## Table of Contents

**ON DEVELOPMENT OF TOURIST RESOURCES OF ANCIENT VILLAGES AND TOWNS IN FUZHOU, JIANGXI PROVINCE** .......................................................... 1  
*Wen-Ping Xiong*

**ROCK MOISTURE RECOGNITION BY COMBINING AE WITH MUSICAL-STAFF-INSPIRED MODEL** .......................................................... 7  
*Jingyu Jiang, Wei Zheng, Kai Tao*

**A STUDY ON THE DEVELOPMENT OF CULTURAL TOURISM RESOURCES IN HOMETOWN OF WANG ANSHI** .......................................................... 13  
*Wen-Ping Xiong*

**CHARACTERISTIC RESOURCES CONSTRUCTION AND SERVICE COUNTERMEASURES OF FAMOUS UNIVERSITY LIBRARIES IN TAIWAN** .......................................................... 18  
*Jing Zhang*

**RESEARCH ON HOT RESEARCH TOPICS ON PERSONALIZED LEARNING AND ITS DEVELOPMENT TREND IN CHINA: BASED ON CO-WORD VISUALIZATION ANALYSIS FROM CSSCI** .......................................................... 21  
*Dongdai Zhou, Shuo Xu, Yaqin Fan*

**RESEARCH ON TRAINING MODE OF AUTOMOBILE SERVICE** .......................................................... 32  
*Weiguang Ye*

**DISCUSSION ON ECOLOGICAL IDEA IN ENVIRONMENTAL ART DESIGN** .......................................................... 36  
*Jun Xie*

**RESEARCH PROGRESS OF PERCEPTUAL IMAGE THEORY, TECHNOLOGY AND APPLICATION IN PRODUCT DESIGN** .......................................................... 39  
*Qiong Qian*

**APPLIED UNDERGRADUATE COLLEGES AND UNIVERSITIES TEACHING SEVERAL REALIZATIONS OF PROBABILITY AND STATISTICS COURSE** .......................................................... 42  
*Jinghua Zhang*

**ILLUSTRATIONS’ FUNCTIONS IN TYPICAL ENGLISH DICTIONARIES OF ENGLISH IDIOMS** .......................................................... 45  
*Xiaoguang Zeng*

**THE THEORETICAL MODEL OF SOCIAL MEDIA’S EFFECT ON BRAND PREFERENCE: FROM THE PERSPECTIVE OF CUSTOMER PERCEIVED VALUE** .......................................................... 53  
*Yong Ding, Jinchuan Xiao*

**COOPERATION PATTERN ANALYSIS OF SEASONAL INVENTORY IMPAWN FINANCING** .......................................................... 60  
*Fan Cheng*

**THE CONSTRUCTION PROJECT PPP RISK DISTRIBUTION STUDY** .......................................................... 68  
*Chenhui Yang*

**RESEARCH ON THE MOMENTUM EFFECT AND CONTRARIAN LONG-SHORT PORTFOLIO BASE ON CSI 800 INDEX** .......................................................... 71  
*Jian Zeng*

**THE IMPACT OF FINANCIAL AGGLOMERATION ON REGIONAL ECONOMIC GROWTH** .......................................................... 77  
*Chuang Xie*

**AN EMPIRICAL STUDY ON THE INFLUENCE OF INDUSTRIAL OPENNESS ON EMPLOYMENT STRUCTURE IN EASTERN CHINA** .......................................................... 85  
*Zhenbiao Yang, Guobin Lin*

**FINANCIAL RISK ANALYSIS OF LISTED COMMERCIAL BANKS IN CHINA BASED ON INTEREST RATE MARKETIZATION** .......................................................... 91  
*Pan Shen*

**THE SPATIAL IMPACT OF FINANCIAL SUPPORT ON CULTURAL CREATIVITY INDUSTRY AGGLOMERATION--AN EMPIRICAL ANALYSIS BASED ON PROVINCIAL DATA** .......................................................... 97  
*Xuejia Yang*

