

5th International Conference on Social Science and Management (ICSSM 2020)

DEStech Transactions on Social Science, Education and Human
Science

Hangzhou, China
11 – 12 January 2020

ISBN: 978-1-7138-1705-5
ISSN: 2475-0042

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 DEStech Publications, Inc.
All rights reserved.

Printed with permission by Curran Associates, Inc. (2021)

For permission requests, please contact DEStech Publications, Inc.
at the address below.

DEStech Publications, Inc.
439 North Duke Street
Lancaster PA 17602-4967
USA

Phone: (717) 290-1660
Fax: (717) 509-6100

info@destechpub.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

RESEARCH ON THE INTERNAL MECHANISM OF CHINESE NATIONALS' TERRORIST ACTIVITIES ABROAD	1
<i>Jian-Guo Zang</i>	
WHAT'S SO SPECIAL ABOUT FARMER COOPERATIVES IN CHINA?.....	6
<i>Bin Wu</i>	
TOLERANCE IS THE FOUNDATION OF SUCCESS, PROFITS ARE THE BOND OF RELATIONSHIP: CASE STUDY ON RECOGNITION OF INTEREST INCOME IN INCOME DISCOUNT CONTRACT	11
<i>Xue-Mei Sun, Jun-Jie Wan, Jin-Qing Nie</i>	
STUDY ON THE RIGHTS AND INTERESTS OF THE IMMIGRANT POPULATION FROM THEORY OF EQUALITY OF FEASIBILITY: A CASE FOR THE THREE GORGES ECOLOGICAL BARRIER AREA	15
<i>Zi-Jiang Hu</i>	
METAL MINING FOR LITHIUM-ION BATTERY PRODUCTION OF ELECTRIC VEHICLES AND ITS IMPACT ON GLOBAL LAND USE: A REVIEW.....	21
<i>Shao-Zhe Wang</i>	
ON THE PERFORMANCE EVALUATION OF SPECIAL FISCAL FUND OF PRIVATE EDUCATION.....	32
<i>Jing Chen, Yong-Bai Lin</i>	
IN CHINESE HISTORY THE SOCIAL SELF-CRITICISM PROMOTING THE FORMATION AND DEVELOPMENT OF THE CHINESE NATIONAL SPIRIT.....	36
<i>Ling Xu</i>	
RESEARCH ON INFLUENCING FACTORS OF FILM DERIVATIVE CONSUMPTION DEMAND BASED ON ANALYTIC HIERARCHY PROCESS	40
<i>Hao-Xin Huo, Ru-Yi Wang</i>	
THE EFFECT OF SOCIAL DISTANCE ON JOB SEARCH: AN EXPERIMENT	47
<i>Zhan-Kui Dong, Dong-Li Guan</i>	
THE QUANTIFICATION AND EVOLUTION OF MILITARY-CIVILIAN INTEGRATION POLICY IN CHINA.....	52
<i>Ya-Na Yuan, Hua-Qi Chai, Wen-Lei Pan, Dan-Li Ban</i>	
ANALYSIS OF COTTON PRICE FLUCTUATION CHARACTERISTICS AND TRENDS IN KASHI AREA OF XINJIANG	58
<i>Qu Xie, Li-Mei Qi, Jia-Yu Wu</i>	
THE SPREAD AND PROMOTION OF CLOTHING ART EDUCATION RESOURCES BASED ON INTERNET.....	63
<i>Ju-Jian Zhang</i>	
DYNAMIC ANALYSIS OF STRATEGIC INNOVATION IN TRADITIONAL MANUFACTURING ENTERPRISES—A CASE STUDY BASED ON HAIER GROUP.....	69
<i>Qing-Rui Xu, Zheng-Rong Chen, Hua-Bin Wu</i>	

