# TABLE OF CONTENTS

## INTERDISCIPLINARY RESEARCH OF ECONOMIC MANAGEMENT

**Optimization of Bi-level Distribution Network System Based Fuzzy Multi-objective Decision-making**
Model Analysis............................................................................................................................... 1
*Li Sha, Liao Zhi-Guo, Huang Jie-Hong, Huang Nai-Chuan*

**Research on Motivation Tactics of Middle School Teachers from the Perspective of Occupation Happiness**................................................................. 8
*Li Min*

**The Flipped Classroom—Advantages and Challenges**............................................................................................................................... 17
*Du Shi-Chun, Fu Ze-Tian, Wang Yi*

**Proactive Personality and Career Success: A Person-organization Fit Perspective**................................................................. 21
*Sun Bo, Zeng Zi-Jing*

**Moran’s I Tests for Spatial Dependence in Panel Data Models with Time Varying Spatial Weights**
Matrices........................................................................................................................................ 27
*Ou Bian-Ling*

**The Study of the Symbol Attributes in Product Design**................................................................. 34
*Hu Rui-Bo, Zhang Xiao-Song, Suo Xin-Yu, Hu Yuan*

**Applied Research on Design Semiotics**
........................................................................................................................................ 40
*Hu Rui-Bo, Zhang Xiao-Song, Suo Xin-Yu, Hu Yuan*

**Discussion on the Coordination of Aesthetics and Ergonomics Based on the Self-express in Product Design**................................. 46
*Wang Jiao-Jiao, He Can-Qun, Xu Wen-Jing*

**The Alternative Evaluation of Inter-city Railway in Regional Integrated Transport Corridor**............................................................................. 53
*Gu Yuan-Li, Song Xi*

**The Folk Flavor of Food of Dongting Lake Area in China**................................................................................................................................. 59
*Liu Fei-Long, Din Si-Yan*

**Selection of Extended Products in Cross Type Extension Based on Fuzzy Grey Relational Clustering Analysis**............................................................................. 62
*Wang Su-Zhou*

**An Empirical Analysis on Enterprise Microblog**............................................................................. 69
*Zhang Nan, Chai Yue-Ting, Sun Hong-Bo*

**The teaching content improvement within the hierarchical practical teaching system of accounting profession in independent colleges —— Taking the accounting profession of Jiangcheng College, China University of Geosciences as an example**............................................................................. 76
*Cheng Hui-Ling, Wen Ying-Jie, Yao Yu-Jian*

**The Option of College Students in Entrepreneurship Models Under the Micro-economic Environment**................................. 81
*Yin Chao-Hua, Chen Yu-Hua, Li Cong*

**The Game Analysis of Development Investment Mode Selection in Lower Permeability Oilfield**............................................................................. 87
*Liu Yan-Chun, Jiang Wei-Dong, Ma Qing-Xi, Wang Li-Ping, Yan Jian-Jun*

**Study and Practice on Farmer-Participate-to-Experience-Type Agricultural Extension Method**............................................................................. 92

**Functional Equivalence Applied in the Translation of Poems**................................................................................................................................. 99
*Ma Yu-Ting*

## MANAGEMENT SCIENCE AND ENGINEERING

**Design and Implementation of Students’ Information Management System (SIMS) Based on ASP** ................................................................. 103
*Yang Cheng-Hui*

**A Kind of Design and Application on the Internet of Things Technology**................................................................................................................................. 108
*Yang Cheng-Hui*

**Guangxi ‘s Logistics Distribution Network Based on the Theory of the Uncertainty Decision-making Model**............................................................................. 114
*Hua Qing, Liao Zhi-Gao, Tang Sheng-Jie, Qiu Hui*

**A Corpus-based Empirical Study on the Use of Get by English Majors**................................................................................................................................. 119
*Zhang Li-Xia*
Research on Internet of Things-based Virtual Logistics Enterprises Performance Evaluation .............................................. 124
Zhang Hong-Xia

Research on Role of Cloud Computing in Optimization of Supply Chain Management ..................................................... 130
Zhang Hong-Xia

Research on Working Language Management of Overseas Chinese Company ................................................................. 136
Liu Li, Li Le-Xuan

Study on the Evaluation and Operation Efficiency of Elevator Service Quality Based on MATLAB ........................................... 141
Fan Sheng-Li