**TO DEEPEN THE SUPERVISION IN THE ENTERPRISE OPERATION AND MANAGEMENT OF THE PRACTICE AND EXPLORATION** .......................................................... 103  
*Li Rong Gao*

**TEST OF THE APPLICABILITY OF THE SMOOTH ADJUSTMENT HYPOTHESIS IN AGRIPRODUCT TRADE OF CHINA** .......................................................... 106  
*Ai Hang, Yan Wang*
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDY ON THE QUALITY OF GRAIN SEEDS FROM THE PERSPECTIVE OF GOVERNMENT REGULATION--BASED ON THE RESEARCH OF SHANDONG PROVINCE</td>
<td>113</td>
</tr>
<tr>
<td>Ge Feng Geng</td>
<td></td>
</tr>
<tr>
<td>TEXT CATEGORY CROWDSOURCING SOLUTION FILTER RESEARCH IN REWARD MODE</td>
<td>117</td>
</tr>
<tr>
<td>Huixing Nie, Tianshun Wang</td>
<td></td>
</tr>
<tr>
<td>THE APPLICATION OF ABC TO LOGISTICS FIRMS</td>
<td>125</td>
</tr>
<tr>
<td>Yangguo Yang</td>
<td></td>
</tr>
<tr>
<td>PLC TEACHING REFORM AND PRACTICE BASED ON CDIO ENGINEERING EDUCATION MODE</td>
<td>129</td>
</tr>
<tr>
<td>Ping Xin, Dejun Liu, Hongtao Mi</td>
<td></td>
</tr>
<tr>
<td>INFLUENCE OF THE CSI 300 STOCK INDEX FUTURES ON THE LIQUIDITY OF THE STOCK MARKET OF CHINA-ANALYSIS BASED ON THE PSM AND DID METHOD</td>
<td>133</td>
</tr>
<tr>
<td>Jinzhou Zhao, Yongbo Wang</td>
<td></td>
</tr>
<tr>
<td>THE CHOICE BETWEEN ACCRUAL AND REAL EARNINGS MANAGEMENT PRE AND POST IPO OF THE VC-BACKED COMPANIES</td>
<td>141</td>
</tr>
<tr>
<td>Dongxiang Lin</td>
<td></td>
</tr>
<tr>
<td>LITERATURE REVIEW OF INTERNATIONAL SERVICE TRADE BARRIERS</td>
<td>150</td>
</tr>
<tr>
<td>Yanping Zhao</td>
<td></td>
</tr>
<tr>
<td>RESEARCH ON PURCHASE ORDER ALLOCATION UNDER UNCERTAINTY OF SUPPLY</td>
<td>154</td>
</tr>
<tr>
<td>Li Yan</td>
<td></td>
</tr>
<tr>
<td>CROSS - SHAREHOLDING ANALYSIS OF CHINA 'S LISTED COMPANIES BY SECTOR BASED ON SOCIAL NETWORK PERSPECTIVE</td>
<td>159</td>
</tr>
<tr>
<td>Huifang Fei, Canzhong Yao</td>
<td></td>
</tr>
<tr>
<td>A CASE STUDY ON THE SPATIAL PANEL DATA MODEL : FACTORS OF CHINA MARINE ECONOMY DEVELOPMENT</td>
<td>167</td>
</tr>
<tr>
<td>Mianmian Hong</td>
<td></td>
</tr>
<tr>
<td>CONSTRUCTION OF INNOVATIVE TEACHING SYSTEM AND MODE FOR MECHANICAL PRINCIPLE COURSE FACING ABILITY TARGET OF INTERNATIONAL ENGINEERING EDUCATION</td>
<td>173</td>
</tr>
<tr>
<td>Yong Yang, Jing-Liang Jiang, De-Xiang Wang, Xia Jin</td>
<td></td>
</tr>
<tr>
