

World Conference on Management Science and Human Social Development (MSHSD 2017)

Advances in Social Science, Education and
Humanities Research Volume 120

Bangkok, Thailand
2 – 3 December 2017

Editors:

**Wei Li
Juergen E. Mueller**

ISBN: 978-1-5108-5556-4

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© (2018) by Atlantis Press
All rights reserved.
<http://www.atlantis-press.com/php/pub.php?publication=mshsd-17>

Printed by Curran Associates, Inc. (2018)

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

SESSION 1: MANAGEMENT SCIENCE

IMPACT OF DUE DATES FOR COMPLEX PRODUCT ENGINEERING CHANGE BASED ON CAPABILITY CONSTRAINTS.....	1
<i>Huaiguo Zhang, Xiang Su, Zhiying Wang</i>	
RESEARCH ON APPLICATION OF REMOTE VIDEO MONITORING SYSTEM IN CONSTRUCTION SITE MANAGEMENT	8
<i>Lei Shi, Xueliang Hou</i>	
FAMILY CLIMATE AND JOB PERFORMANCE: THE ROLE OF FAMILY-TO-WORK ENRICHMENT	12
<i>Chang Su, Mingjian Zhou</i>	
RESEARCH ON INNOVATION OF SMALL AND MICRO ENTERPRISES FINANCING MODEL BASED ON CLOUD SERVICES	17
<i>Dao-Hai Zhang, Miao-Miao Fan</i>	
AN OPTIMIZATION METHOD OF ACQUIRING ENGLISH PROGRESSIVE ASPECT	24
<i>Wenhua Wang</i>	
THE LEGISLATIVE DEVELOPMENT OF THE GUARDIANSHIP SYSTEM FOR MINORS	31
<i>Lishan Huang, Xin Tang</i>	
RESEARCH AND PRACTICE ON CONVERGENCE AND PROMOTION OF LEARNING GROUP AND KNOWLEDGE MANAGEMENT	36
<i>Xiao-Dong Zheng, Han-Hui Hu</i>	
PROMOTING TEACHING EFFECTIVENESS BY DIVERSIFICATION OF EVALUATION METHODS: A CASE STUDY OF WORLD TRADE ORGANIZATION BILINGUAL COURSE FOR INTERNATIONAL TRADE MAJOR	41
<i>Chanting Chen</i>	
STUDY ON ENTERPRISE KNOWLEDGE CREATION MECHANISM IN THE COLLABORATIVE INNOVATION OF INDUSTRY-UNIVERSITY-RESEARCH INSTITUTIONS	45
<i>Jinying Liu</i>	
STRATEGIC ANALYSIS OF INTERNATIONAL COMPETITIVENESS FOR CONSTRUCTION FIRMS IN CHINA.....	52
<i>Shigang Yan</i>	
STUDY ON THE INFLUENCE OF POLITICAL CONNECTIONS ON REAL ESTATE FIRMS' STARTING BUSINESS VENTURES--WITH RESOURCE ACQUISITION PLAYING AN INTERMEDIARY ROLE	57
<i>Zhao Wang, Xiaobing Liu</i>	
ANALYSIS OF PROFESSIONAL EDUCATION MILITARY EVALUATION SYSTEM DEVELOPMENT FOR MILITARY ACADEMIES	64
<i>Ke Liu, Yi He, Lvshan Xu</i>	
RESEARCH ON IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITY ENGLISH TEACHING IN INTERNET ERA	69
<i>Aiyang Han</i>	
INNOVATION DRIVEN DESIGN LEAD--EXPLORATION OF INNOVATIVE DEVELOPMENT MODE UNDER THE GUIDANCE OF DESIGN THINKING.....	73
<i>Haibo Yang</i>	
APPLICATION OF ARMED CONFLICT LAW IN NON-WAR MILITARY OPERATIONS	80
<i>Ke Liu, Yunxia Song</i>	
CURRENT TRENDS IN SOFTWARE PROJECT MANAGEMENT	85
<i>Pradip Peter Dey, Mohammad Amin, Bhaskar Raj Sinha, Shatha Jawad, Laith Al Any, Hassan Badkoobehi</i>	
REVIEW OF RESEARCH ON THE STUDIES OF THE POPULARIZATION OF MARXISM IN RECENT TEN YEARS	90
<i>Ying Wang</i>	
THE EFFECT STUDY OF FREE POLICY ON SECONDARY VOCATIONAL EDUCATION QUALITY IMPROVEMENT IN POOR AREAS	94
<i>Yurong Zhu, Limei Cao, Jinxiu Yang</i>	

