1st International Conference of National Soft Power 2011 (ICNSP)

Soft Power Innovation and Development in Today’s China

Jinan, China
22-25 October 2011

Editors:
Konglai Zhu    Henry Zhang

ISBN: 978-1-61839-651-8
CONTENTS

Chapter One: Soft Power Comparison between China and Other Nations
Comparative Research on Cultural Soft Power of China and Korea
LIU Xiaoshan, HONG Xiaonan .................................................................................. 1
Research of Current Japan's Cultural Soft Power
HONG Gang, HONG Xiaonan, LIN Dan .................................................................... 5
Effect of Perceived Organizational Support on Organizational Justice and Organizational Citizenship Behavior
CAO Hui, ZHANG Ying Kun, LIANG Haiping ............................................................... 11
Upgrade Competitiveness of China Lower Carbon Eco-City with Comparison of Overseas Policies and Experience
GUO Qiang .............................................................................................................. 16
Comparison between the Harmonious World Idea and the Soft Power Theory
LI Xia, LI Haiping, JIANG Yuankui ........................................................................... 21
The Study and Revelation of the Psychological Relief Mode of Foreign Non-war military Operations for Our Military
XIE Jun, HU Wenju ................................................................................................. 26
The Analysis of Chinese Cultural Soft Power Based on Cultural Safety
SHEN Haigang, LIU Qingshun, NI Yong .................................................................. 32
Review of China's Soft Power Research from the Perspective of Local Conversion
ZHANG Youwen .........................................................................................................
A Speculation about Present Legal System Model in the Light of Economic Depression
ZHANG Youwen .........................................................................................................

Chapter Two: China Economic Miracle Enriches Soft Power Content
Establish the Cooperation Patterns for Chinese-African Domestic Electronic Appliance and Mechanic Corporations: A Theoretic Sketch
ZHANG Youwen .........................................................................................................
Analysis of Ways to Promote the Development of Industrial Clusters-Based on the Perspective of Soft
Power

SUN Xianchao, MA Li, CHEN Shan ................................................................. 76
Analysis of the Development of Services Industry and its Soft Power Construction of Shandong Province
LIU Yanyan........................................................................................................ 81
National Soft Power and International Cooperation on Disaster Mitigation ——Based on Observation of China-ASEAN
HONG Kai, WEI Zuzhi...................................................................................... 85
Analysis on the Approaches to the Construction of China’s Soft Power
LI Haiping, LI Xia, JIANG Yuankui................................................................. 94
Application of Canonical Correlation Analysis in Science &Technology and Economic Development Research
SI Fengjuan, LI Chengju .................................................................................. 99
Does Exporting Improve Productivity? Test on China’s manufacturing Firms
SUN Junxin ...................................................................................................... 103
On the Cultivation of Soft Power of Undergraduate Party Member Centering on Values
JIANG Fan ..................................................................................................... 114
Thinking of the Perspective of the Soft Power of China’s Energy Resources of Enterprise "going out” Strategic
SHI Hong, QI LinKai ..................................................................................... 118

Chapter Three: National Soft Power Potential Based on Education System
Research on College Students’ Soft Power Cultivation and Employment
JIANG Yan, SONG Ruimei ........................................................................... 124
The Study on the Teaching Evaluation in Medical Senior Vocational School
LI Qiuqing, LIU Yi, GU Lei ............................................................................. 128
The Research about Promoting the Soft Power of College Students' Employment
WANG Gui, ZHU Mengfei ............................................................................ 136
Investigation and Countermeasure Analyses of the Resource Brace of Songjiang University Town in Regional Economy Development
HU Shouchong .............................................................................................. 142
Human Resources Management and the Development of Private Enterprises
AN Ming ......................................................................................................... 150
Based on Factor Analysis: Effect Evaluation and Advice on Employment-Orientated Experiential Teaching Methods of Business Administration Specialty
GU Qiao ......................................................................................................... 155
The Research On Recruiting Assessment System Based On The SC (China) Co., LTD
TIAN Xiaoting ............................................................................................... 163
Research on Employment Guidance Mode Based on the Employability of University Students
SU Hongzi, QI Xingxiang, WEI Jihong .......................................................... 167
Analysis of Soft Power Exaltation of Third-party Logistics Company in Hebei Province based on HRM
Chapter Four: Domestic Society and Indigenous Culture Research