<td>BIG DATA AND THE DEVELOPMENT OF REGIONAL ECONOMY</td>
<td>177</td>
</tr>
<tr>
<td>Aoyun Chen</td>
<td></td>
</tr>
<tr>
<td>DESIGN AND DEVELOPMENT OF COMPUTER AIDED TEACHING SOFTWARE FOR MECHANICAL PRINCIPLE COURSE</td>
<td>182</td>
</tr>
<tr>
<td>Yong Yang, Jing-Liang Jiang, Xia Jin, Xin-Fu Liu</td>
<td></td>
</tr>
<tr>
<td>MULTIVARIATE STATISTICAL ANALYSIS OF INDUSTRIAL OVERCAPACITY IN CHINESE PROVINCES</td>
<td>186</td>
</tr>
<tr>
<td>Pan Wu</td>
<td></td>
</tr>
<tr>
<td>RESEARCH ON THE INTERNAL CONTROL OF GUARANTEE COMPANY</td>
<td>191</td>
</tr>
<tr>
<td>Liuyang Fu</td>
<td></td>
</tr>
<tr>
<td>THE RESEARCH ON INNOVATION-DRIVEN PATHS OF HIGH-TECH ZONE UNDER THE NEW NORMAL IN CHINA</td>
<td>195</td>
</tr>
<tr>
<td>Xiang Fei, Qinghao Bu</td>
<td></td>
</tr>
<tr>
<td>LAND URBANIZATION LEVEL OF CORE CITIES IN THE SILK ROAD ECONOMIC BELT</td>
<td>200</td>
</tr>
<tr>
<td>Zhe Li, Dangchen Sui</td>
<td></td>
</tr>
<tr>
<td>ENGLISH TEACHING CONTESTS AND PROFESSIONAL DEVELOPMENT OF ENGLISH TEACHERS IN INDEPENDENT COLLEGES--- AN EMPirical STUDY BASED ON C COLLEGE</td>
<td>205</td>
</tr>
<tr>
<td>Xinyan Feng</td>
<td></td>
</tr>
<tr>
<td>THE THINKING OF CAMPUS FOOTBALL UNDER THE HAZE FOG WEATHER</td>
<td>211</td>
</tr>
<tr>
<td>Yanhong Li, Yunqi Yan</td>
<td></td>
</tr>
<tr>
<td>EMPIRICAL RESEARCH OF MERGER AND ACQUISITION PERFORMANCE ON CHINA'S MEDIA INDUSTRY LISTED COMPANY</td>
<td>215</td>
</tr>
<tr>
<td>Xiuling Zou</td>
<td></td>
</tr>
<tr>
<td>STUDY ON DESIGN CULTURE OF PROTO- PORCELAIN POT WITH TWO LUGS OF THE WESTERN HAN DYNASTY</td>
<td>225</td>
</tr>
<tr>
<td>Mingyu Liu</td>
<td></td>
</tr>
<tr>
<td>EXPLORATION AND PRACTICE OF ANIMATION MAJOR REFORM IN HIGHER VOCATIONAL COLLEGES UNDER THE MODE OF INTEGRATION OF PRODUCTION AND EDUCATION</td>
<td>230</td>
</tr>
<tr>
<td>Wei-Guo Zhang, Lai-Quan Liu, Zan-Hong Cai</td>
<td></td>
</tr>
</tbody>
</table>
A STUDY ON THE QUALITY AND EFFICIENCY OF ECONOMIC DEVELOPMENT IN GUANGDONG PROVINCE .......................................................... 234
Yu Mu

LITERATURE REVIEW: DEVELOPMENT AND EFFECT EVALUATION OF CLEAN
DEVELOPMENT MECHANISM (CDM) .......................................................... 240
Yang Lu

ON QUALITY CULTIVATION & CAREER DEVELOPMENT OF COLLEGE STUDENTS .......................................................... 244
Tingyan Bi, Binlu Feng, Chenming Wei

