# TABLE OF CONTENTS

## ECONOMICS AND MANAGEMENT

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection on Chinese Cultural Industry Business Model Innovation Utilizing the Zhao Benshan Model</td>
<td>1</td>
</tr>
<tr>
<td>Yu Liao</td>
<td></td>
</tr>
<tr>
<td>Decision Rules Applying based on Fast-food Restaurant</td>
<td>14</td>
</tr>
<tr>
<td>XiaoWen Huang</td>
<td></td>
</tr>
<tr>
<td>Marketing Research for Motorola Company</td>
<td>20</td>
</tr>
<tr>
<td>PingJun Lu, XiaoWen Huang</td>
<td></td>
</tr>
<tr>
<td>Research on Industry Agglomeration of Construction Machinery Industry Based on Location Quotient Index</td>
<td>29</td>
</tr>
<tr>
<td>Xue Yang</td>
<td></td>
</tr>
<tr>
<td>Tourist Satisfaction Based Marketing Research for Domestic Tourist Market of Jiangsu Province</td>
<td>35</td>
</tr>
<tr>
<td>LiJiao Jin, Wei Tu</td>
<td></td>
</tr>
<tr>
<td>Development Strategy and Political Suggestions of Utilizing Foreign Direct Investment in Modern Service Industries in Wuhan</td>
<td>42</td>
</tr>
<tr>
<td>Da Lv</td>
<td></td>
</tr>
<tr>
<td>Basel III, Risk Aversion and Bank Performance: Evidence from Chinese Commercial Banks Panel Data</td>
<td>48</td>
</tr>
<tr>
<td>Qin Song, Wei Zeng</td>
<td></td>
</tr>
<tr>
<td>Difference in Luxury Purchasing Motivation between Chinese and British</td>
<td>53</td>
</tr>
<tr>
<td>LiHua Wang, Qian Zhao</td>
<td></td>
</tr>
<tr>
<td>A Study of Influencing Factors of Industrial Location Under the Background of Regional Transfer in China</td>
<td>60</td>
</tr>
<tr>
<td>JingLing Chen</td>
<td></td>
</tr>
<tr>
<td>Constructing Financial Supervision Mechanism for Government-sponsored Large-scale Sports Events</td>
<td>65</td>
</tr>
<tr>
<td>YiQi Song</td>
<td></td>
</tr>
<tr>
<td>A Study on Relationship between Financial Development and New Urbanization—Evidence from Urban Agglomeration in the Middle Reaches of the Yangtze River</td>
<td>69</td>
</tr>
<tr>
<td>HaoYang Xu</td>
<td></td>
</tr>
<tr>
<td>Network Forum Investor Sentiment, Sentiment Volatility And Stock Market-- An Empirical Analysis Based on Multivariate GARCH-BEKK Model</td>
<td>74</td>
</tr>
<tr>
<td>DaYang Dong, JuanJuan Lai, YuJia Long, HongBo Yi, TianLun Zheng</td>
<td></td>
</tr>
<tr>
<td>The Moderating Effect of Work-Related Risk on the Relationship between Cognitive-trust in Supervisor and Proactive Behavior</td>
<td>83</td>
</tr>
<tr>
<td>Pei Liu, WanFen Guo</td>
<td></td>
</tr>
<tr>
<td>Highly Process-Focused Organizational Performance Measurement Model</td>
<td>89</td>
</tr>
<tr>
<td>HaiQing Bai, Jin Cheng, ZiPing Li</td>
<td></td>
</tr>
<tr>
<td>Regulations on the Online Finance in China</td>
<td>96</td>
</tr>
<tr>
<td>Yang Liu</td>
<td></td>
</tr>
<tr>
<td>How Does Hubei Province Restructure Its Industrial Structure</td>
<td>100</td>
</tr>
<tr>
<td>GuiZhi Ba, Han Wang</td>
<td></td>
</tr>
<tr>
<td>Study on the Identification of Influencing Factors of Interactive Development between Innovation and Urbanization</td>
<td>108</td>
</tr>
<tr>
<td>Bo Yuan, FengChao Liu</td>
<td></td>
</tr>
<tr>
<td>Research on Green Marketing Driving Force and Implementing Route Based on Innovation Perspective</td>
<td>114</td>
</tr>
<tr>
<td>Feng Wei, JunQiang Zhou, Xiang Ren</td>
<td></td>
</tr>
<tr>
<td>Empirical Analysis of the Difference of the Luxury Consumption Motivations between Chinese and British</td>
<td>120</td>
</tr>
<tr>
<td>LiHua Wang, Qian Zhao</td>
<td></td>
</tr>
<tr>
<td>Discussion on the Construction of Independent College’s teaching Quality Control System Based on Customer Satisfaction</td>
<td>127</td>
</tr>
<tr>
<td>HuiYan Li, Hao Wang</td>
<td></td>
</tr>
</tbody>
</table>
SOCIOLOGY

