

5th Asia-Pacific Conference on Economic Research and Management Innovation (ERMI 2021)

The New Challenges and Opportunities
on Economic Research and Management
Innovation

Advances in Economics, Business and Management Research
Volume 167

Online
31 January 2021

Editors:

Ciurea Maria

ISBN: 978-1-7138-2762-7

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© (2021) 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=ermi-21>

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

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

STATUS QUO ANALYSIS AND DEVELOPMENT TREND STUDY OF METRO MEDIA SCENE MARKETING	1
<i>Jingjing Ye</i>	
RESEARCH ON FINANCIAL RISKS OF BAOSHAN IRON & STEEL CO., LTD.....	6
<i>Yong Guo, Xuan Yin</i>	
ANALYSIS ON THE STRATEGY OF THE DEVELOPMENT OF MONGOLIAN MEDICINE BRAND	12
<i>Huilin An, Yun Li, Zhiwei Zhang, Wenhui Fan</i>	
THE RELATION BETWEEN ECONOMICS WITH EDUCATION IN INDONESIA AND ITS IMPACT ON ECONOMICAL BUILDING	17
<i>Erisa Kurniati, Jufrizal, Jufri, Ahmad Fauzan</i>	
CHALLENGES AND COUNTERMEASURES FOR PAYMENT AND SETTLEMENT SERVICES OF COMMERCIAL BANKS IN THE CONTEXT OF INTERNET FINANCE.....	24
<i>Wenfeng Xiao</i>	
DESIGN OF WAREHOUSE MANAGEMENT EXPERIMENT BASED ON THE COMBINATION OF VIRTUALITY AND REALITY	29
<i>Xiulian Hu, Yi-Fei Chuang</i>	
RESEARCH ON THE EFFECTS OF FISCAL AND TAX INCENTIVES POLICIES FOR PROMOTING THE DEVELOPMENT OF NEW ENERGY AUTO INDUSTRY	34
<i>Nan Lin, Xiaofang Guo, Jianxue Liu</i>	
GLOBAL VALUE CHAINS AS A TRANSFORMATIONAL INDICATOR OF CHANGES IN THE GLOBAL ECONOMY	38
<i>Victoria V. Perskaya, Lyubov I. Khomyakova</i>	
EDUCATION AND MANAGEMENT OF RESEARCHERS IN THE DISRUPTIVE TECHNOLOGY INDUSTRY.....	44
<i>Weihang Liu, Jianwu Xue</i>	
GROUPING RISKS AND THREATS OF SPATIAL MANAGEMENT OF NATURAL RESOURCE ASSETS IN THE NATIONAL ECONOMY SYSTEM.....	48
<i>Ihor Lytsur, Viktoria Mykytenko, Oksana Bondar-Pidhurska</i>	
RESEARCH ON EMPLOYEE RELATIONSHIP MANAGEMENT INNOVATION OF SMES IN CHINA	54
<i>Jing Zhang</i>	
VILLAGE-OWNED ENTERPRISES MANAGEMENT AND COMMUNITY WELFARE IN TRIDADI VILLAGE SLEMAN REGENCY	60
<i>Muhammad Iqbal, Helen Dian Fridayani</i>	
PRACTICAL COUNTERMEASURES FOR THE DEVELOPMENT OF CHARACTERISTIC AGRICULTURE IN THE CONTEXT OF RURAL REVITALIZATION STRATEGY	65
<i>Fengxiang Jiang, Moutao Du, Yanbing Li, Ling Wang, Xinru Lian, Qing Liu, Jinhui Lin, Junjie Lin</i>	