SESSION 2: EDUCATION AND ART

HOW TO DEVELOP DISCOURSE-BASED APPROACH IN SECOND LANGUAGE TEACHING	104
<i>Yun Deng</i>	
A STUDY OF NEW SOLUTIONS ON ENGLISH LISTENING OBSTACLES	110
<i>Yang Liu, Yanjie Jin</i>	
RESEARCH ON THE IMPLEMENTATION OF STRATIFIED TEACHING OF PUBLIC ENGLISH IN VOCATIONAL COLLEGES.....	114
<i>Nuan Wang</i>	
DESIGN AND DEVELOPMENT OF THE INTERACTIVE COURSEWARE BASED ON SCORM STANDARD	119
<i>Jing Yu, Hang Guo</i>	
RESEARCH AND PRACTICE ON NON-ENGLISH MAJOR MASTER CANDIDATE ENGLISH HIERARCHICAL TEACHING REFORM	123
<i>Chunfen Feng</i>	
A NATIONAL SECURITY STUDY OF UNISPLENDOR'S ATTEMPTED WESTERN DIGITAL ACQUISITION.....	128
<i>Chanting Chen</i>	
STUDY ON THE PLEDGE RATE OF INVENTORY PLEDGE FINANCING BUSINESS CONSIDERING FINANCING BUSINESS RISKS	134
<i>Daoyuan Ji, Ruiping Gao, Xuelei Lin</i>	
ANALYSIS ON THE DEVELOPMENT PATH OF CHINESE FILM INDUSTRY FROM THE PERSPECTIVE OF COOPERATION-COMPETITION.....	138
<i>Jianxun Wu, Jing Yi</i>	
AN ANALYSIS OF NON-ENGLISH MAJOR FRESHMEN'S LANGUAGE FOSSILIZATION.....	143
<i>Jiaoyan Yang, Xue Peng</i>	
CONSTRUCTION OF "654" SENDING-TEACHING-TO-THE-COUNTRYSIDE TRAINING MODE.....	148
<i>Jingmei Yang</i>	
EFFECTS OF THE CONTINUATION TASKS AS A PREDICTOR OF PRAGMATIC COMPETENCE ON WRITING PROFICIENCY	153
<i>Jiajia Xia</i>	
PROBLEMS AND SOLUTIONS OF CASE-BASED TEACHING METHOD IN BUSINESS EDUCATION.....	160
<i>Juan Liu, Yu Yuan, Yuan Zhang, Yan Lin</i>	
SECOND LANGUAGE LEARNING ON CHINESE STUDENT'S INFLUENCE IN LEARNING ORAL ENGLISH	164
<i>Xiaohui Wang, Yuehui Niu</i>	
INTERNAL CONTROL, CROSS-BORDER MERGERS, CULTURAL INTEGRATION AND MERGER PERFORMANCE.....	168
<i>Xin Jin, Bailing Hu</i>	
ON ESP TEACHING PRACTICE IN CHINA AND SUGGESTIONS FOR ITS IMPROVEMENT.....	176
<i>Yan Lin, Yu Yuan, Yuan Zhang, Juan Liu</i>	
TO CULTIVATE STUDENTS' ENGINEERING PRACTICE ABILITY IN SOFTWARE ENGINEERING TEACHING.....	180
<i>Yue Gao, Shuying Zhang</i>	
RESEARCH ON THE APPLICATION OF FLIPPED CLASSROOM IN JAVA PROGRAMMING EXPERIMENT TEACHING.....	186
<i>Zhuo Li, Qi-Xian Geng</i>	
GENRE-BASED APPROACH IN TEACHING BUSINESS ENGLISH	193
<i>Sen Yuan</i>	
THE DESIGNING AND EFFECTS ON THE APPLICATION OF POA IN ESP TEACHING	197
<i>Xueqing Liu</i>	
THE DEVELOPMENT OF ONLINE EDUCATION IN HIGHER EDUCATION INDUSTRY OF CHINA.....	203
<i>Yu Yuan, Juan Liu, Yuan Zhang, Yan Lin</i>	
THE STUDY OF SHADOWING EXERCISE ON IMPROVING ORAL ENGLISH ABILITY FOR NON-ENGLISH MAJOR COLLEGE STUDENTS	207
<i>Xiaolin Wang</i>	
AN EMPIRICAL STUDY OF PEER ASSESSMENT IN PUBLIC SPEAKING CLASS	213
<i>Huiyu Ma, Yun Shen</i>	

