Yu</i>	
TEACHING REFORM AND PRACTICE FOR ELECTRICAL MACHINERY	168
<i>Hailan Wang</i>	
STUDY ON INTERACTION OF GOLF EXPO AND GOLF GOODS INDUSTRY CLUSTER	170
<i>Fangzhi Liu</i>	
A RESEARCH AND DESIGN OF THE INDIVIDUAL COURSE MANAGEMENT SYSTEM BASED ON ANDROID	173
<i>Shijie Zhu, Yiyuan Zhang, Xiaolin Yi</i>	
EVALUATION RESEARCH OF FOOD SAFETY STATE BASED ON THE IMPROVED FUZZY INFORMATION AXIOM MODEL.....	177
<i>Biao Zhang, Jiuyan Cai, Jie Yang</i>	
COGNITION BASED E-EDUCATION FOR ADVANCED MATHEMATICS.....	183
<i>Jianhui Liu, Huichuan Wang</i>	
TO EXPLORE THE APPLICATION OF VIRTUAL MACHINE TECHNOLOGY IN EXPERIMENTAL TEACHING OF THE NETWORK SECURITY COURSE	186
<i>Gang Ke, Wenliang Cao</i>	
RESEARCH ON THE CULTIVATION MODE OF FINANCIAL SERVICE OUTSOURCING TALENTS	189
<i>Qiaoling Fu, Rui Zhao</i>	
STUDY OF THE HARMONIOUS TEACHER-STUDENT RELATIONSHIP IN THE POSTGRADUATE ENROLLMENT EXPANSION SITUATION	193
<i>Shanling Han, Jinbin Li, Zhiyong Li, Qingliang Zeng</i>	
DISCUSSING LEGAL PROTECTION OF THE EMPLOYMENT OF COLLEGE GRADUATES.....	196
<i>Xiaozhen Zhang</i>	
RESEARCH ON THE INHERITANCE AND DEVELOPMENT OF THE PAPER AS A CARRIER OF INFORMATION TRANSMISSION IN THE CONTEXT OF THE NEW ERA.....	199
<i>Qian Gao, Xiaoyun Fu</i>	
DISCUSSION OF HIGHER VOCATIONAL COLLEGE STUDENTS' LEGAL QUALITY OF ASCENSION.....	202
<i>Xiaozhen Zhang</i>	
A STUDY OF ADVANCED ENGLISH TEACHING IN THE SETTING OF MULTI-MEDIA AND INTERNET	205
<i>Xiulian Liu</i>	
INTERETHNIC WORKPLACE E-MAIL COMMUNICATION: AN INVESTIGATION INTO POLITENESS STRATEGIES.....	208
<i>Mohammad Awad Al Afnan</i>	
THE CAPITAL STOCK'S ANALYSIS OF INDUSTRY TRANSFER IN THE WESTERN REGIONS OF CHINA: EVIDENCE FROM GUIZHOU PROVINCE	212
<i>Hui Zhang</i>	
COMPARATIVE RESEARCH ON TRADITIONAL ADVERTISING AND MOBILE PHONE ADVERTISING	215
<i>Qianyi Li, Jing Huan, Zhiqiang Luan</i>	
RESEARCH ON GLOBAL POSITIONING SYSTEM IN MOBILE COMMUNICATION EQUIPMENT BASED ON ANDROID PLATFORM	218
<i>Yi Huang, Qian He, Yubin Wang, Zhiyong Xie, Tao Wang</i>	
HIGH DIMENSIONAL COVARIANCE MATRIX ESTIMATION VIA BAYESIAN METHOD.....	221
<i>Jie Tang, Si-Ming Huang</i>	
DESIGN AND IMPLEMENTATION OF PHARMACOPOEIA SMART LEARNING SYSTEM BASED ON ANDROID PLATFORM	225
<i>Chunhua Liao, Lin Pen, Jianqiang Du, Zhibiao Li</i>	
PERFECTION OF LONG-TERM MECHANISM FOR SYNERGETIC DEVELOPMENT OF COUNTY FINANCIAL SERVICE AND ECONOMY	229
<i>Xiaoyan Gao, Li Ma</i>	
A STUDY OF DATA CLASSIFICATION FOR HYBRID STORAGE SYSTEM BASED ON GENETIC ALGORITHM.....	231
<i>Chunmin Qiu, Jie Shan</i>	

THINKING ABOUT CONSTRUCTIVE TEACHING FOR MILITARY PROFESSIONAL EDUCATION.....	235
<i>Huafang Geng, Jianmei Dai</i>	
THE RESEARCH ON SERVICE PLATFORM OF SHIP MANUFACTURING IN CLOUD MANUFACTURING ENVIRONMENT	238
<i>Xiang Su, Liangliang Gao, Weiyong Wang, Lai Wei</i>	
STUDY ON LEADERSHIP CHARACTERISTICS MODEL BASED ON MARGARET THATCHER REVIEW	242
<i>Qiang He, Mengying Wu, Miao Zhang</i>	
TOWARD INTERPRETIVE METHODOLOGY OF INTERNATIONAL HUMAN RIGHTS EDUCATION.....	246
<i>Guangyu Cao, Yanying Fei</i>	