Research on the Optimization of Water Resource for the First Phase of the Central Route of the South-north Water Diversion Project ..................................................................................................................... 146
Zheng Xiao, Zheng Chai-Yong, Zhao Min

Small and Medium-sized Enterprises (SEMs) Supply Chain Coordinative Innovation Motivations ........................................... 157
Wen Ping-Chuan, Shi Chen-Min

On the Civil Liability for Acts of Violating Personal Information .................................................................................. 161
Wu Shan

The Model of Cost Optimization in Sales Process .................................................................................................................. 167
Chen Xin-Yi

The Influence of Workplace Friendship for Female Employees’ Career Success in the Logistics Industry ............................................. 172
Gao Jing, Wu Jing-Jing

Forecasting Analysis of Carbon Emission from China’s Coal-fired Power Enterprises Based on the Logistic Model ........................................... 178
Qu Shu, Guan Long

How to Break Through the “Cascade Effect” to Realize the Industrial Structure Optimization —— Based on the Consideration of Huawei’s Binary Interaction Mode of Industry Upgrading .................................................................................................................. 185
Shu Xing, Huo Wei-Dong

The Research on the Interactive Interface Design in Self-express Service System (SESS) .......................................................... 190
Xu Wen-Jing, He Can-Qun, Wang Jiao-Jiao

Study on Replication of Routines in Organizations Based on Organization Ambidexterity Competence ........................................... 198
Chen Yan-Liang, Gao Chuang

The Study on Distribution of Research Data Repositories Based on Resources Directory Websites ........................................... 204
Zhou Zhi-Feng

Optimization in Oil Pipelines Arrangement with Fermat Problem .................................................................................. 212
Wei Dong-Ping, Zhao Hong-Ya, Lei Tian-Li

Function of the United States Federal Government in Hydroelectric Development and its Inspiration for China ........................................... 218
Li Zhi

PUBLIC ECONOMIC

Research on Influencing Factors of Corporate Tax Compliance Behavior: a Perspective of Corporate Governance ................. 224
Yuan Hong-Bing

Tax Planning of Small and Medium-Sized Real Estate Development Enterprise in the Establishment Stage ........................................... 228
Lu Zhang-Yin, Liao Zhi-Gao

Research Overview on Modern Service Industry Clusters ........................................................................................................ 234
Liu Chun-Xiang, Shi Guo-Feng

Researches on the Current Development and Promotion Strategies of Zhejiang Modern Service Industry ........................................... 239
Liu Chun-Xiang, Zhou Hui-Qin

Research on Community Supported Agriculture ........................................................................................................ 244
Chai Hua-Qi, Sun Jie, Cui Xiao-Min

An Empirical Analysis of the Effects of the Stock Index Futures on the Spot Market Volatility of China ........................................... 249
Che Hui-Chun, Cao Fang

A Study on the Changing Trends of Domestic Tourism Consumption Composition of Urban Residents Grouped by Travel Purpose in China ........................................... 255
Zhang Guo-Ping, Liu Xiao-Ying

The Influence of Emotional Factors on Consumption Decision of Infant Formula in China ........................................... 261
Xia Ming, Guan Jing-Jing
Evaluation Study of Internet Commercial Sustainable Development under the New Commercial Civilization .......................................................... 266
Zeng De-Bin, Lu Hai-Xia

SVM-based Abnormal Account Monitoring Model of Bank .......................................................... 274
Qin Xue-Da, Li Jing-Yi, Hu You-Qun

The Influence of Political Skill on Workplace Friendship Based on the Social Capital Theory .......................................................... 282
Gao Jing, Wang Hui-Hui

The Mechanism Research and Empirical Analysis on How Energy Tax Policy Influence Energy Substitution: Concurrently Case Study from China .......................................................... 288
Qiao Hai-Shu, Ou Yang-Xin

Assessment of the Key Political Risks of China's Overseas Direct Investment .......................................................... 295
Chang Jian-Cong

Social capital and the small micro enterprise financing research in China—Golden Triangle area in Shandong and Fujian as an example .......................................................... 303
Xu Lu-Han

The Problems and Improvements in the China Rural "Assets Checkup" Work .......................................................... 308
Zhang Hong-Jing, Zhong Qiang

Is the Internal Capital Market Efficiency —— Empirical Evidence from Chinese a Shares Listed Companies .......................................................... 312
Zhang Bin

