

International Conference on Modern Management, Education Technology and Social Science (MMETSS 2016)

Advances in Social Science, Education and
Humanities Research Volume 91

Guangzhou, China
30 – 31 December 2016

Editors:

**Chunyan Huang
Yulin Zhong
Zhizhong Wang**

ISBN: 978-1-5108-3599-3

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© (2019) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=mmetss-16>

Printed by Curran Associates, Inc. (2017)

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.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: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

ON DEVELOPMENT OF TOURIST RESOURCES OF ANCIENT VILLAGES AND TOWNS IN FUZHOU, JIANGXI PROVINCE	1
<i>Wen-Ping Xiong</i>	
ROCK MOISTURE RECOGNITION BY COMBINING AE WITH MUSICAL-STAFF-INSPIRED MODEL	7
<i>Jingyu Jiang, Wei Zheng, Kai Tao</i>	
A STUDY ON THE DEVELOPMENT OF CULTURAL TOURISM RESOURCES IN HOMETOWN OF WANG ANSHI	13
<i>Wen-Ping Xiong</i>	
CHARACTERISTIC RESOURCES CONSTRUCTION AND SERVICE COUNTERMEASURES OF FAMOUS UNIVERSITY LIBRARIES IN TAIWAN	18
<i>Jing Zhang</i>	
RESEARCH ON HOT RESEARCH TOPICS ON PERSONALIZED LEARNING AND ITS DEVELOPMENT TREND IN CHINA:BASED ON CO-WORD VISUALIZATION ANALYSIS FROM CSSCI	21
<i>Dongdai Zhou, Shuo Xu, Yaqin Fan</i>	
RESEARCH ON TRAINING MODE OF AUTOMOBILE SERVICE	32
<i>Weiguang Ye</i>	
DISCUSSION ON ECOLOGICAL IDEA IN ENVIRONMENTAL ART DESIGN	36
<i>Jun Xie</i>	
RESEARCH PROGRESS OF PERCEPTUAL IMAGE THEORY, TECHNOLOGY AND APPLICATION IN PRODUCT DESIGN	39
<i>Qiong Qian</i>	
APPLIED UNDERGRADUATE COLLEGES AND UNIVERSITIES TEACHING SEVERAL REALIZATIONS OF PROBABILITY AND STATISTICS COURSE	42
<i>Jinghua Zhang</i>	
ILLUSTRATIONS' FUNCTIONS IN TYPICAL ENGLISH DICTIONARIES OF ENGLISH IDIOMS	45
<i>Xiaoguang Zeng</i>	
THE THEORETICAL MODEL OF SOCIAL MEDIA'S EFFECT ON BRAND PREFERENCE: FROM THE PERSPECTIVE OF CUSTOMER PERCEIVED VALUE	53
<i>Yong Ding, Jinchuan Xiao</i>	
COOPERATION PATTERN ANALYSIS OF SEASONAL INVENTORY IMPAWN FINANCING	60
<i>Fan Cheng</i>	
THE CONSTRUCTION PROJECT PPP RISK DISTRIBUTION STUDY	68
<i>Chenhui Yang</i>	
RESEARCH ON THE MOMENTUM EFFECT AND CONTRARIAN LONG-SHORT PORTFOLIO BASE ON CSI 800 INDEX	71
<i>Jian Zeng</i>	
THE IMPACT OF FINANCIAL AGGLOMERATION ON REGIONAL ECONOMIC GROWTH	77
<i>Chunqing Xie</i>	
AN EMPIRICAL STUDY ON THE INFLUENCE OF INDUSTRIAL OPENNESS ON EMPLOYMENT STRUCTURE IN EASTERN CHINA	85
<i>Zhenbiao Yang, Guobin Lin</i>	
FINANCIAL RISK ANALYSIS OF LISTED COMMERCIAL BANKS IN CHINA BASED ON INTEREST RATE MARKETIZATION	91
<i>Pan Shen</i>	
THE SPATIAL IMPACT OF FINANCIAL SUPPORT ON CULTURAL CREATIVITY INDUSTRY AGGLOMERATION--AN EMPIRICAL ANALYSIS BASED ON PROVINCIAL DATA	97
<i>Xueqi Yang</i>	
TO DEEPEN THE SUPERVISION IN THE ENTERPRISE OPERATION AND MANAGEMENT OF THE PRACTICE AND EXPLORATION	103
<i>Li Rong Gao</i>	
TEST OF THE APPLICABILITY OF THE SMOOTH ADJUSTMENT HYPOTHESIS IN AGRI-PRODUCT TRADE OF CHINA	106
<i>Ai Hang, Yan Wang</i>	

