4th International Symposium on Business Cooperation and Development in South-East and South Asia under B&R Initiative (ISBCD 2019)

Advances in Economics, Business and Management Research Volume 146

Kunming, China 24 November 2019

Editors:

Rongdang Wang Hao Lin Yunlong Duan Ying Zhang

ISBN: 978-1-7138-1451-1

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© (2020) by Atlantis Press All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: http://www.atlantis-press.com/php/pub.php?publication=isbcd-19

Printed with permission by Curran Associates, Inc. (2020)

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

EMPIRICAL RESEARCH ON ADDPTION BEHAVIOR OF LBS USERS OF MOBILE	
MANAGEMENT INFORMATION SYSTEM — SEM MULTIPLE-GROUP ANALYSIS BASED	
ON UTAUT MODEL	I
LITERATURE VISUALIZATION ANALYSIS OF DOMESTIC TECHNOLOGY TRANSFER	
RESEARCH BASED ON UCINET	6
Zetao Zhang, Ersi Liu	
RESEARCH ON THE RELATIONSHIP AMONG TECHNICAL STANDARDS, ECONOMIC	
GROWTH, AND INNOVATION AN EMPIRICAL STUDY OF CHINESE CONSTRUCTION	
INDUSTRY DATA	11
Wenfang Sun, Bowen Xu, Qifa Jiang	
RESEARCH ON YUNNAN VEGETABLE EXPORT INDUSTRY IN THE CONTEXT OF	
"BELT AND ROAD INITIATIVE"	16
Wenhua Yang, Piju Kang	
THE RESEARCH ON YUNNAN'S FOREIGN TRADE IN THE CONTEXT OF "THE BELT	
AND ROAD" INITIATIVE	21
Yuxin Fan, Hao Lin	21
RESEARCH ON THE INFLUENCING FACTORS OF CHINA'S OFDI BASED ON PRINCIPAL	25
COMPONENT ANALYSIS	25
Tumei Zhung, Ting Tung	
RESEARCH ON THE PROMOTION OF COUNTY ECONOMIC COMPETITIVENESS IN	
YUNNAN PROVINCE UNDER THE BACKGROUND OF ONE BELT AND ONE ROAD	31
Ruiting Wang	
REVIEW ON CHINA-LESOTHO INTERNATIONAL COOPERATION PLATFORMS IN THE	
BACKGROUND OF BELT AND ROAD INITIATIVE	37
Matete Mahao, Ning Yan	
THE STRUCTURE EVOLUTION OF CHINA'S URBAN NETWORKS FROM THE	
PERSPECTIVE OF FLOWS-TAKE 2007–2014 AS AN EXAMPLE	43
Youyang You	
RESEARCH INTO MAKING YUNNAN A PIVOT OF CHINA'S OPENING-UP TO SOUTH AND SOUTHEAST ASIA FROM THE PERSPECTIVE OF "GROWTH POLE"	40
Piju Kang	49
Tiju Tung	
STUDY ON CROSS-CULTURAL ADAPTABILITY OF FOREIGN STUDENTS COMING TO	
YUNNAN: BASED ON THE CULTURAL INTELLIGENCE PERSPECTIVE	54
Haibin Yang, Haoxin Lu	
PERSPECTIVE OF SAFETY CLIMATE ADAPTION IN DAY SURGERY UNDER THE BELT	
& ROAD INITIATIVE	60
Jing Zhu, Zhenyong Zhang	
CURRENT SITUATION AND COUNTERMEASURES OF TRADE DEVELOPMENT	
BETWEEN CHINA AND "BELT AND ROAD" COUNTRIES	64
Tao Zhang, Kun Zhao, Ying Li, Yuanxin Ruan	

INTERNATIONAL INVESTMENT STRATEGIES OF CHINESE HIGH-TECH COMPANY——IN THE EXAMPLE OF DJI' FOUR FLYINGS STRATEGY Xiangshi Mao, Jia Cheng, Yuan Li, Yan Zhang	69
A CRITICAL REVIEW OF CROSS-CULTURAL CONFLICT MANAGEMENT IN TRANSNATIONAL PROJECTS	75
ANALYSIS OF THE BUSINESS MODEL OF "INTERNET +" INTELLECTUAL PROPERTY TRADING PLATFORM—BASED ON WWW.WTOIP.COM	80
THE DEVELOPMENT OF REGRESSION DISCONTINUITY DESIGN AND ITS APPLICATION IN THE FINANCIAL FIELD	86
THE IMPACT OF EXCHANGE RATE SHOCKS ON PRICES OF CHINA - ASEAN FREE TRADE AREA	90
RESEARCH ON SHAPING OF CHINESE CORPORATE IMAGE IN MYANMAR	94
RESEARCH ON THE INTERNATIONALIZATION OF YUNNAN CULTURAL INDUSTRY IN THE CONTEXT OF "BELT AND ROAD INITIATIVE"	99
AN ANALYSIS OF THE RELATIONSHIP BETWEEN BOARD CHARACTERISTICS AND PERFORMANCE OF LISTED COMMERCIAL BANKS IN CHINA COMMERCIAL BANKS DEVELOPMENT UNDER "BELT AND ROAD "INITIATIVE	104
HOW DOES OPENNESS AFFECT THE INNOVATION PERFORMANCE OF PRIVATE ENTERPRISES? Jiacheng Xin, Qicheng Lu, Lei Pei	110
THE IMPACT OF TAX STRUCTURE ON RESIDENTS' CONSUMPTION IN CHINA	115
RESEARCH ON THE INFLUENCE OF ENTREPRENEURS' CREATIVE THINKING AND OPTIMISM DEGREE ON INNOVATION OPPORTUNITY IDENTIFICATION	120
THE RESEARCH AND CITATION LANDSCAPE OF PM2.5 IN 1993–2017: A RETROSPECTIVE ANALYSIS WITH BIBLIOMETRIC	126
RESEARCH ON THE INTEGRATION MODE OF URBAN AND RURAL ECONOMIC DEVELOPMENT BASED ON "INTERNET +"	132
WHY NATIONAL CAPACITY AFFECTS THE LEVEL OF TECHNOLOGICAL PROGRESS: BASED ON THE EXPERIENCE OF ASIAN COUNTRIES	137