THE IMPACT OF DOMESTIC TECHNOLOGY TRANSFER ON INNOVATION CAPACITY OF HIGH-TECH INDUSTRY: AN ANALYSIS BASED ON THE TECHNOLOGY TRANSACTION IN CHINA	78
<i>Yang Li, Hua-Bin Wu</i>	
INTERACTIVE GRAPHIC INTERFACE DESIGN IN LEARNING RECOMMENDATION SYSTEM	89
<i>Zhen-Hua Li</i>	
RESEARCH ON THE PRACTICAL PATH OF GREEN DEVELOPMENT CONCEPT EDUCATION FOR COLLEGE STUDENTS	94
<i>Ke Zhang, Qin Luo</i>	
RESEARCH ON THE SUPPLY DIVERSIFICATION MODE AND PATH OF PUBLIC SERVICE FOR THE AGED FROM THE PERSPECTIVE OF MEDICAL AND ELDERLY CARE INTEGRATION	101
<i>Yan Wu, Shan-Hui Wang, Cai-Sheng Mao</i>	
RESEARCH ON THE CONSTRUCTION OF URBAN QUALITY DEVELOPMENT EVALUATION SYSTEM FROM THE PERSPECTIVE OF MACRO-QUALITY	107
<i>Shan-Hui Wang, Cai-Sheng Mao</i>	
RESEARCH ON THE CONSTRUCTION AND OPTIMIZATION PATH OF PUBLIC SERVICE SUPPLY MODE FROM THE PERSPECTIVE OF SYNERGY	112
<i>Cai-Sheng Mao, Shan-Hui Wang</i>	
CONNOTATION AND PATH OF ALL-ROUND EDUCATION OF MORAL, INTELLECTUAL, PHYSICAL, AESTHETIC AND LABOR IN COLLEGES AND UNIVERSITIES	118
<i>Lin-Chuan Zheng</i>	
STUDIES OF VERBAL HUMOR FROM THE CROSS-CULTURAL PERSPECTIVE	123
<i>Ning Dong, Su Yang</i>	
ON THREE KEY PROBLEMS OF CHINESE LANGUAGE TEACHING IN INDIA—TEACHERS, TEACHING MATERIALS AND TEACHING METHODS	131
<i>Li Li</i>	
RESEARCH ON THE APPLICATION OF DECISION TREE ALGORITHM IN THE SELECTION OF VARIABLES IN COST ESTIMATION MODEL	135
<i>Ping-Hao Zhang, Kang Fu</i>	
DUAL LEADERSHIP, SOCIAL NETWORK AND UNIVERSITY RESEARCH TEAM INNOVATION PERFORMANCE	140
<i>Wen-Ping Zhao, Peng-Na Qiao, Meng-Yao Mli</i>	
ANALYSIS OF THE VILLAGE SPORTS PUBLIC SERVICES AND ITS RELATED CONCEPTS	145
<i>Chen-Liang Deng, Chuan Zhou</i>	
STUDY ON OBSTACLES AND COUNTERMEASURES OF CURRICULUM REFORM OF E-COMMERCE SPECIALTY	150
<i>Hui-Jie Yang</i>	
RESEARCH ON THE DEVELOPMENT TREND OF IDENTITY AUTHENTICATION TECHNOLOGY ON INTERNET: A VIEW OF PATENT ANALYSIS	153
<i>Jie Gui, Ai-Dan Li, Yu-Qin Liu, Lin Mu, Li-Jun Wang</i>	