STUDY ON THE QUALITY OF GRAIN SEEDS FROM THE PERSPECTIVE OF GOVERNMENT REGULATION--BASED ON THE RESEARCH OF SHANDONG PROVINCE.....	113
<i>Ge Feng Geng</i>	
TEXT CATEGORY CROWDSOURCING SOLUTION FILTER RESEARCH IN REWARD MODE	117
<i>Huixing Nie, Tianshun Wang</i>	
THE APPLICATION OF ABC TO LOGISTICS FIRMS	125
<i>Yanguo Yang</i>	
PLC TEACHING REFORM AND PRACTICE BASED ON CDIO ENGINEERING EDUCATION MODE.....	129
<i>Ping Xin, Dejun Liu, Hongtao Mi</i>	
INFLUENCE OF THE CSI 300 STOCK INDEX FUTURES ON THE LIQUIDITY OF THE STOCK MARKET OF CHINA-ANALYSIS BASED ON THE PSM AND DID METHOD	133
<i>Jinzhou Zhao, Yongbo Wang</i>	
THE CHOICE BETWEEN ACCRUAL AND REAL EARNINGS MANAGEMENT PRE AND POST IPO OF THE VC-BACKED COMPANIES	141
<i>Dongxiang Lin</i>	
LITERATURE REVIEW OF INTERNATIONAL SERVICE TRADE BARRIERS	150
<i>Yanping Zhao</i>	
RESEARCH ON PURCHASE ORDER ALLOCATION UNDER UNCERTAINTY OF SUPPLY	154
<i>Li Yan</i>	
CROSS - SHAREHOLDING ANALYSIS OF CHINA 'S LISTED COMPANIES BY SECTOR BASED ON SOCIAL NETWORK PERSPECTIVE	159
<i>Huifang Fei, Canzhong Yao</i>	
A CASE STUDY ON THE SPATIAL PANEL DATA MODEL : FACTORS OF CHINA MARINE ECONOMY DEVELOPMENT	167
<i>Mianmian Hong</i>	
CONSTRUCTION OF INNOVATIVE TEACHING SYSTEM AND MODE FOR MECHANICAL PRINCIPLE COURSE FACING ABILITY TARGET OF INTERNATIONAL ENGINEERING EDUCATION.....	173
<i>Yong Yang, Jing-Liang Jiang, De-Xiang Wang, Xia Jin</i>	
BIG DATA AND THE DEVELOPMENT OF REGIONAL ECONOMY	177
<i>Aoyun Chen</i>	
DESIGN AND DEVELOPMENT OF COMPUTER AIDED TEACHING SOFTWARE FOR MECHANICAL PRINCIPLE COURSE.....	182
<i>Yong Yang, Jing-Liang Jiang, Xia Jin, Xin-Fu Liu</i>	
MULTIVARIATE STATISTICAL ANALYSIS OF INDUSTRIAL OVERCAPACITY IN CHINESE PROVINCES.....	186
<i>Pan Wu</i>	
RESEARCH ON THE INTERNAL CONTROL OF GUARANTEE COMPANY.....	191
<i>Liuyang Fu</i>	
THE RESEARCH ON INNOVATION-DRIVEN PATHS OF HIGH-TECH ZONE UNDER THE NEW NORMAL IN CHINA	195
<i>Xiang Fei, Qinghao Bu</i>	
LAND URBANIZATION LEVEL OF CORE CITIES IN THE SILK ROAD ECONOMIC BELT	200
<i>Zhe Li, Dangchen Sui</i>	
ENGLISH TEACHING CONTESTS AND PROFESSIONAL DEVELOPMENT OF ENGLISH TEACHERS IN INDEPENDENT COLLEGES---- AN EMPIRICAL STUDY BASED ON C COLLEGE	205
<i>Xinyan Feng</i>	
THE THINKING OF CAMPUS FOOTBALL UNDER THE HAZE FOG WEATHER.....	211
<i>Yanhong Li, Yunqi Yan</i>	
EMPIRICAL RESEARCH OF MERGER AND ACQUISITION PERFORMANCE ON CHINA'S MEDIA INDUSTRY LISTED COMPANY	215
<i>Xiuling Zou</i>	
STUDY ON DESIGN CULTURE OF PROTO-PORCELAIN POT WITH TWO LUGS OF THE WESTERN HAN DYNASTY	225
<i>Mingyu Liu</i>	
EXPLORATION AND PRACTICE OF ANIMATION MAJOR REFORM IN HIGHER VOCATIONAL COLLEGES UNDER THE MODE OF INTEGRATION OF PRODUCTION AND EDUCATION.....	230
<i>Wei-Guo Zhang, Lai-Quan Liu, Zan-Hong Cai</i>	