Ruling Soft Power: A Strategy for the Construction of Harmonious Society

LI Liaoning, SHI Jun ........................................................................................................... 201

On Indigenous Chronicles and Cultural Legacy Study in Anhui Province

WANG Zheng, LU Di ........................................................................................................... 207

The Development of Innovative Culture is Significant to Enhance the Soft Power of China

WANG Haitao, CHEN Yaowen, YANG Lei ........................................................................ 212

Carrying forward City Spirit Promoting City Soft Power

YIN Liping, YIN Yuping ..................................................................................................... 217

Analysis on the Status Quo of and Challenges to the Construction of China’s Soft Power

JIANG Yuankui, LI Xia, LI Haiping ................................................................................... 223

The Cultivation of Citizen Consciousness and the Elevation of Urban Soft Power

HAN Hui, ZHAO Lijuan ....................................................................................................... 227

Research on the Sport of Vulnerable Groups in the Communities in China from the Perspective of the Soft Power Building of Harmonious Society

LI Qidi, ZHOU Yan ............................................................................................................ 232

Soft Power Environment Analysis of Lu Brocade Industry Development

CONG Shuguang, ZHANG Bing ....................................................................................... 237

Ascending Soft Power of Community Culture and Promoting Urban Community Development

GONG Xiaojie, ZHU Hongyan, CONG Jia ......................................................................... 242

Building Cultural Soft Power under the Angle of New Countryside Construction

LI Junjie, ZHU Konglai, WANG Xiang ............................................................................. 247

Chapter Five: Implementation of Soft Power Upgrading

A Philosophical Thinking on Promoting Our Soft Power of Culture

YANG Huimin, HU Jing ..................................................................................................... 253
The Construction of Mass Communication and Cultural Soft Power

YANG Lei, XU Nan, LENG Xiuli .................................................................................................................. 259

The Research on Service Marketing Strategy Based on the Ascending of the Soft Power

HOU Shuxia, JIANG Lu .......................................................................................................................... 265

Constructing the Evaluation and Feedback Motivation System for Soft Power Development

LI Xiaoping, TANG Daixing ....................................................................................................................... 270

City to Enhance the Cultural Soft Power of Content and Countermeasures

LI Zhizhong, WEI Jian, HU Shengbin ....................................................................................................... 280

The Researches on Soft Power to Build the Evaluation System

ZHENG Yunpeng, ZHOU Yong, ZHANG Lei ........................................................................................... 287

Research on Listed Companies’ Voluntary Information Disclosure about Enterprise Soft Power

SUN Xiaolei, WANG Shuhui ....................................................................................................................... 291

Relationship between Soft Information Sharing and Logistics Firms’ Performance Based on the Theory of Embeddedness

WANG Peng ............................................................................................................................................. 296

On the Three Links of Soft Power Realization and their Significance

CHEN Shiping, JI Ling ........................................................................................................................... 303

The Interaction of Exhibition and Hotel Industry

WANG Yajing, TANG Xiaoning, WANG Yuqian ...................................................................................... 311

Thoughts about Improving the Ability of Technological Innovation under Financial Crisis in China

WU Di, GUO Qiang ................................................................................................................................ 315

The Research on the Social Model of Brand Building Based on Brand Relationship Theory

DONG Wang ........................................................................................................................................... 320

Chapter Six: Sport, Tourism, Media and Environment Protection Influence Soft Power

A Study on the Soft Power of Sports Tourism in Jiangsu Province

CHENG Chaomin, CHEN Jiaqi ................................................................................................................. 323

Preliminary Study on Sports Fitness Club “Soft Power”

GAO Wenwen, SUN Qingzhu ................................................................................................................ 328

Cultivation and Development of Mass Media and China’s Cultural Soft Power Resources