FINANCIAL SHARING FRAMEWORK SYSTEM BASED ON BLOCK CHAIN TECHNOLOGY	70
<i>Qingquan Huang</i>	
RESEARCH ON THE INTEGRATED DEVELOPMENT OF INDUSTRY AND ECOLOGY UNDER THE BACKGROUND OF RURAL REVITALIZATION—TAKING FUFENG VILLAGE AS AN EXAMPLE	75
<i>Jing Zhao, Xiao Chen</i>	
CORPORATE SOCIAL RESPONSIBILITY AS A TOOL FOR GOVERNANCE OF SUSTAINABLE DEVELOPMENT ECONOMY: DIGITALIZATION AND PANDEMIC (COVID-19)	80
<i>Oksana Bondar-Pidhurska, Alla Glebova, Nadiia Konovalova</i>	
INFLUENCE OF PROJECT MANAGEMENT CERTIFICATION ON PROJECT MANAGERS' CAREER	87
<i>Tomislav Rastovski</i>	
IMPACT OF CROSS-ORGANIZATION IMPROVISATION ON NEW PRODUCT DEVELOPMENT FROM VIEWPOINT OF NETWORK EMBEDDING.....	92
<i>Guoxiang Ruan, Nan Wu, Kexin Peng</i>	
HUMAN-MACHINE RELATIONSHIP FROM THE PERSPECTIVE OF LABOR MARKET UNDER THE BACKGROUND OF HUMAN-MACHINE SYMBIOSIS	96
<i>Yihan Zhang, Guiqing Li, Rongjian Mao</i>	
THE EFFECT OF SERVICES QUALITY ON TOURIST SATISFACTION AND TOURIST LOYALTY	102
<i>Neffi Sulkaisi, Idris, Felia Siska, Irwan</i>	
MANAGEMENT MODE AND CONTENT INNOVATION OF CHINESE INTERNATIONALIZATION EDUCATION IN COUNTRIES ALONG “THE BELT AND ROAD”	109
<i>Li Hou, Jianjun Kang</i>	
POLICY AGENDA SETTING OF “COAL TO GAS” IN CHINA BASED ON MULTIPLE-STREAMS THEORY ANALYSIS FRAMEWORK: A CASE STUDY	115
<i>Tianhong Gao, Jia Guo</i>	
ANALYSIS OF THE STATUS AND DEVELOPMENT PATH OF GUANGZHOU’S CULTURAL AND CREATIVE INDUSTRY (CCI)	121
<i>Jinfeng Wang, Shiya Huang</i>	
EVALUATION AND COMPARATIVE STUDY ON THE INFLUENCE OF WECHAT OFFICIAL ACCOUNTS OF JIANGSU SMART SCENIC SPOTS BASED ON THE DATA OF 5A SCENIC SPOTS	126
<i>Jialin Yuan, Zhijun Yan, Jun Wen</i>	
PHILOSOPHICAL THINKING ON THE REVOLUTION OF THE RELATIONSHIP BETWEEN HUMAN AND MACHINE IN THE ERA OF ARTIFICIAL INTELLIGENCE	130
<i>Jiahao Zhu, Guiqing Li, Huijun Xia</i>	
IMPACT OF COVID-19 PANDEMIC ON SMART TOURISM.....	138
<i>Tingdan Yang, Zhijun Yan, Jun Wen</i>	
ANALYSIS OF TALENT MANAGEMENT IN THE ARTIFICIAL INTELLIGENCE ERA.....	142
<i>Shuang Liu, Guiqing Li, Huijun Xia</i>	

ANALYSIS ON THE ALLOCATION EFFICIENCY OF TRADITIONAL CHINESE MEDICINE RESOURCE IN TIANJIN BASED ON DEA MODEL.....	147
<i>Yanhui Nie, Ning He</i>	
MULTIPLE LOGICS OF THE DEVELOPMENT PLIGHT OF BICYCLE-SHARING IN THE CONTEXT OF SHARING ECONOMY: AN ANALYTICAL FRAMEWORK	152
<i>Jiamin Xu, Yinchu Wang</i>	
ANALYSIS ON THE STRATEGY OF IMPROVING CUSTOMER SERVICE OF HYPERMARKETS.....	157
<i>Xinxin Wang</i>	
RELATIONSHIP BETWEEN POPULATION MOBILITY AND ECONOMIC AND SOCIAL DEVELOPMENT IN CHINA’S NORTHEAST BORDER REGION.....	162
<i>Fuxiang Li</i>	
INCENTIVES AND INVESTMENT EFFICIENCY: THE EVIDENCE FROM LISTED FAMILY FIRMS.....	167
<i>Yun Sun, Haomin Zhang, Tong Zhou, Xiaosong Bi, Shaosong Wang</i>	

Author Index