The Demand for Moving Line Analysis to Commercial Space Environment .......................................................... 131
Shan Yin, JiChun Li

Subliminal Affective Priming Effect on Decision Making in Prisoner's Dilemma ................................................... 137
Juan Liu, HuaMiao Song, Wen Dong, WenHua Peng, Feng Shao, Liu Yang, YiShuang Zhang

Analysis on the Restrictive Factors and Countermeasures to Enhance the Quality of Female Migrant Workers .................... 143
SuFen Jiang

The Dynamic Analysis on Li Na’s Winning Technical Index in Australian Open form 2013 to 2014 ........................................ 149
GuoHao Chen, KaiQiang Guo

Study on the Commercial Sexual Behavior among Migrants in China ........................................................................... 155
JunQiong Wu, YuYan Li, YiRan Li, ChuanNing Ya

On Paths for Non-Profit Organizations Participating in Family Services and Supports in China .............................................. 161
Le Pei

Dynamic Decomposition of the Urban Poverty Variation in Beijing .................................................................................. 166
HongMei Li, YueYing Zhang

On-road Emission Characteristics of Logistics Transportation Vehicles in Chengdu ......................................................... 171
QiJun Zhang, Lin Wu, Xiang Liu, KaiShan Zhang, HongJun Mao

Analysis on Well-being Difference in Terms of Job Type between Chinese Urban Residents and Mobile Residents .............................................................. 179
XinYi Zhang

Image Design and Promotion of City Bus Station -- Taking Qinhuangdao City As an Example ........................................ 185
Chao Zhao, WeiXi Zhang, Dong Zeng

Image Design of bicycle Parking Frame of city public Facilities ......................................................................................... 189
Chao Zhao, RuiYu Bai, Dong Zeng

Establishment of Assessment Indicator System of Sustainable Development in Mining Industry and Evaluation of Pilot Project .............................................................. 193
LianRong Zhao, Wei Chen

A Comparative Study of Sex Education for Teenagers in America and China ................................................................. 201
AnRan Chen

Injury Proneness and Factors of Physiology and Psychology Among College Freshmen: A Matched Case-Control Study ................................................................. 207
Jing Zeng, Bing Xiang, YanPei Ding, Xi Tao, ChangCai Zhu, GuanMin Chen

Employee Well-being: A Hierarchical Model and the Evaluating Framework ................................................................. 214
Yun Xia, ShaoHua Lu, Kang Shi

On the Application-oriented Talents' Cultivation at Undergraduate Level of Higher Education .............................................. 220
KeKe Liu

Research of the Elderly Pension Situation Based on Methods of Social Survey ................................................................. 224
Ying Deng, QiBo Ai

The Influence of Family Education on the Healthy Growth of Teenagers ........................................................................... 230
Zhen Wu

The Investigation and Analysis on Women PE Teachers’ Health in Colleges and Universities .............................................. 233
JianWen Yao

Self-presentation Tactics in Social Media .......................................................................................................................... 416
HanYun Huang

CULTURE AND SCIENCE

Analysis on Structure of National Exhibitions of Fine Arts from 1949 .............................................................................. 237
GuangZhi Fang

Application of Quilting Art in Interior Furnishing Artistic Design .................................................................................... 243
JiChun Li, Yuan Yang

The Research on Urban Element Design Under the Influence of Regional Culture ............................................................. 249
Yang Guo, JiChun Li

Operation Models of Interactive Learning .......................................................................................................................... 256
MaYan Huang, YongZhi Liu