INFLUENCING FACTORS OF THE NUMBER OF TOURISTS IN DARK TOURISM DESTINATIONS BASED ON TOURISM AREA LIFE CYCLE THEORY: THE CASES OF EARTHQUAKE MEMORIAL SITE.....	158
<i>Yue Li, Bai-Chun Ma, Shu-Ting Zhu, Dong-Li Tang, Sha Li</i>	
THE INFLUENCE OF TOURISM FESTIVAL IMAGE ON TOURISTS' WORD-OF-MOUTH RECOMMENDATION INTENTION BASED ON S-O-R THEORY	163
<i>Wei-Jie Deng, Shu-Ting Zhu, Bai-Chun Ma, Jin-Lu Yu</i>	
RICE PACKAGING PROCESS IN ALL ASPECTS	168
<i>Qing-Juan Ren</i>	
RESEARCH ON CRIMINAL LIABILITY OF CYBERCRIME RELATED TO ATTACK CLOUD STORAGE PLATFORM.....	171
<i>Lv Zhao</i>	
THE INFLUENCE AND COUNTERMEASURES OF THE ERA OF NETWORK AND DIGITAL TECHNOLOGY ON THE GENERAL EDUCATION OF MEDICAL STUDENTS	185
<i>Ting-Ting Zou, Li Li, Bin Liu, He-Lang Huang, Yue-Ping Zhou, Lei Wu</i>	
A MODERATED MEDIATION MODEL OF THE RELATIONSHIP BETWEEN PERCEIVED LEADER SUPPORT AND CREATIVITY	189
<i>Yang Zhou</i>	
THE APPLICATION AND PROMOTION OF THE STUDENT ASSOCIATION MANAGEMENT PLATFORM BASED ON BIG DATA	196
<i>Jing-Yu Ge, Tian-Hong Zhou</i>	
ENTREPRENEURSHIP, INSTITUTIONS, AND REGIONAL DEVELOPMENT: EVIDENCE FROM CHINA'S ECONOMIC TRANSITION, 1978-2017	203
<i>Shi-Yong Zhao, Qian-He Gong</i>	
AN EMPIRICAL STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE—A CASE STUDY OF THE PHARMACEUTICAL INDUSTRY	210
<i>Guang-Qiang Han, Xiao-Fei Tang</i>	
INFLUENTIAL FACTORS ON CONSUMERS' PURCHASE INTENTION OF ETHNIC MUSIC PERFORMANCE BRAND: A CASE OF BRAND E, GUANGXI, CHINA	214
<i>Jing-Yuan Cui</i>	
GAME ANALYSIS ON AGRITAINMENT OWNERS' PARTICIPATION IN RURAL TOURISM COLLECTIVE MANAGEMENT.....	220
<i>Kai Yang, Jue Chen</i>	
CORPORATE GOVERNANCE, INTERNAL CONTROL AND THE QUALITY OF ACCOUNTING INFORMATION DISCLOSURE	226
<i>Qian-Hui Chen</i>	
SOME MEASURES AND SUGGESTIONS FOR CARRYING OUT INTELLECTUAL PROPERTY EDUCATION UNDER THE BACKGROUND OF ONE BELT AND ONE ROAD	231
<i>Yong-Gang Yang, Shi-Kai Li</i>	
RESEARCH ON THE BRAND INNOVATION STRATEGY OF CHINA'S DOMESTIC NEW ENERGY AUTOMOBILE	236
<i>Fang Gao, Yun Peng, Quan-Hong Liu</i>	