A STUDY ON THE QUALITY AND EFFICIENCY OF ECONOMIC DEVELOPMENT IN GUANGDONG PROVINCE	234
<i>Yu Mu</i>	
LITERATURE REVIEW: DEVELOPMENT AND EFFECT EVALUATION OF CLEAN DEVELOPMENT MECHANISM (CDM)	240
<i>Yang Lu</i>	
ON QUALITY CULTIVATION & CAREER DEVELOPMENT OF COLLEGE STUDENTS.....	244
<i>Tingyan Bi, Binlu Feng, Chenming Wei</i>	
MINING RESIDENTS' RESPONSE TO RARE EARTH MINING AND ENVIRONMENTAL PROTECTION	248
<i>Jing-Hong Lu, Ze-Bin Wu</i>	
ANALYSIS OF SINO-RUSSIA-MAGNOLIA TRADE COOPERATION POTENTIAL: BASED ON THE PERSPECTIVE OF TRADE GRAVITY MODEL	252
<i>Qian Shen</i>	
ANALYSIS OF ONLINE SHOPPING FAKES FROM THE PERSPECTIVE OF INFORMATION ASYMMETRY	256
<i>Kunzhuo Song</i>	
ENGINE DISMOUNTING AND OPERATION TEST BENCH DESIGN BASED ON PRACTICE ABILITY TRAINING	260
<i>Wen-Bing Yan</i>	
FACTORS AFFECTING THE ECONOMIC DEVELOPMENT AND URBANIZATION OF MOUNTAIN AREA--TAKING YUNNAN PROVINCES AS AN EXAMPLE	264
<i>Renqu Tian, Zisheng Yang</i>	
PRACTICE AND RESEARCH OF FLIPPED CLASSROOM IN THE TEACHING OF MECHANICAL SPECIALTY IN INDEPENDENT COLLEGE	270
<i>Songping Chen</i>	
ADVICE ON CONSTRUCTION OF LITERATURE RESOURCES	274
<i>Zhuqun Li</i>	
SELF-SERVICE REFERENCE AND CONSULTATION MODE OF UNIVERSITY LIBRARY BASED ON MICRO VIDEO AND NEW MEDIA	278
<i>Enting Kang, Xiaolan Zhou</i>	
HIGHER VOCATIONAL EDUCATION PROJECT CURRICULUM PRACTICE	282
<i>Tiejun Chen</i>	
ANALYSIS OF THE PROMOTING EFFECT OF THE MODE OF INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE ON TECHNOLOGY TRANSFER.....	286
<i>Hongyu Li</i>	
CHINA'S SERVICE TRADE AND SERVICE INDUSTRY GROWTH - AN EMPIRICAL ANALYSIS FROM THE ASPECT OF FACTOR INTENSITY	292
<i>Ke Xuan</i>	
INDUSTRY COMPETITION, STABILITY OF CONTRACTS AND AUDIT QUALITY	298
<i>Pu-Yi Zhu</i>	
THE ANALYSIS OF NEGATIVE EFFECTS BROUGHT BY INTERNET ECONOMY UNDER NEW ECONOMIC NORMALITY	304
<i>Huiqing Wang</i>	
A STUDY ON THE IMPACT OF CHINESE HIERARCHICAL CULTURE ON CHINESE ENTERPRISES' INVESTMENT DECISION	310
<i>Zhiyuan Zhang</i>	
RESEARCH ON A NOVEL TEACHING MODEL OF BUSINESS TRANSLATION BASED ON BYOD	317
<i>Na Zhai</i>	
THE STUDY OF THE APPLICATION OF SNA IN THE CORE PERSONALITY WORDS OF CHINESE NEW COLLEGE STUDENTS	321
<i>Ying Wu, Xing Jin</i>	
RESEARCH ON RISK MANAGEMENT OF INTERNATIONAL CONVENTION AND EXHIBITION INDUSTRY	325
<i>Zhiming Mo</i>	
A BRIEF DISCUSSION ON THE ENGLISH TRANSLATION OF "JIEDIQI"	329
<i>Wei Shen</i>	
ANALYSIS OF PSYCHOLOGICAL FACTORS AND GUIDANCE COUNTERMEASURES OF COLLEGE STUDENTS' USING BEHAVIORS OF SOCIAL NETWORK.....	333
<i>Feifei Sun</i>	