RESEARCH ON THE CREDIT CONSUMPTION BEHAVIOR OF COLLEGE STUDENTS IN INTERNET FINANCE—BASED ON ANT CREDIT PAY	143
ANALYSIS ON THE CONSTRUCTION OF "ONLINE SILK ROAD" IN YUNNAN PROVINCE Li Guo, Hong Yi, Xiaobo Gao	149
RESEARCH ON THE FACTORS AFFECTING THE PERFORMANCE OF MINERAL ENTERPRISES—BASED ON QUALITATIVE COMPARISON ANALYSIS METHOD	154
ANALYSIS OF RISK ASSESSMENT FOR FINANCING SMALL-MEDIUM ENTERPRISES' PROJECT AND THE IMPACT OF LENDING DECISION MAKING	160
RESEARCH ON THE IMPACTS FOR COLLEGE STUDENTS' FINANCIAL MANAGEMENT BEHAVIORS	166
GAME ANALYSIS ON ONLINE REPUTATION OF CROSS-BORDER E-COMMERCE	171
RESEARCH ON SOCIAL NETWORK ANALYSIS METHOD IN COOPERATIVE INNOVATION PERFORMANCE	175
RESEARCH ON CONTRACT RISK IDENTIFICATION FOR CHINESE CONSTRUCTION ENTERPRISES "GOING GLOBAL" UNDER THE BACKGROUND OF "THE BELT AND ROAD INITIATIVE"	181
THE ESTABLISHMENT AND EMPIRICAL STUDY OF THE MECHANISM OF INFLUENCE ON THE EXPATRIATE PERFORMANCE OF EMPLOYEES ENTERPRISE	186
GOVERNANCE IMPROVEMENT IN INDIA AND CHINA BASED ON THE VIEW OF SOCIAL AND ECONOMIC DEVELOPMENT	192
RESEARCH ON DYNAMIC SALARY AND EMPLOYEES' CREATIVITY IN MULTINATIONAL COMPANIES UNDER "THE BELT AND ROAD"	198
AN OVERVIEW OF ONE BELT AND ONE ROAD INITIATIVE AND THE SUSTAINABLE DEVELOPMENT CONCEPT	203
THE STUDY ON THE CURRENT SITUATIONS, PROBLEMS AND COUNTERMEASURES IN ECONOMIC AND TRADE EXCHANGES BETWEEN CHINA AND LANCANG-MEKONG COUNTRIES	208
RESEARCH ON THE DEVELOPMENT STRATEGY OF THE BELT AND ROAD CONSTRUCTION AND THE NEW URBANIZATION—TAKE YUNNAN AS AN EXAMPLE	214

