International Conference on Education, Management and Computing Technology

(ICEMCT 2014)

Advances in Intelligent Systems Research Volume 100

Tianjin, China 14 - 15 June 2014

ISBN: 978-1-63439-016-3

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. http://www.atlantis-press.com/php/pub.php?publication=icemct-14

Printed by Curran Associates, Inc. (2014)

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

Atlantis Press 29 avenue Laumière 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

Strengthen the Connotation Construction of Education and Teaching for Training High Quality Vocational Talents: Discussing About the Cultivation Mode of Higher Vocational College Students	1
K. Guo Three Curriculum of Knowledge, Ability and Literacy Goals that Assist University Chinese Course out of the Woods	4
W. Yanli	
PDM Teaching Reform based on the Ontology Module and Data Management Platform	9
Entrepreneurship and the Strategic Transformation of Medium and Small Enterprises	15
An Exploration of the Integration of General English and ESP Teaching from the Perspective of International Cooperation: A case study of 2+2 program of international business faculty, BNUZ	20
Exploration of Teaching Method of College English Translation based on the Situated Cognition	24
Analysis on Geriatric Social Work Service Absence in Civilian-Run Retirement Organizations - Taking the Service Status of Civilian-Run Retirement Organizations in Tianjing City as an Example G. Bian	28
The Arrangement of the Dance form "Fanshanjiaozi" on Inheritance	33
An Analysis on the Causes of the Destruction of Western Roman Empire	38
Application of Corpus Technology in British and American Literature Course Teaching	42
Cultural Transformation and Chinese Contemporary Female Literature Development	46
Reflections on Educational Inequality and Its Countermeasures	50
The Analysis of the Beauty and Characteristics of Tibetan Folk Songs in Nanping Sichuan	54
Study on Chinese Communication Strategies Use of Primary and Secondary Oversea Students	58
Regrettable Pursuits: Dual Narrative Voice in the Joy Luck Club	62
Effect of Nano-TiN Particles on Ni-TiN Composite Coatings	66
Analysis about English Audiovisual and Speaking Teaching of Students Majoring in Flight Technology Based on ICAO Standards J. Huang	71
Plights and Solutions of English Listening Teaching in Higher Vocational Colleges	76
Research on Relevant Points in Building Indoor and Outdoor Environmental Art Design Teaching	80
Discussion on Equipment Virtual Archives of Art Colleges	85
Exploration of Network Marketing Channel for SMEs under E-commerce Background	90
Plights and Solutions of Enterprise Human Resource Management	94
Position and Role of School-Enterprise Cooperation in Construction of Higher Vocational Schools' Practical Teaching System	00
S. Liu, C. Niu	98
Study on Construction of Practical Teaching System for Logistics Transportation Major in Higher Vocational Colleges	103
S. Liu, C. Niu Artistic Aesthetics Significance of Piano Improvising Accompaniment J. Lv	107

Innovative Thinking Plays Important Role in Graphic Design	111
Self-Access Learning and Assessment of Foreign Language Vocabulary by Corpus-Based Data-	
DrivenZ. Ma	115
Analyze the Relationship between English Language Thinking and English Thinking Ability	119
X. Qiao Brief talk on the Guiding Significance of Mao Zedong's Anti-Corruption Thought to Current Anti-	
Corruption Struggle	123
Y. Shi Reflection and Countermeasures of Marxist Ideology and Scientization	127
L. Su Clinical Feature and Initial Treatment Strategy of Laryngeal Obstruction in the Neck	131
Research of Localization of Foreign-invested Hotels in China	135
English Classroom Anxiety Status Quo and Countermeasure Analysis of Students in Higher	
Vocational and Technical Colleges	139
Image Aesthetics Characteristics of Chinese Piano Music	143
Exploration and Analysis of Problems and Countermeasures of Cross-Cultural Education in College	
English Teaching	147
Economic Analysis on Problems Derived from Rural Tourism "Enclave Operation"	151
Analysis of Village Banks' Operating Efficiency in Heilongjiang Province	156
Discussion on Construction of Aesthetics Course System at Colleges and Problems in Its Teaching	162
Preliminary Discussion on the Cultural Communication of Shui Nationality in Yunnan under the	
Perspective of New Media	166
J. Wang Thinking on Indigenous Psychology of China Based on Western Psychology Culture	171
Q. Wang Rural Problems during the Education Modernization Process in the Late Qing Dynasty and the Early	
Republic of China	176
Thoughts on Moral Education of College Students in Network Era	181
J. Xue	101
Human Resource Management under Enterprise Strategic Perspective	185
Exploration about Afro-American Literature	190
A Retrospect on the Attitudes to the City of the Early Americans	194
Thoughts on Customer Relation Management of Small and Medium Commercial Banks	200
Analysis of Mechanical Automation Control Forging and Visualization	205
Analysis for the Drama Image and Musical Image of Musetta in the Aria Stroll in the Street	209
Strategies on Improving English Course Information Teaching Level in Higher Vocational College	213
Views on Gothic Tradition from British and American Literature	216
Analysis of the Power of the Old Fisherman Santiago in the Old Man and the Sea	220
Study on Causes and Strategies of Efficacy Sense of College English Teachers	224
On Chinese Folk Dance Teaching Innovation	228