TO CULTIVATE STUDENTS' ENGINEERING PRACTICE ABILITY IN SOFTWARE ENGINEERING TEACHING	218
<i>Yue Gao, Shuying Zhang</i>	
EMBEDDED EXPERIMENT TEACHING PRACTICE BASED ON SYSTEM DESIGN	224
<i>Tao Chi, Lei Wang</i>	
ANALYSIS OF CHINA POPULISM IN THE CONTEXT OF NEW MEDIA DEVELOPMENT	229
<i>Guannan E, Jing Yi</i>	
CREATING A LEARNER-CENTERED COMMUNICATIVE CLASSROOM TO HELP LEARNERS ACHIEVE OPTIMAL OUTCOME	235
<i>Yanying Yu, Yichen Liu</i>	
TEACHING PRACTICE OF NEWS ENGLISH LISTENING BASED ON DIGITAL RESOURCES	240
<i>Huiying Xie</i>	
AN EMPIRICAL STUDY OF ROLE OF LINGUISTIC CONTEXTS IN ACQUISITION OF ENGLISH IDIOMS BY CHINESE EFL LEARNERS.....	246
<i>Xingjia Chong, Yuqing Huang</i>	
EXPLORING THE VIRTUAL EXPERIMENT TEACHING OF COMPUTER GRAPHICS	252
<i>Xie-Qiu Zhao, Zai-Yong Song, Feng Xiong</i>	
HOW TO IMPROVE THE UNIVERSITY LEGAL EDUCATION	256
<i>Xin Tang, Lishan Huang</i>	
ON PROSODY INTELLIGENCE AND PEDAGOGY FOR EFL LEARNERS IN CHINA	260
<i>Yunhong Hou</i>	
TASK-BASED LANGUAGE TEACHING (TBLT) IN ASIAN EFL CLASSES: CHALLENGES AND STRATEGIES.....	264
<i>Yi Ji</i>	
PROBLEMS AND COUNTERMEASURES OF FEMALE CAREER DEVELOPMENT IN TAIWAN-FUNDED ENTERPRISES--TAKING HUAIAN'S TAIWAN-FUNDED ENTERPRISES AS AN EXAMPLE	277
<i>Shuxian Liu</i>	
ON THE INFILTRATION OF IDEOLOGICAL AND MORAL EDUCATION IN PRIMARY MATHEMATICS TEACHING.....	281
<i>Qin Wang, Jiangjing Xia</i>	
THE INFLUENCE OF LANGUAGE TRANSFER ON VOCATIONAL STUDENTS' ENGLISH LEARNING.....	286
<i>Nuan Wang</i>	
RESEARCH ON TEACHING REFORM OF PROGRAMMING COURSES BASED ON LARGE CLASS FLIPPED CLASSROOM	290
<i>Zhuo Li, Qi-Xian Geng</i>	
THE BASED ON INNOVATION CREDITS TO THE CULTIVATION OF INNOVATIVE ABILITY OF UNDERGRADUATES.....	295
<i>Jing Zhang, Na Li</i>	
STUDY ON THE RELATIONSHIP BETWEEN THE RIGHT HEMISPHERE AND LANGUAGE	299
<i>Yulei Gao</i>	
POSSIBILITY OF USING FUNCTION POINT ANALYSIS IN PROJECT EVALUATION.....	303
<i>Tadeusz A. Grzeszczyk, Jacek Pelszynski</i>	
CHINESE JU AND WORLD FOOTBALL	308
<i>Lin Yang</i>	
ON THE CHANGE OF CRITICISM CONNOTATION OF CONSUMPTION ALIENATION--FROM MARX'S CONSUMPTION ALIENATION CRITICISM TO WESTERN MARXISM'S CONSUMPTION ALIENATION CRITICISM.....	314
<i>Xiaying Lv</i>	
RESEARCH ON RISK EVALUATION AND CONTROL OF INVENTORY PLEDGE FINANCING.....	318
<i>Daoyuan Ji, Xuelei Lin, Xun Kuang</i>	
REVIEW AND SELECTION ON HUMAN HYPOTHESIS IN HIGHER EDUCATION MANAGEMENT	324
<i>Ninghe Geng, Junming Niu, Qi Tang</i>	
A STUDY OF NEGATIVE TRANSFER IN STUDENTS' VOCABULARY LEARNING	330
<i>Yuehui Niu, Xiaohui Wang</i>	