CONSTRUCTING CHINA 'S INDEX OF SUSTAINABLE ECONOMIC WELFARE(ISEW)	337
<i>Lei Tang</i>	
THE NEW DIRECTION OF UNIVERSITY LIBRARY SERVICE IN THE MOOC ENVIRONMENT	341
<i>Xiu-Li Li</i>	
AN EMPIRICAL STUDY ON FACTORS THAT AFFECT UNIVERSITY TEACHER JOB SATISFACTION IN BEIJING	345
<i>Xing Luo</i>	
THINKING AND PRACTICE OF UNDERGRADUATE TEACHING REFORM OF EAST CHINA JIAOTONG UNIVERSITY FOR THE DEVELOPMENT STRATEGY OF "CHINA MADE 2025"	349
<i>Diqing Wan, Zhuming Li, Shuting Ye, Yinglin Hu</i>	
APPROPRIATION COST, GOVERNMENT EXPENDITURE AND INCOME DISPARITY	353
<i>Qianqin Chen, Jiayu Wen</i>	
GUANGDONG EXPORT-ORIENTED ECONOMIC DEVELOPMENT RESEARCH	362
<i>Biao Xiong</i>	
RESEARCH ON THE MODES, PATHS AND COUNTERMEASURES OF THE INTEGRATIVE DEVELOPMENT OF GUANGZHOU INTERNET AND CULTURAL INDUSTRY	368
<i>Weisha Cai, Bin Gu, Xingbiao Wang</i>	
MARKETING INNOVATION OF LOGISTICS ENTERPRISE UNDER THE "INTERNET +" ERA	372
<i>Yulin Xia, Yan Zhang</i>	
EFFECTIVE WAYS TO IMPLEMENT JAPANESE TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE NEW SITUATION	376
<i>Hui Zhang, Liangdong Xiao</i>	
PROBLEMS AND LEGAL COUNTERMEASURES OF INTELLECTUAL PROPERTY RIGHTS OF CHINESE DIGITAL TV	379
<i>Liangdong Xiao</i>	
SOCIAL PSYCHOLOGICAL CHARACTERISTICS AND REGIONAL CULTURAL IDENTITY OF MALE DRUG ADDICTS:A CASE STUDY OF SOUTHERN SHANDONG	382
<i>Hairong Zhu, Jinpeng Yan</i>	
THE STRUCTURAL IMBALANCE OF CHINA 'S BANKING CURRENCY MISMATCH	388
<i>Yuan Li</i>	
MEDIA LITERACY EDUCATION IN COLLEGES AND UNIVERSITIES: THE STATUS QUO AND THE DEVELOPMENT WAY OF THINKING	396
<i>Yu Tang, Yang Hu</i>	
A STUDY ON ESTABLISHMENT OF HEYUAN WISDOM TOURISM SYSTEM	400
<i>Zhi Zhu</i>	
STUDY ON THE ULTRASONIC APPLICATION IN CHEMISTRY AND CHEMICAL ENGINEERING	404
<i>Yunshen Zhang</i>	
DIALOGUE, REFLECTION AND TRANSCENDENCE: ON THE PRACTICALITY AND ACADEMIC NATURE OF MARX DOCTRINE	408
<i>Ling Lin</i>	
TEACHING REFORM OF INDUSTRIAL AUTOMATION BASED ON ENGINEERING EDUCATION CERTIFICATION	414
<i>Ping Xin, Hongtao Mi</i>	
THE AMERICAN WAY OF FAMILY EDUCATION IN BOYHOOD AND THE ENLIGHTENMENT TO CHINA	419
<i>Yan Liu</i>	
APPLICATION OF GREY COMPREHENSIVE ENTROPY WEIGHT CLUSTERING METHOD IN PERFORMANCE EVALUATION OF BANKS	423
<i>Yuyang Jie, Fenyi Dong</i>	
THE EVALUATION INDEX SYSTEM AND MODEL OF ENGINEERING QUALITY FOR ENGINEERING STUDENTS	428
<i>Xin-Liang Cao, Hong-Xia Yang, Jian-Xin Li</i>	
STUDY OF CRUISE PRACTICE ENGLISH CLASSROOM TEACHING BASED ON THE ESP NEEDS ANALYSIS THEORY	432
<i>Zhen Yang</i>	
A STUDY OF THE SOURCES AND INFORMATION COLLECTION AND METRIC MODEL OF SOFTWARE REQUIREMENTS CHANGE	437
<i>Yuqing Yan, Weijun Sun, Zhong Ming, Zhenhua Zhang</i>	