Thinking about Ecological and Culture Education in College Take example of Guangxi Eco-engineering Vocational and Technology College ........................................... 261
LiNa Li, WenBang Wei, JiaCheng An
Research of Self-help Teaching Method in the Classroom Teaching of Theoretic Course ................................................................. 265
Ke Zeng, YiRan Li, XiaDong Wan, YanPing Cui, HongBin Xu

Research on High Quality Course Construction of Human Resource Management ................................................................. 270
HaiLiang Ma, WenQin Li, MengGe Li

An Interpretation of Quantum Entanglement and the Nature of the Universe ................................................................. 275
JunSeed Huang, JiaminMoran Huang, GuangQian Lu

Themes in “Good Leadership”: An Analysis of Personal Stories of Inspiration from the Daqing Oil Field ................................................................. 281
Michael Miles, Nancy Jenster, Mundeep Gill

The Impact of International Knowledge Search on Innovation Performance: Moderated by Search Intensity ................................................................. 289
Huang Wu

Folk Culture of Kang Tou Stone Lions of China ................................................................. 295
Jing Zhang

The Historical Impact of Evolution of Mao Zedong's Ethical Thought in the Period of Democratic Revolution ................................................................. 299
Fang Sun

Influence of Christianity on English ................................................................. 303
LiLi Zhang

On the Translation of Words with Chinese Characteristics ................................................................. 307
XiaoHong Yao, MengJiao Zhang, Chao Wu

Practice Does Not Make Perfect in Learning Grammar ................................................................. 313
SiJia Xue

Exploration and Analysis of Health Education in College Physical Education ................................................................. 320
YiQi Song, YiFei Ouyang

Research on the Editing of Film Trailer in the Perspective of Large Data ................................................................. 324
YanQiu Tong, QiHua Ren

Thought on Cultivating Sports College Students' Socialist Core Values ................................................................. 329
WeiFang He

Analyses of International Scientific Collaboration in China University—Taking University of Electronic Science and Technology of China as an Example ................................................................. 334
Yang Wen

Ways of Mass Media to Promote Educational Justice on Children from Migrant Worker Families ................................................................. 341
JingYa Wang, Fan He

Socialization——New Choice of Cultivating Adolescent Badminton Athletes in Sichuan Province ................................................................. 347
MingMin Kong, Qing Liu, Ning Que, ShangWei Nie

Research on Calculating and Analyzing the Contribution Rate of Science and Technology Progress ................................................................. 351
Jie Liu, PingPing Tang, YiYuan Hu

Study on the Effect of Modern Information Technology for the Ideological and Political Theory Course Teaching ................................................................. 356
ZhiYe Zhao, HuaHua Cui

Modern Educational Technology Ability Training Model for University Teachers ................................................................. 361
Feng Lu

Inheriting the Sublimation and Transmutation——Analysis of the Relationship between History and Literature ................................................................. 365
Yu Ji

The Significance of Validity Theory to College English Listening and Speaking Course Test ................................................................. 368
Dan Liu

The Rise of Apparatgeist and Its Implication for Media Convergence ................................................................. 372
Chen Li

A Semantic Study of Euphemism in British TV Drama Downton Abbey(1st season) ................................................................. 375
XiaoWei Li, ZhiHong Lu

The Challenge for the National Traditional Sports in China Under the Background of Globalization ................................................................. 380
XiaoFeng Hu

Ethical Thinking of the Development of Science and Technology ................................................................. 384
QiaoLin Jiang

Two Meanings of “White”——on Robert Frost’s Design and William Carlos Williams’ QueenAnne’s-lace ................................................................. 388
ZhanJun Jiang

The Exploration about English Teaching Methods toward Arts and P.E. Majors in Colleges and Universities ................................................................. 392
Shuang Wang
America, a revolutionary prophecy........................................................................................................................... 395
ZhanJun Zhang

LAW

Bibliometric Analysis Of Patent Literature Based On Nano-technology Classifications............................................. 400
Ning Ma, ZhengBin Chang

Review on Conflicts of Different Types of Rights ........................................................................................................... 406
XiaoYu Wang

Legal Consideration on the Internet Finance Supervision ............................................................................................. 410
FuQiang Zhang, Wei Lin

Author Index