MINING RESIDENTS’ RESPONSE TO RARE EARTH MINING AND ENVIRONMENTAL
PROTECTION .......................................................................................... 248
Jing-Hong Lu, Ze-Bin Wu

ANALYSIS OF SINO-RUSSIA-MAGNOLIA TRADE COOPERATION POTENTIAL: BASED ON
THE PERSPECTIVE OF TRADE GRAVITY MODEL ........................................ 252
Qian Shen

ANALYSIS OF ONLINE SHOPPING FAKES FROM THE PERSPECTIVE OF INFORMATION
ASYMMETRY .......................................................................................... 256
Kunzhuo Song

ENGINE DISMOUNTING AND OPERATION TEST BENCH DESIGN BASED ON PRACTICE
ABILITY TRAINING .................................................................................. 260
Wen-Bing Yan

FACTORS AFFECTING THE ECONOMIC DEVELOPMENT AND URBANIZATION OF
MOUNTAIN AREA—TAKING YUNNAN PROVINCES AS AN EXAMPLE ........... 264
Renqu Tian, Zisheng Yang

PRACTICE AND RESEARCH OF FLIPPED CLASSROOM IN THE TEACHING OF
MECHANICAL SPECIALTY IN INDEPENDENT COLLEGE ................................ 270
Songping Chen

ADVICE ON CONSTRUCTION OF LITERATURE RESOURCES ...................... 274
Zhuqun Li

SELF-SERVICE REFERENCE AND CONSULTATION MODE OF UNIVERSITY LIBRARY
BASED ON MICRO VIDEO AND NEW MEDIA ............................................. 278
Enting Kang, Xiaolan Zhou

HIGHER VOCATIONAL EDUCATION PROJECT CURRICULUM PRACTICE .................. 282
Tiejun Chen

ANALYSIS OF THE PROMOTING EFFECT OF THE MODE OF INDUSTRIAL TECHNOLOGY
RESEARCH INSTITUTE ON TECHNOLOGY TRANSFER .................................. 286
Hongyu Li

CHINA’S SERVICE TRADE AND SERVICE INDUSTRY GROWTH - AN EMPIRICAL
ANALYSIS FROM THE ASPECT OF FACTOR INTENSITY .................................. 292
Ke Xuan

INDUSTRY COMPETITION, STABILITY OF CONTRACTS AND AUDIT QUALITY .................. 298
Pu-Yi Zhu

THE ANALYSIS OF NEGATIVE EFFECTS BROUGHT BY INTERNET ECONOMY UNDER
NEW ECONOMIC NORMALITY .................................................................. 304
Huiqing Wang

A STUDY ON THE IMPACT OF CHINESE HIERARCHICAL CULTURE ON CHINESE
ENTERPRISES’ INVESTMENT DECISION ..................................................... 310
Zhiyuan Zhang

RESEARCH ON A NOVEL TEACHING MODEL OF BUSINESS TRANSLATION BASED ON
BYOD ........................................................................................................ 317
Na Zhai

THE STUDY OF THE APPLICATION OF SNA IN THE CORE PERSONALITY WORDS OF
CHINESE NEW COLLEGE STUDENTS .......................................................... 321
Ying Wu, Xing Jin

RESEARCH ON RISK MANAGEMENT OF INTERNATIONAL CONVENTION AND
EXHIBITION INDUSTRY ........................................................................ 325
Zhiming Mo

A BRIEF DISCUSSION ON THE ENGLISH TRANSLATION OF "JIEDIQI" .................. 329
Wei Shen

ANALYSIS OF PSYCHOLOGICAL FACTORS AND GUIDANCE COUNTERMEASURES OF
COLLEGE STUDENTS' USING BEHAVIORS OF SOCIAL NETWORK ................. 333
Feifei Sun
CONSTRUCTING CHINA’S INDEX OF SUSTAINABLE ECONOMIC WELFARE (ISEW) .................................................. 337
Lei Tang