EVOLUTION GAME ANALYSIS OF INFORMATION SHARING BEHAVIOR BETWEEN SUPPLY CHAIN MEMBERS	443
<i>Kan Yang, Shuangliang Tian, Xiahong Cai, Susu Jiao</i>	
RESEARCH ON VAR COMPUTING SYSTEM OF COMMERCIAL BANKS BASED ON ACCURATE SCENARIO DATA	447
<i>Yingliang Wu, Yuan Huang, Jiongen Xiao</i>	
MEASUREMENT OF THE ECONOMIC BENEFIT OF URBAN RAIL TRANSIT STATION UNDER THE MODE OF COMPREHENSIVE DEVELOPMENT.....	456
<i>Chenlin Han</i>	
REPUTATION MECHANISM IN MULTIPHASE GAME TO CONTROL THE MORAL HAZARD OF AGING SERVICE SUPPLIER.....	460
<i>Zhiyong Zhang, Haiping Wu, Yongqiang Shi</i>	
ON CURRENT SITUATION AND DEVELOPMENT PROSPECT OF THE JOURNALISM & MASS COMMUNICATION EDUCATION	471
<i>Xiaoqing Zhang</i>	
AN EMPIRICAL ANALYSIS OF THE INCOME GAP BETWEEN INDUSTRIES IN HEBEI PROVINCE.....	474
<i>Mengnan Wang</i>	
RESEARCH SUMMARY ON THE INVESTMENT LOAN LINKAGE BUSINESS MODEL OF COMMERCIAL BANK.....	478
<i>Qian Chen, Mu Zhang</i>	
A NEW PATTERN OF CDIO ENGINEERING EDUCATION AND APPLICATION IN MECHANICAL PRINCIPLE COURSE.....	483
<i>Yong Yang, Jingliang Jiang, Dexiang Wang, Xia Jin</i>	
THE INDUSTRIAL TRANSFER AND INDUSTRIAL AGGLOMERATION IN THE PROCESS OF THE INTEGRATION IN BEIJING, TIANJIN AND HEBEI	487
<i>Mingyao Wang, Qiong Tong</i>	
A COMPARATIVE STUDY OF THE IMPACT OF DOMESTIC AND FOREIGN INVESTMENT ON TECHNOLOGICAL PROGRESS OF CHINA'S MANUFACTURING INDUSTRY	491
<i>Ying Zhao, Jianhong Wu</i>	
ON THE ANCIENT VOCATIONAL ASSESSMENT SYSTEM FOR SECRETARIES AND CONTEMPORARY ENLIGHTENMENTS	495
<i>Yue Wang, Xin Lai Li, Ji Hong Wei</i>	
THE FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: BASED ON THE DATA OF CITY	500
<i>Bin Gu, He Liu</i>	
THE RESTRICTIVE FACTORS AND THE SOLUTION FOR THE DEVELOPMENT OF COMMUNITY COMMERCE--TAKE YANTA DISTRICT AS AN EXAMPLE	506
<i>Guanhua Dong, Jie Shang</i>	