RESEARCH ON THE IMPACT OF EXCELLENT TRADITIONAL CULTURE ON CORPORATE SOCIAL RESPONSIBILITY	241
<i>Cui Guo</i>	
DISCUSSION ON THE CHARACTERISTICS AND IMPLEMENTATION PATH OF INNOVATIVE TEACHING.....	246
<i>Yong-Gang Yang, Xian-Cen Luo, Yu-Guang Feng, Ke Yang</i>	
CONSTRUCTION OF UNDERGRADUATE TEACHING QUALITY ASSURANCE SYSTEM AND EVALUATION OF QUALITY IMPROVEMENT EFFECT UNDER THE BACKGROUND OF REVIEW AND ASSESSMENT	251
<i>Yong-Gang Yang, Xian-Cen Luo</i>	
THE INFLUENCE OF MACRO MONETARY POLICY AND MICRO FINANCING CONSTRAINTS ON CASH DIVIDEND PAYMENT.....	257
<i>Ting-Yu Chen, Wen-Bin Bao</i>	
EXPLORATION ON ORAL ENGLISH TEACHING BASED ON INTELLIGENT ORAL PLATFORMS	262
<i>Ying Gu, Hai-Fang Zhao</i>	
ON THE APPLICATION OF MOBILE LEARNING TO COLLEGE ORAL ENGLISH TEACHING.....	267
<i>Hai-Fang Zhao, Ying Gu</i>	
STUDY ON THE MARKETING MODE OF CULTURAL AND CREATIVE PRODUCTS OF THE PALACE MUSEUM	272
<i>Zhan-Zhan Mao</i>	
CONSTRUCTION AND RESEARCH ABOUT BIG DATA SERVICE SYSTEM OF SCIENCE AND TECHNOLOGY MANAGEMENT BASED ON HBASE.....	278
<i>Lin Mu, Jie Gui, Xi Zhang, Ai-Dan Li</i>	
THE PUSH AND PULL FACTORS AND FORMING MECHANISM OF SPORTS TOURISM CRAZE.....	283
<i>Yong-Zhi Liu, Ying-Feng He</i>	
THE PHILOSOPHICAL CONTENT AND THE REALISTIC VALUE MOUNTAINS, RIVERS, FORESTS, LAND AND LAKES FORMING A COMMUNITY OF SHARED LIFE	288
<i>Qiao-Hua Ren, Cai-Sheng Clin</i>	
THE MAIN PATH AND STRATEGIC INTENTION OF THE UNITED STATES INTERFERING IN HONG KONG AFFAIRS	293
<i>Qing-Xiang Feng</i>	
STUDY ON THE INTEGRATION OF RATTAN IRON TECHNOLOGY INDUSTRY AND TOURISM FROM THE PERSPECTIVE OF INTEGRATION OF THREE INDUSTRIES— TAKING ANXI COUNTY AS AN EXAMPLE.....	298
<i>Fang Zhou, Chao-Zhi Zhu</i>	
THE IMPACT OF EXCHANGE RATE ON TRADE BALANCE BETWEEN CHINA AND JAPAN—AN EMPIRICAL STUDY BASED ON SVAR MODEL.....	304
<i>Xi-Zhang Liu, Shao-Hui Wang</i>	
TEACHING RESEARCH ON IMPROVING PRESCHOOL EDUCATION STUDENTS' P.E. IMPLEMENTATION ABILITY FROM THE PERSPECTIVE OF CORE COMPETENCIES	314
<i>Chang-Wei Gu, Fang-Bing Qu, Jian-Ping Wang</i>	

ANALYSIS OF THE ANNUAL REPORT ON THE TRANSFORMATION OF CHINA'S SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS IN 2017	319
<i>Ai-Dan Li, Jie Gui, Lin Mu, Bao-Qiang Qu</i>	
INVESTIGATION OF PHILANTHROPIC CHINESE TRADITIONAL CULTURE EDUCATION.....	323
<i>Shu-Liang Zhao, Yao Wu, Quan Gong, Ru-Min Lv, Xiang-Ru Shao</i>	
RESEARCH ON THE FORMATION MECHANISM AND COPING STRATEGIES OF TOURIST HARASSMENT	327
<i>Si-Qi Qiao, Xiong Yan</i>	
A STUDY ON THE DECISION-MAKING OF PATIENTS' NON-HOSPITALIZATION BEHAVIOR	334
<i>Qing-Shun Liu, Li-Li Li, Ying Shao</i>	
EXAMINATION PAPER ANALYSIS ABOUT ELEMENTARY MICROECONOMICS AND REFORM OF CLASS TEACHING IN CHINA	342
<i>Kai Shi</i>	
THOUGHTS ON THE INTEGRATION OF INTERNET OF THINGS AND TRADITIONAL CHINESE MEDICINE.....	346
<i>Xiang-Xiang Hui, Ming-San Miao, Ming Bai</i>	
YEARNING LIFE: REFLECTIONS ON MORALITY AND TRUST AMONG INDIVIDUALS UNDER THE GOVERNANCE OF RURAL POVERTY—READ FERDINAND TÖNNIES "COMMUNITY AND SOCIETY"	352
<i>Mei-Nan Chen</i>	
RESEARCH AND PRACTICE ON THE EVALUATION SYSTEM OF PROMOTING LEARNING OF CLINICAL COURSES UNDER THE BACKGROUND OF PHASED EXAMINATION OF MEDICAL PRACTITIONERS.....	357
<i>Jun Wang, Meng Wang, Jun-Yan Han, Qing-Gang Xu, Shu-Li Zhang, Xiao-Jie Zhang, Chun-Qing Zhang</i>	
PRACTICAL STUDY OF UNIVERSITY TENNIS TEACHING FOR INTERNATIONAL STUDENTS.....	362
<i>Ying-Feng He, Fang Yue, Ping Wan</i>	
CLUSTERING ANALYSIS ON THE URBANIZATION DEVELOPMENT WITH JILIN CHARACTERISTICS.....	366
<i>Kai Shi, Li Nie</i>	
ANALYSIS OF THE RULE OF TRADITIONAL CHINESE MEDICINE IN THE TREATMENT OF HYSTEROMYOMA BASED ON DATA MINING	371
<i>Yan-Zhen Han, Ming Bai, Ming-San Miao</i>	
EMPIRICAL ANALYSIS OF PHASED EXAMINATION OF LICENSED DOCTOR QUALIFICATION.....	377
<i>Hong-Wei Xing, Chun-Qing Zhang, Xiao-Jie Zhang</i>	
A STUDY ON THE APPLICATION OF "FLIPPED CLASSROOM" IN COLLEGE STUDENTS' MENTAL HEALTH EDUCATION COURSES	381
<i>Shan-Ting Li, Yu Deng</i>	
ANALYSIS OF DRIVING FACTORS OF CHINA'S DIRECT INVESTMENT IN ASEAN	387
<i>Gui-Ming Tian, Ling-Fang Wu, Ya-Lun Zheng</i>	