Strategic Analysis for LNG Vehicle Filling Business in the Low Carbon Economy .......................................................... 318
Zhang Yuan-Gao

Empirical Research on the Effect of Internal Capital Market Efficiency from Chinese A Shares Listed Companies .......................................................... 324
Zhang Bin

A Study of the Relationship between China’s Fiscal Expenditure Structure and Urban-Rural Income Gap .......................................................... 333
Fang Li-Ting

Forecasting the Internet of Things Market by Using the Grey Prediction Model Based Forecast Method .......................................................... 337
Huang Chi-Yo, Kao Chu-Chi, Kao Yu-Sheng, Lu Hsueh-Hsin, Chiang Po-Yu

Establishing Two-Oriented Society and Environmental Accounting .......................................................... 346
Lin Xiao-Hua

Environmental Performance Information Disclosure of A-share Listed Companies .......................................................... 351
Tang Jiu-Fang, Wang Xue-Zhi, Lin Xiao-Hua, Li Peng-Fei

PUBLIC MANAGEMENT

Institutional Reform of Rural Land Circulation: Model Innovation and Government Roles .......................................................... 358
Hong Bi-Gang

Typical Case Study on Zhejiang Modern Service Industry Clusters, Haining Warp Knitting Industry and Producer Services Cluster Park .......................................................... 364
Liu Chun-Xiang, Zhu Li-Yuan

The Design of Disease Monitoring System for Chinese Outbound Tourism: A Discussion from Public Management Perspective .......................................................... 370
Guan Jing-Jing, Xia Ming, Ayeh Julian-K.

The Investigation and Analysis of Basketball Class Teaching of Beijing .......................................................... 377
Wang Pin

The Narration and Forecast of Overseas Municipal Solid Waste Management Research .......................................................... 381
Xuan Lin-Lin, Ling Min

Organization Structure and Operation of Extreme Floods Emergency Management under “Bureaucracy-Cooperation” System in the Huaihe River Basin .......................................................... 386
Chen Rong, Wang Hui-Min

Analysis of Necessity of the Acceleration of Solid Waste Management in China in “Twelfth Five-Year Plan” Period and Suggestions .......................................................... 394
Zhou Li-Ping

A Preliminary Study about Solid Waste Caused by the Sudden Environmental Pollution Emergency System .......................................................... 399
Zhou Li-Ping

Urban Health Insurance Reform in China .......................................................... 407
Xin Hai-Chang, Amshary Jonathan, Powell Larry
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Internal Analysis of Colleges and Universities’ Financial Control under the Administrative Institutions Internal Control Standard</td>
<td>417</td>
</tr>
<tr>
<td>Shen Jian-Fei, Luo Xi-Ya, Wang Yu-Feng</td>
<td></td>
</tr>
<tr>
<td>The Constituent Elements of Leadership at Basic Level Organizations: An Exploratory Research Based on Grounded Theory</td>
<td>420</td>
</tr>
<tr>
<td>Lei Lei, Xu Yan-Mei</td>
<td></td>
</tr>
<tr>
<td>Legal Requirements for Effective Personal Information Protection through Information Resources Management for Chinese Public Services</td>
<td>427</td>
</tr>
<tr>
<td>An Xiao-Mi, Bai Wen-Lin, San Shu-Yang</td>
<td></td>
</tr>
<tr>
<td>Transformation and Multiple Choices in Suppliers of Public Services</td>
<td>433</td>
</tr>
<tr>
<td>Liang Xue-Ping</td>
<td></td>
</tr>
<tr>
<td>The Empirical Research of the Suzhou Civic Happiness Index</td>
<td>439</td>
</tr>
<tr>
<td>Niu Shi-Hua</td>
<td></td>
</tr>
<tr>
<td>Study on optimization of governance structure of private SME—An example of WHFST system engineering Co.</td>
<td>444</td>
</tr>
<tr>
<td>Lin Xiao-Hua</td>
<td></td>
</tr>
<tr>
<td>The Development Path of Evolution, Strategic Vision and Implementation Steps of Qinhuangdao Ocean</td>
<td>450</td>
</tr>
<tr>
<td>Liu Ming</td>
<td></td>
</tr>
<tr>
<td>The Problem of Financial Management and Improvement Measures in the Countryside</td>
<td>453</td>
</tr>
<tr>
<td>Zhang Hong-Jing, Zong Jin-Bao</td>
<td></td>
</tr>
<tr>
<td>An Empirical Study on the Relationship between Executive Compensation and Corporate Performance</td>
<td>458</td>
</tr>
<tr>
<td>Chen Man-Xue, Zhang Chun-Xiao, Lu Kang-Yin</td>
<td></td>
</tr>
<tr>
<td>Analysis and Countermeasure of Private Enterprises Wastage</td>
<td>464</td>
</tr>
<tr>
<td>Hong Yu-Qing</td>
<td></td>
</tr>
<tr>
<td>Study on Human Capital Loss and Restoration for Climate Induced Migrants</td>
<td>470</td>
</tr>
<tr>
<td>He Zhi-Yang, Zhang Meng-Jia</td>
<td></td>
</tr>
<tr>
<td>Evaluation of Employees’ Competence in Transnational Corporations Based on Complex Network Theory</td>
<td>476</td>
</tr>
<tr>
<td>Huang Zi-Jun, Dong Tian</td>
<td></td>
</tr>
<tr>
<td>A Two-step Decision Making Model</td>
<td>483</td>
</tr>
<tr>
<td>Gao Xiao, Nian Min</td>
<td></td>
</tr>
</tbody>
</table>