A STUDY OF BUILDING PRACTICAL TEACHING SYSTEM FOR ECONOMICS & MANAGEMENT OF APPLIED UNDERGRADUATE COLLEGES-BASED ON THE PRACTICE OF SHAANXI INSTITUTE OF INTERNATIONAL TRADE & COMMERCE	510
<i>Min Lu</i>	
RESEARCH ON KNOWLEDGE-SHARING CONTINUANCE SOCIAL INTENTION FOR SOCIAL Q&A COMMUNITY	514
<i>Longyi Li, Tao Yu, Qiong Wang</i>	
A STRATEGIC ANALYSIS OF ENHANCING THE ECONOMIC EXTROVERSION LEVEL OF XI 'AN FROM THE BELT AND ROAD PERSPECTIVE	519
<i>Min Lu, Ya-Fei Guo</i>	
RESEARCH ON SOCIAL COMMERCE BASING ON SOCIAL NETWORK ANALYSIS	523
<i>Ying-Liang Wu, Xin Hu, Jiong-En Xiao</i>	
THE MECHANISM OF BORDER CROSSINGS' ECONOMIC IMPACT ON THE CITY UNDER GEOPOLITICAL FACTORS	529
<i>Yihui Ma</i>	
RESEARCH ON THE COURSE CONSTRUCTION AND TEACHING MODE OF INTERNET OF THINGS SYSTEM INTEGRATION.....	533
<i>Jian Fei Wu, Tian Tian Xu, Hong Yi Wang</i>	
A STUDY ON THE POLICY OF DRIVING XI'AN 'S INNOVATION AND ENTREPRENEURSHIP THROUGH EQUITY-BASED CROWD-FUNDING	537
<i>Jing Ren</i>	
ANALYSIS ON THE INFLUENCE FACTORS OF REAL ESTATE PRICE IN LINYI CITY	543
<i>Zhongxiu Liu</i>	

THE PRELIMINARY DISCUSSION OF CHINESE CHARACTER FONT DESIGN	549
<i>Bing Liu, Fan Wang</i>	
RESEARCH ON THE APPLICATION AND PROMOTION STRATEGY OF THE SUPPORT MODE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS UNDER CONSTRUCTIVISM	553
<i>Lei Yang</i>	
RESEARCH ON THE SERVICE OF SUBJECT LIBRARIAN IN UNIVERSITY LIBRARY UNDER THE NEW MEDIA ENVIRONMENT	557
<i>Xiuli Li</i>	
THE CONSTRUCTION OF THE MOBILE E-COMMERCE PRECISION MARKETING MODEL BASED ON SOLOMO	561
<i>Bin Gu, Weisha Cai</i>	
A RESEARCH OF DEFOGGING ALGORITHM BASED ON CLUSTERING SEGMENTATION.....	567
<i>Yan-Hai Wu, Kang Chen, Nan Wu, Jing Zhang</i>	
A HONEYCOMB SHAPE LOCALIZATION ALGORITHM BASED ON LEVY-PSO.....	573
<i>Dongyao Zou, Biwei Liu, Chen Li</i>	
Author Index	