SESSION 3: SOCIAL SCIENCE

THE WHOLE PROCESS COST MANAGEMENT BASED ON BIM	334
<i>Jixue Zou, Jia Guo, Jing Wu</i>	
ANALYSIS OF THE RISKS AND COUNTERMEASURES OF ENTERPRISE EMPLOYEE RECRUITMENT	337
<i>Danwen Chen, Xi Zhou</i>	
ANALYSIS ON CONSTRUCTION OF NATURAL RUBBER MULTINATIONAL INDUSTRY CHAIN OF GUANGDONG GUANGKEN RUBBER GROUP	343
<i>Guan Huang, Hongyu Wu</i>	
PRACTICE STATUS QUO AND DEVELOPMENT LIMITS OF DATA JOURNALISM BASED ON MOBILE NEWS CLIENT	352
<i>Mei Xie, Zuxu Ni, Qianhui Jia</i>	
ANALYSIS OF THE ADAPTATION OF URBAN OUTDOOR PUBLIC SPACE TO THE SENIOR CITIZENS BASED ON THE LOCAL CULTURAL AND ARTISTIC CHARACTERISTICS IN TIANJIN	356
<i>Yan Zhao, Wei Li</i>	
THE PSYCHOLOGICAL STUDY ON THE METHODS OF MORAL EDUCATION	361
<i>Li Zhao</i>	
WILLINGNESS OF THE FARMERS' PARTICIPATION IN THE NEW GRAIN SUPPLY CHAINS -BASED ON THE TECHNICAL ACCEPTANCE MODEL	365
<i>Zhipeng Gu, Baoming Cao</i>	
RESEARCH ON THE IMPACT OF MOBILE PHONE CLIENTS FOR TRAVEL SERVICES ON COLLEGE STUDENTS' TRAVEL BEHAVIOR	373
<i>Shuang Wei, Qi Wei</i>	
RESEARCH ON UTILIZATION OF ACADEMIC RESEARCH ACHIEVEMENTS IN PUBLIC OPINION GUIDANCE	376
<i>Mei Xie, Luona Su</i>	
THE RESEARCH ON THE SOCIAL INTEGRATION OF THE TOP MANAGEMENT TEAM	380
<i>Lin Yu</i>	
THE MODERATING EFFECT OF EMOTIONAL INTELLIGENCE ON LEADER'S JOB PERFORMANCE	385
<i>Yunfang Ma, Dan Chang, Lan Teng, Qiwen Du</i>	
NONVERBAL LANGUAGE IN FOREIGN LANGUAGE TEACHING	389
<i>Chong Guo</i>	
READING PROMOTION PRACTICE BASED ON PDCA CYCLE AT HUAZHONG UNIVERSITY OF SCIENCE AND TECHNOLOGY LIBRARY	393
<i>Xuan Liu, Chang Liu, Liang Shi, Jin Huang, Xuanli Zhang, Meng Chen</i>	
HOW TO CULTIVATE POSITIVE MENTAL ATTITUDE	398
<i>Gong-Luo Zhu, Wei Zeng</i>	
ENGLISH ACQUISITION AS SECOND LANGUAGE BY TWO ENGLISH MAJOR STUDENTS IN CHINA	402
<i>Yun Deng</i>	
A STUDY OF SUPPORTIVE POLICIES ON COLLEGE STUDENTS IN INNOVATION AND ENTREPRENEURSHIP	407
<i>Yuxuan Zhang</i>	
HOW TO EFFICIENTLY AND EFFECTIVELY SUPERVISE DRUG DISTRIBUTION IN CHINA?	415
<i>Manman Zhang, Liu Yi, Tianhua Zhang</i>	
PSYCHOLOGICAL SECURITY OF FIRSTBORN CHILDREN UNDER A TWO-CHILD POLICY	422
<i>Danwen Chen, Xu Zha</i>	
A STUDY ON PROBLEMS WITH REFORM OF PERFORMANCE SALARY REFORM IN COLLEGES AND UNIVERSITIES AND COUNTERMEASURES-A CASE STUDY OF COLLEGES	429
<i>Lei Xia</i>	
DEVELOPMENT CHARACTERISTICS OF COLLEGE STUDENT VIEW ON MARRIAGE AND LOVE	435
<i>Yongmei Hou, Xin Liu</i>	
ON THE "REAL" AND "VIRTUAL" OF CULTURAL TOURISM—— A CASE STUDY OF YU- QIANG CULTURE IN BEICHUAN COUNTY	442
<i>Shangyun Xie</i>	

