International Conference on Economic Management and Trade Cooperation

(EMTC 2014)

Advances in Intelligent Systems Research Volume 107

Xi'an, China 12-13 April 2014

ISBN: 978-1-63266-577-5

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

INTERDISCIPLINARY RESEARCH OF ECONOMIC MANAGEMENT

Optimization of Bi-level Distribution Network System Based Fuzzy Multi-objective Decision-making Model Analysis	1
Li Sha, Liao Zhi-Gao, Huang Jie-Hong, Huang Nai-Chuan	
Research on Motivation Tactics of Middle School Teachers from the Perspective of	
Occupation Happiness	8
Li Min	
The Flipped Classroom-Advantages and Challenges	17
Du Shi-Chun, Fu Ze-Tian, Wang Yi	
Proactive Personality and Career Success: A Person-organization Fit Perspective	21
Moran's I Tests for Spatial Dependence in Panel Data Models with Time Varying Spatial Weights	
Matrices	27
Ou Bian-Ling	
The Study of the Symbol Attributes in Product Design	34
Hu Rui-Bo, Zhang Xiao-Song, Suo Xin-Yu, Hu Yuan	
Applied Research on Design Semiotics	40
Hu Rui-Bo, Zhang Xiao-Song, Suo Xin-Yu, Hu Yuan	
Discussion on the Coordination of Aesthetics and Ergonomics Based on the Self-express in Product	
Design	46
Wang Jiao-Jiao, He Can-Qun, Xu Wen-Jing	52
The Alternative Evaluation of Inter-city Railway in Regional Integrated Transport Corridor	33
The Folk Flavor of Food of Dongting Lake Area in China	50
Liu Fei-Long, Din Si-Yan	
Selection of Extended Products in Cross Type Extension Based on Fuzzy Grey Relational Clustering	
Analysis	62
Wang Su-Zhou	02
An Empirical Analysis on Enterprise Microblog	69
Zhang Nan, Chai Yue-Ting, Sun Hong-Bo	
The teaching content improvement within the hierarchical practical teaching system of accounting	
profession in independent colleges — Taking the accounting profession of Jiangcheng College,	
China University of Geosciences as an example	76
Cheng Hui-Ling, Wen Ying-Jie, Yao Yu-Jian	
The Option of College Students in Entrepreneurship Models Under the Micro-economic Environment	81
Yin Chao-Hua, Chen Yu-Hua, Li Cong	
The Game Analysis of Development Investment Mode Selection in Lower Permeability Oilfield	87
Liu Yan-Chun, Jiang Wei-Dong, Ma Qing-Xi, Wang Li-Ping, Yan Jian-Jun	
Study and Practice on Farmer-Participate-to-Experience-Type Agricultural Extension Method	92
Cao Cheng-Zhong, Luo Chang-Shou, Zhang Jun-Feng, Zou Guo-Yuan, Zuo Qiang, Wu Zhong-Zhi, Wang Rui	
Functional Equivalence Applied in the Translation of Poems	99
Ma Yu-Ting	
MANAGEMENT SCIENCE AND ENGINEERING	
MINITED TO THE PROPERTY OF THE	
Design and Implementation of Students' Information Management System (SIMS) Based on ASP	103
Yang Cheng-Hui	103
A Kind of Design and Application on the Internet of Things Technology	108
Yang Cheng-Hui	100
Guangxi 's Logistics Distribution Network Based on the Theory of the Uncertainty Decision-making	
Model	114
Hua Qing, Liao Zhi-Gao, Tang Sheng-Jie, Qiu Hui	
A Corpus-based Empirical Study on the Use of Get by English Majors	119
Zhang Li-Xia	