The Study of Human Resource Support Force under the Background of Regional Industry Structure Upgrading	232
P. Dong The Study of Regional Economic Development and Talent Ecosystem	236
A. Li Enlightenment of Efficient America Agricultural Products Logistics on China's Agricultural Products Logistics Efficiency	240
P. Li Study on Problems and Solutions of Current Rural Old-Age Security System in China L. Wang	245
Research on the School-Enterprise Cooperation in Running Schools in Higher Vocational Education	249
The Application of Steel Structure in Civil Engineering	253
Value Realization of University Libraries in Social Dynamic System of Scientific and Technological Innovation H. Zhou	257
Analysis on Demand for International Business Talents in Provinces in the Central China	262
Study on Institutional Guarantee and Government Responsibility for the Development of Preschool Education Cause	267
Analysis of Physical Education for Special College Students	272
Analysis of Teaching Model of College Sports Clubs	276
Study on Innovation Paths of Ideological and Political Education for Contemporary College Students	280
Exploration of Psychological Perspective in Building of Happy and Livable Langfang J. Li, J. Yang	285
Thoughts on College Sports Theory Teaching Based on the Perspective of Leisure Sports Z. Liu	290
Research on Implementation Situation of Accounting Standards for Small-Sized Enterprises in Shandong Province	294
Comparative Study on Competitiveness between Port of Fuzhou and Port of Taipei	299
Application of Virtual Simulation Technology in Electronic Technology Industry	304
On How to Arouse the Students' Learning Interest in Foreign Language Teaching	308
Feminist Utopia: A New Viewpoint of Interpreting British and American Literature	313
Dynamic CGE Study of Development Process and Change of P.E. Teachers since the Foundation of P.R.C.	317
X. Wang, C. Chen Exploration of Full-Time Professional Degree Graduate Training Mode Relying on Enterprise Workstation of Graduate Student	320
Integrated Risk Assessment of Ship Engine Room Fire Based on Fuzzy Vector Similarity	324
Study on the Construction of the Teaching Resources Platform based on Cloud Computing	327
The Empirical Research on Social Media-Oriented Interactive Marketing Strategy based on Suning.com H. Siyu	330
A Cooperative OA System Based on SaaS Supporting Multi-Tenant Business Process Customization	335
The Adaptive Teaching in the Setting of Big Data	341
Teaching Study Based on Project Design and Independent Learning	345