THE NEW DIRECTION OF UNIVERSITY LIBRARY SERVICE IN THE MOOC ENVIRONMENT ................................................................. 341
Xiu-Li Li

AN EMPIRICAL STUDY ON FACTORS THAT AFFECT UNIVERSITY TEACHER JOB SATISFACTION IN BEIJING ................................................................. 345
Xing Luo

THINKING AND PRACTICE OF UNDERGRADUATE TEACHING REFORM OF EAST CHINA JIAOTONG UNIVERSITY FOR THE DEVELOPMENT STRATEGY OF ”CHINA MADE 2025” .................................................. 349
Diqing Wan, Zhuming Li, Shuting Ye, Yinglin Hu

APPROPRIATION COST, GOVERNMENT EXPENDITURE AND INCOME DISPARITY .................................................. 353
Qianqin Chen, Jiayu Wen

GUANGDONG EXPORT-ORIENTED ECONOMIC DEVELOPMENT RESEARCH .................................................. 362
Biao Xiong

RESEARCH ON THE MODES, PATHS AND COUNTERMEASURES OF THE INTEGRATIVE DEVELOPMENT OF GUANGZHOU INTERNET AND CULTURAL INDUSTRY ................................................................................................................................. 368
Weisha Cai, Bin Gu, Xingbiao Wang

MARKETING INNOVATION OF LOGISTICS ENTERPRISE UNDER THE ”INTERNET +” ERA .................................................. 372
Yulin Xia, Yan Zhang

EFFECTIVE WAYS TO IMPLEMENT JAPANESE TEACHING IN COLLEGES AND UNIVERSITIES UNDER THE NEW SITUATION ................................................................................................................................. 376
Hui Zhang, Liangdong Xiao

PROBLEMS AND LEGAL COUNTERMEASURES OF INTELLECTUAL PROPERTY RIGHTS OF CHINESE DIGITAL TV ................................................................................................................................. 379
Liangdong Xiao

SOCIAL PSYCHOLOGICAL CHARACTERISTICS AND REGIONAL CULTURAL IDENTITY OF MALE DRUG ADDICTS: A CASE STUDY OF SOUTHERN SHANDONG ................................................................................................................................. 382
Hairong Zhu, Jinpeng Yan

THE STRUCTURAL IMBALANCE OF CHINA’S BANKING CURRENCY MISMATCH ................................................................................................................................. 388
Yuan Li

MEDIA LITERACY EDUCATION IN COLLEGES AND UNIVERSITIES: THE STATUS QUO AND THE DEVELOPMENT WAY OF THINKING ................................................................................................................................. 396
Yu Tang, Yang Hu

A STUDY ON ESTABLISHMENT OF HEYUAN WISDOM TOURISM SYSTEM ................................................................................................................................. 400
Zhi Zhu

STUDY ON THE ULTRASONIC APPLICATION IN CHEMISTRY AND CHEMICAL ENGINEERING ................................................................................................................................. 404
Yunshen Zhang

DIALOGUE, REFLECTION AND TRANSCENDENCE: ON THE PRACTICALITY AND ACADEMIC NATURE OF MARX DOCTRINE ................................................................................................................................. 408
Ling Liu

TEACHING REFORM OF INDUSTRIAL AUTOMATION BASED ON ENGINEERING EDUCATION CERTIFICATION ................................................................................................................................. 414
Ping Xin, Hongtao Mi

THE AMERICAN WAY OF FAMILY EDUCATION IN BOYHOOD AND THE ENLIGHTENMENT TO CHINA ................................................................................................................................. 419
Yan Liu

APPLICATION OF GREY COMPREHENSIVE ENTROPY WEIGHT CLUSTERING METHOD IN PERFORMANCE EVALUATION OF BANKS ................................................................................................................................. 423
Yuyang Jie, Fenyi Dong