Research on Internet of Things-based Virtual Logistics Enterprises Performance Evaluation	124
Research on Role of Cloud Computing in Optimization of Supply Chain Management	130
Research on Working Language Management of Overseas Chinese Company	136
Study on the Evaluation and Operation Efficiency of Elevator Service Quality Based on MATLAB	141
Research on the Optimization of Water Resource for the First Phase of the Central Route of the South-north Water Diversion Project	146
Small and Medium-sized Enterprises (SEMs) Supply Chain Coordinative Innovation Motivations	157
On the Civil Liability for Acts of Violating Personal Information	161
The Model of Cost Optimization in Sales Process	167
The Influence of Workplace Friendship for Female Employees' Career Success in the Logistics Industry	172
Gao Jing, Wu Jing-Jing Forecasting Analysis of Carbon Emission from China's Coal-fired Power Enterprises Based on the	
Logistic Model	178
How to Break Through the "Cascade Effect" to Realize the Industrial Structure Optimization ——	
Based on the Consideration of Huawei's Binary Interaction Mode of Industry Upgrading	
The Research on the Interactive Interface Design in Self-express Service System(SESS)	
Study on Replication of Routines in Organizations Based on Organization Ambidexterity Competence Chen Yan-Liang, Gao Chuang	
The Study on Distribution of Research Data Repositories Based on Resources Directory Websites	
Optimization in Oil Pipelines Arrangement with Fermat Problem Wei Dong-Ping, Zhao Hong-Ya, Lei Tian-Li	212
Function of the United States Federal Government in Hydroelectric Development and its Inspiration for China Li Zhi	218
PUBLIC ECONOMIC Research on Influencing Factors of Corporate Tax Compliance Behavior: a Perspective of Corporate	
Governance Yuan Hong-Bing	224
Tax Planning of Small and Medium-Sized Real Estate Development Enterprise in the Establishment Stage	228
Lu Zhang-Yin, Liao Zhi-Gao	
Research Overview on Modern Service Industry Clusters	234
Researches on the Current Development and Promotion Strategies of Zhejiang Modern Service Industry	239
Liu Chun-Xiang, Zhou Hui-Qin	244
Research on Community Supported Agriculture Chai Hua-Qi, Sun Jie, Cui Xiao-Min	244
An Empirical Analysis of the Effects of the Stock Index Futures on the Spot Market Volatility of China	249
Che Hui-Chun, Cao Fang A Study on the Changing Trends of Domestic Tourism Consumption Composition of Urban Residents	
Grouped by Travel Purpose in China	255
Zhang Guo-Ping, Liu Xiao-Ying The Influence of Emotional Factors on Consumption Decision of Infant Formula in China	261
Xia Ming, Guan Jing-Jing	

Evaluation Study of Internet Commercial Sustainable Development under the New Commercial Civilization	266
Zeng De-Bin, Lu Hai-Xia	200
SVM-based Abnormal Account Monitoring Model of Bank	274
Qin Xue-Zhi, Li Jing-Yi, Hu You-Qun	
The Influence of Political Skill on Workplace Friendship Based on the Social Capital Theory	282
Gao Jing, Wang Hui-Hui The Mechanism Research and Empirical Analysis on How Energy Tax Policy Influence Energy	
Substitution: Concurrently Case Study from China	288
Qiao Hai-Shu, Ou Yang-Xin	
Assessment of the Key Political Risks of China's Overseas Direct Investment	295
Chang Jian-Cong	
Social capital and the small micro enterprise financing research in China—Golden Triangle area in	202
Shandong and Fujian as an example	303
The Problems and Improvements in the China Rural "Assets Checkup" Work	308
Zhang Hong-Jing, Zhong Qiang	
Is the Internal Capital Market Efficiency ——Empirical Evidence from Chinese a Shares Listed	
Companies	312
Zhang Bin	210
Strategic Analysis for LNG Vehicle Filling Business in the Low Carbon Economy	318
Empirical Research on the Effect of Internal Capital Market Efficiency from Chinese A Shares Listed	
Companies	324
Zhang Bin	
A Study of the Relationship between China's Fiscal Expenditure Structure and Urban-Rural Income	
Gap	333
Fang Li-Ting Forecasting the Internet of Things Market by Using the Grey Prediction Model Based Forecast	
Method	337
Huang Chi-Yo, Kuo Chu-Chi, Kao Yu-Sheng, Lu Hsueh-Hsin, Chiang Po-Yu	
Establishing Two-Oriented Society and Environmental Accounting	346
Lin Xiao-Hua	
Environmental Performance Information Disclosure of A-share Listed Companies	351
Tang Jiu-Fang, Wang Xue-Zhi, Lin Xiao-Hua, Li Peng-Fei	
PUBLIC MANAGEMENT	
Institutional Reform of Rural Land Circulation: Model Innovation and Government Roles	358
Hong Bi-Gang	
Typical Case Study on Zhejiang Modern Service Industry Clusters, Haining Warp Knitting Industry	
and Producer Services Cluster Park	364
Liu Chun-Xiang, Zhu Li-Yuan	
The Design of Disease Monitoring System for Chinese Outbound Tourism: A Discussion from Public	270
Management Perspective	370
The Investigation and Analysis of Basketball Class Teaching of Beijing	377
The Narration and Forecast of Overseas Municipal Solid Waste Management Research	381
Organization Structure and Operation of Extreme Floods Emergency Management under	
"Bureaucracy-Cooperation" System in the Huaihe River Basin	386
Analysis of Necessity of the Acceleration of Solid Waste Management in China in	
"Twelfth Five-Year Plan" Period and Suggestions	394
Zhou Li-Ping	
A Preliminary Study about Solid Waste Caused by the Sudden Environmental Pollution Emergency	200
System	399
Urban Health Insurance Reform in China	407
Xin Hai-Chang, Amsbary Jonathan, Powell Larry	