Research on SaaS-Based Model of Teaching Resources Platform	348
The Study on the Development of Strategic Emerging Industry in Shandong Province Based on Factor Analysis	351
J. Xu, Z. Jin A New Approach to Teach College English Reading: The Application of Task-Based Language	
Teaching D. Zhou	356
Omnidirectional Multi-Scale Generalized Blur Minimization Mathematical Morphology Edge Detection Algorithm	359
S. Yang, Q. Qiu, S. Zhang, J. Li Study on B2C Transactions of Agricultural Products in China	363
Y. Lai, S. Zhan Study On The Evaluation Of Supply Chain Partner Selection	366
Y. Zhou Exploration and Practice of Talents' Training Model for the Application-Oriented Universities W. Yunlong, Z. Hongtian	371
Research on the Teaching Situation and Reform Measures of Specialty English	375
Analysis Revelation of Successful Animation of Confucius on the Domestic Cartoon Theme Creation	378
Analysis of the Anti War Thought from Animated Film	382
Research and Practice of Teaching Management Informationization of Colleges and Universities	386
Exploration of College Psychological Health Education	389
The Design of Automatic Scoring System for Document Operational Test Question of MS-Office	393
Exploration on Connection Issue between Graduate and Undergraduate Education	397
Teaching Reform and Exploration of Information Curriculum Group	401
S. Yang, L. Zou, Y. Huang, L. Chen Digital Library of Personalized Information Services Approach and Countermeasures	404
Q. Zhang, X. Wang The Influence of Service Recovery Strategy and Regulatory Focus on Satisfaction in Online Shopping	407
University Library Services Development Discipline Problems and Optimization Strategies	410
Application and Performance Test of High Temperature Filter Media Used on Bag-House Duster	413
Agricultural Colleges and Universities to Build Innovative Talent Training Mode	418
On Building of Opening Laboratory and Campus Practice Base under Construction of School with Characteristic	421
Analysis of Transformation and Upgrading of China's Private Enterprises during the Period of "Twelfth Five-year"	425
L. Chen Impacts of Microsoft Pinyin Input Software on CFL Essay Writing: A Pilot Study Y. Zhu	429
Unique Features and Applications of Chlorine Dioxide on Disinfection	433
Research on the Effectiveness of Technical Indicators with the Volume	436
On the Construction of University Archives Informatization	440
Reform of Basic Chemistry Experiment Course for Cultivating Creative Talents	443
Establishment of Comprehensive Evaluation System of Fundamental Chemistry Experiment Course	447

Discussions on Improving the Teaching Quality of Fundamental Chemistry Experiment Course	451
Reform of Teaching Mode of Basic Chemistry Experiment Course	455
B. Jiang, Z. Chen, B. Xiong, D. Wang, T. Liu Pros and Cons: Web Based Education	450
J. Liu	439
Study on the Measures to Improve the Learning Atmosphere of Independent College	462
Setting Up Comprehensive and Researching Experiments to Reform Organic Chemistry Experiment Teaching Method	465
Study on Integenerational Differences Between the New Generation of Migrant Workers and the First Generation of Migrant Workers	468
Research on Subject Construction in Provincial University	473
On the Practice of Moral Education about Ecological Science and Technology in Universities of Ecological Civilization	476
D. Zhang Research on Knowledge Innovation in Quality Management Process C. Chai, Y. Mu	480
Research on Management of Innovation and Scientific Accounting Files in Colleges and Universities D. Weng, X. Wang	483
Factor Analysis of China's Education Investment and Economic Growth Spatial Effect D. Weng, X. Wang	486
Analysis of the Risk from Finance of the New Campus Construction in Colleges and Universities $Z.\ L\nu$	
On Strengthening the Management of Special Funds for Universities	
The Exploration on Work Method which about Youth Ideological Guidance	494
A Research on Influencing Mechanism of Business Process Outsourcing (BPO) Service Quality	497
A Study on the Factors Affecting the Service Quality of Online Transactions Based on Association Analysis	502
Y. Wang, L. Wu, F. Wei, H. Cao, H. Cheng An Empirical Study on Multimodal Videotext Learning Strategy to English Audio-Visual-Oral Ability Improvement	510
Theory of SMEs Financial Risk Prevention and Control	514
S. Zhao, M. Zeng Discussion on Research-Based Teaching in Computer Network Management Course D. Wu, N. Chen, H. Liu	518
A New Engineerging Education Model J. Deng, J. Cai, K. Xiao	522
Research on the Curriculum of Marketing Major in Higher Education Institutions - Based on Research-Based Teaching	525
Practice Teaching System to Cultivate Talents of Information Management	532
Research on Practical Teaching System of the Internet of Things Technologies and Application	
On Application of Task-Based Approach to Business English Correspondence Teaching	539
Exploring Practice and Innovation Ability for Specialty in Measuring & Control Technology and Instrumentation	542
L. Chen, X. Liu Public Library Service Value Assession in Xi'an by CVM	545
How to Improve the Quality of Post Practical Training of Vocational Schools	548

Breakthrough the Short Slab during the Government Website Construction: A Case Study	551
F. Zhao	
Li Firewood Dance Studies in College Education	554
X. Ouyang	
Innovation Information Service of University Library Readers	558
M. Xu	
Innovation of University Library Subject Service	561
M. Xu	
Analysis on Theories and Countermeasures for University to Achieve Integrated Document	
Management	564
Š. Cui	
Author Index	