HOW TO CONSTRUCT AN INDEX SYSTEM TO EVALUATE THE UNDERGRADUATE THESIS QUALITY—AN EMPIRICAL RESEARCH OF ECONOMICS AND MANAGEMENT MAJOR IN AN APPLIED UNIVERSITY	392
<i>Xiao-Yu Liu, Chuang-Sheng Liu, Xin-Zhe Chen, Zhi-Hao Wang, Yan Ma</i>	
A STUDY ON THE RELATIONSHIP BETWEEN SENSE OF PLACE, SATISFACTION AND RECOMMENDATION INTENTION	400
<i>Hong Hui, Yan-Qu Zheng</i>	
HOW RACE PREDICTS MORTALITY IN U.S.?.....	405
<i>Wen-Jing Mo, Ya-Peng Huai</i>	
SES AND DEATH RATE: MECHANISMS AND EMPIRICAL EVIDENCE	410
<i>Wen-Jing Mo, Juan Gao</i>	
RESEARCH ON THE FEASIBILITY OF COLLEGE MEDICAL GRADUATES EMPLOYMENT IN RURAL MEDICAL INSTITUTIONS	415
<i>Guang Wu</i>	
THE BUSINESS PERFORMANCE EVALUATION OF SECURITIES LISTED COMPANIES BASED ON DEA MODEL.....	419
<i>Ping-Ping Liu</i>	
A STUDY ON THE MEASUREMENT OF CHINA'S FINANCIAL DEVELOPMENT LEVEL	423
<i>Jie Hu, Zi-Han Wei</i>	
RESEARCH ON INTERNAL AUDIT EXTERNALIZATION BASED ON SWOT ANALYSIS IN COLLEGES AND UNIVERSITIES	428
<i>Ruo-Xin Li</i>	
RESEARCH ON THE MECHANISM OF OPTIMIZING REGIONAL FINANCIAL ECOLOGICAL ENVIRONMENT BY FINANCIAL CHARACTERISTIC TOWN—A CASE STUDY OF THE JADE TOWN OF SHANNAN FUND.....	434
<i>Xin Ouyang, Sheng-Long Zhang, Yu-Jiang Guo</i>	
REFORM AND EXPLORATION OF “COMPUTER NETWORK” COURSE FOR INTERNATIONAL STUDENTS FROM "ONE BELT AND ONE ROAD” COUNTRY.....	440
<i>Guo-Qiang Ma, Xiao-Lan Li, Ai-Jun Zhen</i>	
SUGGESTION ON THE STRATEGIES OF PURIFYING THE SAFETY ENVIRONMENT OF FOODS PURCHASING ONLINE IN CHINA AND STRENGTHENING THE GOVERNMENT'S SUPERVISION AND CONTROL FUNCTIONS	445
<i>Guo-Hong Wang, Dong Wang, Ke-Na Wang</i>	
A STUDY ON THE QUALITY OF SINO-FOREIGN COOPERATIVE EDUCATION UNDER THE VISION OF A COMMUNITY OF SHARED FUTURE FOR MANKINDA COMMUNITY OF SHARED FUTURE FOR MANKIND, SINO-FOREIGN COOPERATIVE EDUCATION, QUALITY STUDY	449
<i>Xiao-Yan Shao</i>	
RESEARCH ON THE INFLUENCE OF PROFESSIONAL ASSOCIATIONS ON COLLEGE STUDENTS' ACADEMIC SELF-EFFICACY—BASED ON THE QUESTIONNAIRE SURVEY IN BEIJING.....	454
<i>Yi-Ming Zhang, Nuo Lai, Le Sun</i>	