The Internal Analysis of Colleges and Universities' Financial Control under the Administrative Institutions Internal Control Standard	417
Shen Jian-Fei, Luo Xi-Ya, Wang Ya-Feng	71/
The Constituent Elements of Leadership at Basic Level Organizations: An Exploratory Research Based on Grounded Theory	420
Lei Lei, Xu Yan-Mei	420
Legal Requirements for Effective Personal Information Protection through Information Resources Management for Chinese Public Services	427
An Xiao-Mi, Bai Wen-Lin, Sun Shu-Yang	
Transformation and Multiple Choices in Suppliers of Public Services	433
The Empirical Research of the SuzhouCivic Happiness Index Niu Shi-Hua	439
Study on optimization of governance structure of private SMEAn example of WHFST system engineering Co.	444
Lin Xiao-Hua	
The Development Path of Evolution, Strategic Vision and Implementation Steps of Qinhuangdao Ocean	450
Liu Ming	
The Problem of Financial Management and Improvement Measures in the Countryside	453
An Empirical Study on the Relationship between Executive Compensation and Corporate Performance	458
Chen Man-Xue, Zhang Chun-Xiao, Lu Kang-Yin	
Analysis and Countermeasure of Private Enterprises Wastage	
Study on Human Capital Loss and Restoration for Climate Induced Migrants	470
Evaluation of Employees' Competence in Transnational Corporations Based on Complex Network	
Theory Huang Zi-Jun, Dong Tian	
A Two-step Decision Making Model	483
Gao Kao, Nian Min	
PUBLIC POLICY AND TRADE COOPERATION	
TOBLE TOLICI MAD TRIBLE COOTERITION	
Analysis of the Structure of Foreign Direct Investment in China's Agriculture	489
Analysis of the Effect about Zero-tariff of China-ASEAN Free Trade	494
The Approach of Enhancing Regional Modern Manufacturing and R&D Transformation Function —	
a Case of Tianjin Binhai New Area, China Zheng Hong-Bo, Wang Hong-Ran, Li Zi-Biao	499
Research on the Relationship between Foreign Trade and Carbon Emissions	
based on Econometric Model	504
Research on Foreign Trade Development Strategies of Inner Mongolia	510
Policy Effort Analysis on China's New Rural Cooperative Medical System	516
Analysis of the Patterns of Trade Cooperation of Agricultural Products between China and ASEAN	522
Study on Logistics Barriers to Procurement from the Chinese Market	528
Study on Relationship of the RMB Internationalization, Cross-border Trade Settlement and Capital Account Liberalization	534
Wang Jia, Huo Wei-Dong	
Strategies to Improve the Efficiency of Chinese Agricultural Products Circulation	540
Rural Land Tenure and Land Transfer Polices in China	545

Study of the Policies for the Integrated Development of Urban and Rural Sports Public Services	550
Shao Wei, Liu Chao	
The Trend of Multinational Companies' Wholly Owned Investment in China and Its	
Effect on Local Firms	554
Feng Jiang-Hong	
Rural Energy Eco-compensation Policy Design in China	558
Ren Feng, Gu Li-Hong	
Author Index	