THE IMPACTS OF STANDARDS ON THE ECONOMIC GROWTH IN CONSTRUCTION INDUSTRY WITH THE EXAMPLE OF CHINA	219
THE IMPACT OF TEAM HETEROGENEITY ON TEAM PERFORMANCE OF KNOWLEDGE-BASED MULTINATIONALS UNDER THE BELT & ROAD INITIATIVE	224
THE IMPACT OF THE BELT AND ROAD INITIATIVE ON RMB INTERNATIONALIZATION AND DEVELOPMENT STRATEGIES FOR MUTUAL BENEFIT Yuan Li	229
AN ANALYSIS ON THE DEVELOPMENT STATUS AND INNOVATION PATH OF CROSS-BORDER E-COMMERCE IN YUNNAN UNDER THE BACKGROUND OF LANCANG-MEKONG RIVER COOPERATION	233
THE IMPACT OF ECONOMIC POLICY UNCERTAINTY ON CHINA'S STOCK MARKETYan Chen, Wei Zhou, Man Liu	238
THE BELT AND ROAD INITIATIVE UNDER THE NEW ERA	243
RESEARCH ON THE LOCATION SELECTION OF CHINA'S OFDI IN SOUTHEAST AND SOUTH ASIAN COUNTRIES—FROM THE PERSPECTIVE OF INSTITUTIONAL DISTANCE Xuan Luo, Rui Hu, Chengjun Lu	248
A STUDY OF CHINA-ASEAN HIGHER EDUCATION EXCHANGE & COOPERATION IN THE BACKGROUND OF CHINA-ASEAN STRATEGIC PARTNERSHIP	254
NEURAL NETWORK APPLICATION OF RISK IDENTIFICATION ON INNOVATIVE ENTERPRISES IN YUNNAN PROVINCE. Jing Tie, Wenjing Zhao, Zhe Niu	260
THE COUNTERMEASURES STUDY OF JOINT-EQUITY COMMERCIAL BANKS TRAINING IN THE CONTEXT OF LIFELONG LEARNING	264
THE PROBLEMS AND COUNTERMEASURES OF SINO-FOREIGN COOPERATION IN RUNNING SCHOOLS IN YUNNAN PROVINCE	268
COOPERATION BETWEEN YUNNAN PROVINCE AND OVERSEAS INDUSTRIAL PARKS DEVELOPMENT RESEARCH	273
CURRENT STATUS AND TRENDS OF THE RESEARCH ON CHINESE-FOREIGN COOPERATION IN RUNNING SCHOOLS — A STATISTICAL ANALYSIS BASED ON CSSCI PAPERS BETWEEN 2008 AND 2017	279
A NEW PERSPECTIVE ON JOB CHARACTERISTIC MODEL: TASK DESIGN AND WORKING INCENTIVE OF EXPATRIATE MANAGERS UNDER THE BELT & ROAD INITIATIVE	283
Yuran Li, Ying Zhang, Puzhen Xiong	203

THE IMPACT OF EXCHANGE RATE FLUCTUATION ON ECONOMIC GROWTH – EMPIRICAL STUDIES BASED ON DIFFERENT COUNTRIES	288
RESEARCH ON MARKETING STRATEGY OF CHINESE MOBILE PHONE BRANDS IN SOUTHEAST ASIA	293
THE DIGITAL ECONOMY SUPPORTS THE POLICY RECOMMENDATIONS OF THE "BELT AND ROAD" CONSTRUCTION	298
THE INFLUENCE OF CONSUMER PSYCHOLOGY ON CONSUMER FINANCE FOR COLLEGE STUDENTS–BASED ON THE SURVEY IN YUNNAN PROVINCE	303
THE CHOICES OF INTERNATIONALIZATION STRATEGY OF CHINESE MULTINATIONAL ENTERPRISES UNDER THE BACKGROUND OF ONE BELT AND ONE ROAD—TAKE GEELY FOR EXAMPLE	308
TIME LAG OF MONETARY POLICY AT DIFFERENT INTEREST RATE STAGES	314
STUDY ON THE EMPLOYABILITY OF INTERNATIONAL BUSINESS GRADUATES	319
TECHNOLOGY TRANSFER SPILLOVER FROM FDI-A COMPREHENSIVE LITERATURE REVIEW	325
RESEARCH ON PERFORMANCE EVALUATION OF KNOWLEDGE MANAGEMENT INNOVATION IN COLLEGES AND UNIVERSITIES	330
POLICY IMPLEMENTATION PERFORMANCE AND POLITICAL TRUST	335
IDENTIFICATION OF INFLUENCING FACTORS OF RURAL ENERGY POVERTY IN CHINA	341
Mengchen Du, Linlin Liang RESEARCH ON IMPLEMENTATION PROCESS OF CONDITIONAL CASH TRANSFER	
INTERNATIONAL POVERTY AID PROJECT	345
STUDY ON THE IMPACT OF THE DEVELOPMENT OF SCALE AND EFFICIENCY OF FINANCIAL INSTITUTIONS ON THE INCOME INEQUALITY IN CHINA	351
ANALYZING CHARACTERISTICS AND TRENDS OF ECONOMIC GROWTH IN THE SECTORS OF NATIONAL ECONOMY OF UZBEKISTAN	357
RESEARCH ON THE FEATURES AND CREDIT EVALUATION INDICATOR SYSTEM OF	
SOCIAL E-COMMERCE Pingfang Yang	363

IS CHINA'S HIGHER EDUCATION OF TOURISM READY FOR "THE BELT AND ROAD"	
INITIATIVE?	367
Yu Liu, Hao Lin	
THE RELATIONSHIP BETWEEN LEARNING EFFECTIVENESS AND CULTURAL	
IDENTITY OF OVERSEAS STUDENTS IN CHINA-THE REGULATING ROLE OF ACTIVE	
PERSONALITY	373
Yao Jiang, Ying Yang	
ETIC AND EMIC ORIENTATIONS ON CULTURAL INTELLIGENCE OF GLOBAL	
PROFESSIONALS UNDER BELT & ROAD INITIATIVE	379
Ying Zhang, Yunwu He, Jianchun Zhao, Yaqin Lu	

Author Index