**PUBLIC POLICY AND TRADE COOPERATION**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis of the Structure of Foreign Direct Investment in China’s Agriculture</td>
<td>489</td>
</tr>
<tr>
<td>Zhou Zhi-Zhuan</td>
<td></td>
</tr>
<tr>
<td>Analysis of the Effect about Zero-tariff of China-ASEAN Free Trade</td>
<td>494</td>
</tr>
<tr>
<td>Liu Yan, Zhang Peng</td>
<td></td>
</tr>
<tr>
<td>The Approach of Enhancing Regional Modern Manufacturing and R&amp;D Transformation Function — a Case of Tianjin Binhai New Area, China</td>
<td>499</td>
</tr>
<tr>
<td>Zheng Hong-Bo, Wang Hong-Ran, Li Zi-Biao</td>
<td></td>
</tr>
<tr>
<td>Research on the Relationship between Foreign Trade and Carbon Emissions based on Econometric Model</td>
<td>504</td>
</tr>
<tr>
<td>Zhao Jian-Na, Shan Xiao-Chen, Feng Lei</td>
<td></td>
</tr>
<tr>
<td>Research on Foreign Trade Development Strategies of Inner Mongolia</td>
<td>510</td>
</tr>
<tr>
<td>Wang Xiao-Ping</td>
<td></td>
</tr>
<tr>
<td>Policy Effort Analysis on China’s New Rural Cooperative Medical System</td>
<td>516</td>
</tr>
<tr>
<td>Li Sheng-Ji, Chen Man-Xue, Lu Kang-Yin</td>
<td></td>
</tr>
<tr>
<td>Analysis of the Patterns of Trade Cooperation of Agricultural Products between China and ASEAN</td>
<td>522</td>
</tr>
<tr>
<td>Feng Jie</td>
<td></td>
</tr>
<tr>
<td>Study on Logistics Barriers to Procurement from the Chinese Market</td>
<td>528</td>
</tr>
<tr>
<td>Yu Lan-Feng</td>
<td></td>
</tr>
<tr>
<td>Study on Relationship of the RMB Internationalization, Cross-border Trade Settlement and Capital Account Liberalization</td>
<td>534</td>
</tr>
<tr>
<td>Wang Jia, Huo Wei-Dong</td>
<td></td>
</tr>
<tr>
<td>Strategies to Improve the Efficiency of Chinese Agricultural Products Circulation</td>
<td>540</td>
</tr>
<tr>
<td>Kong De-Shu, Hu Cheng-Bo</td>
<td></td>
</tr>
<tr>
<td>Rural Land Tenure and Land Transfer Polices in China</td>
<td>545</td>
</tr>
<tr>
<td>Si Zhi-Zhi, Nie Feng-Ying</td>
<td></td>
</tr>
</tbody>
</table>
Study of the Policies for the Integrated Development of Urban and Rural Sports Public Services .......................... 550
Shao Wei, Liu Chao

The Trend of Multinational Companies' Wholly Owned Investment in China and Its Effect on Local Firms .......................................................................................................................... 554
Feng Jiang-Hong

Rural Energy Eco-compensation Policy Design in China .................................................................................. 558
Ren Feng, Gu Li-Hong

Author Index