APPLICATION OF FUN VIRTUAL TEST IN EXPERIMENTAL TEACHING	250
<i>Zhibang Yang, Chen Xu, Yi Wang, Xichuan Deng, Jia Liu</i>	
A NOVEL METHOD FOR TEACHING KNOWLEDGE ABOUT BINARY SYSTEM.....	253
<i>Hui Xie, Xiaoying Wang, Lihua Fan, Xiaojing Liu</i>	
THE CORRELATION ANALYSIS OF CAPITAL STRUCTURE AND ENTERPRISE VALUE OF STEEL INDUSTRY'S PUBLIC COMPANIES IN CHINA	258
<i>Qing Liang</i>	
RUN-TIME ACCELERATE CHANNEL FOR COMMUNICATION-AWARE NETWORK-ON-CHIP	262
<i>Tianpeng Ai, Tongsen Hu, Tianzhou Chen</i>	
FIVE-IN-ONE CONNOTATION PROMOTION PATTERN OF INFORMATION MANAGEMENT AND INFORMATION SYSTEM.....	266
<i>He Yan, Jie Liu</i>	
A STUDY ON RELATIONSHIPS AMONG CONFLICT MANAGEMENT AND SCHOOL EFFECTIVENESS	269
<i>Meichen Kuo, Fuyu Lin, Chinyen Lin, Farnshing Chen</i>	
THE EMPIRICAL ANALYSIS OF EFFECT OF ORIGIN OF ALMA MATER ON UNIVERSITY TEACHERS INTERSCHOOL MOBILITY	273
<i>Peiqun Wu, Cui Meng</i>	
RESEARCH OF PRIVATE CLOUD RESOURCE ALLOCATION WITH MULTI-TYPE USER BASED ON ONLINE MECHANISM DESIGN.....	277
<i>Xiaolong Ma, Lanjuan Liu</i>	
STUDY ON INTEGRATED EXPERIMENT TEACHING ON FUNCTIONAL SCIENCE OF PRECLINICAL MEDICINE.....	281
<i>Yu-Ying Zhang, Jin-Hua Li, Guo-Qing Wang</i>	
TO PROMOTE THE WHOLE DISTRICT'S INDEPENDENT INITIATION THROUGH COLLEGE-GOVERNMENT'S COOPERATION AND COORDINATION — TAKEN PEKING'S DAXING NEW DISTRICT AS EXAMPLE.....	284
<i>Guozhen Xue</i>	
RESEARCH ON PERFORMANCE OF DIVESTING FIRMS: EVIDENCE FROM LISTED CORPORATE IN CHINA	288
<i>Chunxiao Sun, Chunyan Li</i>	
INNOVATIVE THINKING OF E-COMMERCE DEVELOPMENT OF COMMERCIAL BANKS	292
<i>Lianze Zhang</i>	
THE CHALLENGES AND COPING OF INTERNET FINANCIAL	296
<i>Penghu Wang</i>	
APPLICATION RESEARCH OF EMPLOYEE SAFETY ADVANCED PROGRAM IN POWER COMPANIES.....	300
<i>Shengsheng Wu, Tianyu Yang, Huidong Guo</i>	
A COMPARATIVE STUDY OF DIFFERENT NATIONAL COLLEGE STUDENTS' INFORMATION LITERACY --- BASED ON THE INVESTIGATION AND ANALYSIS OF THREE UNIVERSITIES IN XINJIANG.....	304
<i>Fu Wang, Hong-Xia Zhao</i>	
THE LOCALIZATION OF GENERAL EDUCATION OF UNIVERSITIES IN TAIWAN	308
<i>Max M.-Z. Yan, Kao Liu</i>	
ON NEW INDEXES TO JUDGE SYNCHRONIZATION OF EEG	312
<i>Jing Yan, Jin Zhang, Rulong Wang, Huan Kuang, Ying Wang</i>	
EXPLORATION AND PRACTICE OF COMPUTATIONAL THINKING TRAINING AT UNIVERSITY COMPUTER COURSES	317
<i>Hongxia Xie, Ban He</i>	

IDEOLOGICAL AND POLITICAL EDUCATION RESEARCH AND ANALYSIS BASED ON PROBLEM STUDENTS	321
<i>Jianhong Li</i>	
CONSTRUCTION PATHWAY OF HARMONIOUS CAMPUS CULTURE IN THE LOCAL HIGHER VOCATIONAL COLLEGES	325
<i>Jianhong Li, Qi He</i>	
EXPLORATION AND PRACTICE OF GUIDANCE MODE ABOUT ENGINEERING COURSE'S GRADUATION PROJECT --- GUIDANCE ABOUT GRADUATION PROJECT FOR STUDENTS WITH LEARNING DIFFICULTIES	329
<i>Bing Yan</i>	
THE CONSTRUCTION AND OBSERVATION OF THE DATABASE OF THE CHINESE ORGANIZATION NAMES	332
<i>Hui Chen</i>	
DESIGN AND IMPLEMENTATION OF RELATION DATABASE AND NON-RELATION DATABASE UNIFIED QUERY MODEL	336
<i>Xiaoyu Zheng, Naizheng Bian</i>	
Author Index	