REGIONAL CUSTOMS COLLABORATION DEVELOPMENT STRATEGY IN THE BACKGROUND OF THE BELT AND ROAD INITIATIVE	448
<i>Lan Teng, Zhenji Zhang, Qiwen Du, Yunfang Ma</i>	
RESEARCH ON SOCIAL REPRESENTATION OF NETWORK HOT WORDS IN DIGITAL ERA	454
<i>Delong Gao, Zhengxun Wang</i>	
RESEARCH ON THE COMPETITIVENESS OF SIX PROVINCIAL CAPITAL CITIES IN CENTRAL CHINA	460
<i>Wanxing Li</i>	
LIABILITY FOR UNAUTHORIZED AGENCY: IN THE VIEW OF CHINA-GERMANY COMPARATIVE LAW	466
<i>Xiangzhen Yue</i>	
THE CRITICISM OF CONSUMPTION ALIENATION BY WILLIAM LEISS	470
<i>Xiaying Lv</i>	
OPTIMIZATION OF SINO-EUROPE CONTAINER TRANSPORT STATION IN THE "SILK ROAD ECONOMIC BELT"	474
<i>Qiwen Du, Xianliang Shi</i>	
THE REVIEW OF THE RESEARCH ON THE PERFORMANCE OF HUMAN CAPITAL AND TEAM PERFORMANCE IN THE EXECUTIVE TEAM	478
<i>Lin Yu</i>	
A BRIEF ANALYSIS OF TAIWAN'S NATION	485
<i>Haoran Nie, Wandu Pei</i>	
CONNOTATIONS AND CULTURAL SIGNIFICANCE OF TAKING JADE IN CHU DYNASTY BEFORE QIN DYNASTY	490
<i>Zhongyuan Li</i>	
ANALYSIS OF VALUATION RISK OF OVERSEAS MERGERS AND ACQUISITIONS OF STATE OWNED ENTERPRISES UNDER CURRENT SITUATION	494
<i>Hui Tang</i>	
REFLECTIONS OF THE ESTABLISHMENT WITH POLICY - BASED MEDICAL LIABILITY INSURANCE	498
<i>Gang Wang, Shouwen Wang</i>	
STUDY ON SCIENTIFIC RESEARCH PERFORMANCE EVALUATION OF UNIVERSITIES FOR TRADITIONAL CHINESE MEDICINE--TAKE HUBEI UNIVERSITY OF TRADITIONAL CHINESE MEDICINE AS AN EXAMPLE	505
<i>Chun-Yan Li, Ting Kong, Yuan Sun</i>	
AFTER TRAUMA OF GAOKAO	510
<i>Yanping Lu</i>	
THE SPACE PRODUCE IN CHINATOWN OF BANGKOK	515
<i>Kaiwan Xiong</i>	
RESEARCH ON HEALTH GOVERNANCE PATH FOR ELDERLY GROUP IN URBAN COMMUNITIES FROM THE PERSPECTIVE OF POLYCENTRIC GOVERNANCE	522
<i>Yiyang Li, Li Wang</i>	
ON THE LAWS OF PERSONAL INFORMATION PROTECTION IN NETWORK ENVIRONMENT	527
<i>Xin-Ya Chen, Yue-Tong Liu</i>	
Author Index	