MARKETING STRATEGIES OF ENGLISH TRAINING INSTITUTIONS BASED ON DEMAND SURVEY.....	461
<i>Juan Gao, Wen-Jing Mo</i>	
AN EMPIRICAL ANALYSIS OF THE EFFECTS OF GOVERNMENT EXPENDITURE AND TAX REVENUE ON GDP GROWTH BASED ON DATA FREQUENCY.....	466
<i>Xiao-Li Wang, Yi-Xing Xu</i>	
RESEARCH ON COMPETITIVENESS OF SHENGJING BANK UNDER FACTOR ANALYSIS	472
<i>Ye-Qing Liu, Wen-Bing Bao</i>	
ADDITIONAL TERMS AND ISSUANCE PRICING FOR CONVERTIBLE BONDS	477
<i>Chen-Fang Liu</i>	
RESEARCH ON COLLEGE STUDENT’S HAPPINESS INDEX BASED ON AHP METHOD.....	482
<i>He-Zi Wang, Lin Bai</i>	
RESEARCH ON THE CHOICE OF LOGISTICS FINANCIAL CONTRACT MODEL BASED ON GAME THEORY	487
<i>Jin-Li Bai</i>	
ON THE RECONSTRUCTION OF JUDICIAL CREDIBILITY IN THE CONTEXT OF COMPREHENSIVE RULE OF LAW	492
<i>Jing Zhang, Yu-Xuan Zuo, Jie Dong</i>	
THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND TWO TYPES OF POLITICAL PARTICIPATION.....	498
<i>Yen-Hau Pan</i>	
PROMOTING ENTERPRISE INNOVATION THROUGH EQUITY INCENTIVE	503
<i>Juan Lu</i>	
B&BS IN ZHEJIANG PROVINCE, CHINA: DEVELOPMENTS AND ISSUES	507
<i>Ke-Shuai Xu</i>	
DEVELOPMENT OF THE ELECTRONIC BUSINESS IN TOURISM IN CHINA: ANALYSIS OF THE CONFERENCES ON E-BUSINESS IN TOURISM FROM 2008 TO 2015	512
<i>Ke-Shuai Xu</i>	
INVESTIGATION ON CHINESE COLLEGE STUDENTS’ ENGLISH EXPRESSIVENESS OF CHINESE CULTURAL VOCABULARY IN INDEPENDENT COLLEGE.....	517
<i>Jing Zhang</i>	
ANALYSIS ON THE LIMITS OF PUBLIC POWER INTERVENING IN DOMESTIC VIOLENCE CASES.....	521
<i>Jing-Fang Zheng, Dong Wang</i>	
RECOMMENDATION IN SOCIAL WEBSITE: A METHOD BASED ON SOCIAL LEARNING AND THE STRENGTH OF TIES	526
<i>Fang-Fang Meng, Xiao Zhang, Fang Fang</i>	
STATUS, PROBLEMS AND SOLUTIONS RESEARCH OF INNOVATIVE ECOSYSTEM FOR ADVANCED MANUFACTURING INDUSTRY IN DONGGUAN CITY	533
<i>Yi-Wen Zhang, Jia-Hui Liang</i>	

THE IMPACT OF PROFESSIONAL ASSOCIATIONS ON UNIVERSITY STUDENTS' PROFESSIONAL COMMITMENT: BASED ON THE QUESTIONNAIRE SURVEY IN BEIJING	537
<i>Le Sun, Xue Hu</i>	

Author Index