MA Ying, HONG Xiaonan ....................................................................................................................... 331

Research of Enhancing the Competitiveness of China’s Steel Industry on Low-carbon Perspective

HAN Bin, GUO Qiang ............................................................................................................................ 337


WANG Lei, ZHOU Haonan ...................................................................................................................... 341

The Promotion of National Soft Power Needs to Develop Social Capital

CHANG Guixiang, ZHANG Enshao ........................................................................................................ 346

Strategy Research on Industrial Structure Optimization of Wuhan in ”High Speed Railway Economy Times”

MA Lin ..................................................................................................................................................... 351
Chapter Seven: Urbanization Processing and Regional Soft Power Study

An Analysis of Regional Soft Power and Sustainable Development of the Economy in Inner Mongolia

GUO Haiqing, MU Yatao .......................................................... 397

Assessment of China’s Regional Soft Power and Regional Economic Development Differences

WANG Kun, QIN Zhihong ......................................................... 404

Urban Traffic Information Network Management System in a Residential Neighborhood in the Study

HU Shan .................................................................................. 410

Study on Supply Chain Management of Fresh and Live Agricultural Products Based on Commercial Enterprises

LENG Xiaohan, LI Jifang .......................................................... 414

The Establishing Target and Enhancing Path of Changsha-Zhuzhou-Xiangtan City Group’s Soft Power

LI Qingquan, ZHENG Jifeng ...................................................... 418

China’s Social Security System and Empirical Analysis of Indicators

CHEN Jie, ZHANG Lihua, MA Li .................................................. 424

The Tianjin Strategy to Enhance the Overall Competitiveness Based on Soft Power

ZHANG Guojian ........................................................................ 430

Soft Power Factors Analysis Based on Urban Coordinate Development Perspective

ZHANG Lei, ZHOU Yong, ZHENG Yunpeng .................................. 435

The Local Government to Improve Regional Soft Power of Culture and Countermeasures

GUO Qibin ................................................................................ 439
Chapter Eight: Corporate Culture and Management

Enterprise Technology Innovation Centre Model
MA Jinzhu, ZHAO Shuhai .............................................................. 461

The Discussion on Improving Corporate Cultural Soft Power
SUI Min, GUO Xiaosha, SUN Yanheng ........................................... 465

Explore the Effective Way of Constructing the Soft Power in Enterprise's Competition
QI Yuyu, HAN Jingxuan .......................................................... 470

An Analysis of the Factors in Developing Soft Power of an Enterprise
SHEN Xiuqing ........................................................................... 474

The Implementation of Risk Management to Enhance Enterprise Soft Power
HUANG Wenyuan, JIN Yanhua .................................................. 479

Research on Soft Power Construction of Transport Industry Based on Industrial Innovation Theory
CHEN Yetong, ZHOU Haonan .................................................... 484

Analyzing the Elements of Enterprise Soft Power from the Perspective of Business and Community
Ji Hong, TAN Xiaolan, ZENG Chao .......................................... 489

Research on Management of Private Entrepreneur Social Responsibility Image (PESRI)
LIU Congyan ........................................................................... 494

The Determinants and Countermeasures of Corporate Social Responsibility Fulfillment —— From the Perspective of Enterprise Resources Decision
XING Xiaoliu ........................................................................... 501

LI Jing, LI Xia ............................................................................ 506

The Research on Oil Logistics Center Optimal Pricing Strategy Based on the Reverse Logistics Integration
YANG Ziqing ........................................................................... 511

Ping An Insurance Company: Implementation of the proposed CRM
DING Xiaoli ............................................................................ 517

The Enterprise Culture Development Strategy Research of Soft Power
WANG Zhi ............................................................................... 522

Construction Approach of Enterprises' Soft Power Based on E-commerce
GUO Chunyan ......................................................................... 527

Analysis on the Institutional Deficiencies in Corporate Governance from the Viewpoint of the Financial Fraud of Listed Companies
ZHANG Qian, ZHANG Xiao ..................................................... 532