THE EVALUATION INDEX SYSTEM AND MODEL OF ENGINEERING QUALITY FOR ENGINEERING STUDENTS ................................................................................................................................. 428
Xin-Liang Cao, Hong-Xia Yang, Jian-Xin Li

STUDY OF CRUISE PRACTICE ENGLISH CLASSROOM TEACHING BASED ON THE ESP NEEDS ANALYSIS THEORY ................................................................................................................................. 432
Zhen Yang

A STUDY OF THE SOURCES AND INFORMATION COLLECTION AND METRIC MODEL OF SOFTWARE REQUIREMENTS CHANGE ................................................................................................................................. 437
Yuqing Yan, Weijun Sun, Zhong Ming, Zhenhua Zhang
EVOLUTION GAME ANALYSIS OF INFORMATION SHARING BEHAVIOR BETWEEN SUPPLY CHAIN MEMBERS ................................................................. 443
Kan Yang, Shuangliang Tian, Xiaohong Cai, Susu Jiao

RESEARCH ON VAR COMPUTING SYSTEM OF COMMERCIAL BANKS BASED ON ACCURATE SCENARIO DATA ................................................................. 447
Yingliang Wu, Yuan Huang, Jiongen Xiao

MEASUREMENT OF THE ECONOMIC BENEFIT OF URBAN RAIL TRANSIT STATION UNDER THE MODE OF COMPREHENSIVE DEVELOPMENT ......................................... 456
Chenlin Han

REPUTATION MECHANISM IN MULTIPHASE GAME TO CONTROL THE MORAL HAZARD OF AGING SERVICE SUPPLIER ................................................................. 460
Zhiyong Zhang, Huaping Wu, Yongqiang Shi

ON CURRENT SITUATION AND DEVELOPMENT PROSPECT OF THE JOURNALISM & MASS COMMUNICATION EDUCATION ................................................................. 471
Xiaojing Zhang

AN EMPIRICAL ANALYSIS OF THE INCOME GAP BETWEEN INDUSTRIES IN HEBEI PROVINCE ................................................................. 474
Mengnan Wang

RESEARCH SUMMARY ON THE INVESTMENT LOAN LINKAGE BUSINESS MODEL OF COMMERCIAL BANK ................................................................. 478
Qian Chen, Mu Zhang

A NEW PATTERN OF CDIO ENGINEERING EDUCATION AND APPLICATION IN MECHANICAL PRINCIPLE COURSE ................................................................. 483
Yong Yang, Jingliang Jiang, Dexiang Wang, Xia Jin

THE INDUSTRIAL TRANSFER AND INDUSTRIAL AGGLOMERATION IN THE PROCESS OF THE INTEGRATION IN BEIJING, TIANJIN AND HEBEI ................................................................. 487
Mingyao Wang, Qiong Tong

A COMPARATIVE STUDY OF THE IMPACT OF DOMESTIC AND FOREIGN INVESTMENT ON TECHNOLOGICAL PROGRESS OF CHINA'S MANUFACTURING INDUSTRY ................................................................. 491
Ying Zhao, Jianhong Wu

ON THE ANCIENT VOCATIONAL ASSESSMENT SYSTEM FOR SECRETARIES AND CONTEMPORARY ENLIGHTENMENTS ................................................................. 495
Yue Wang, Xin Lai Li, Ji Hong Wei

THE FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: BASED ON THE DATA OF CITY ................................................................. 500
Bin Gu, He Liu

THE RESTRICTIVE FACTORS AND THE SOLUTION FOR THE DEVELOPMENT OF COMMUNITY COMMERCE—TAKE YANTA DISTRICT AS AN EXAMPLE ................................................................. 506
Guanhua Dong, Jie Shang

A STUDY OF BUILDING PRACTICAL TEACHING SYSTEM FOR ECONOMICS & MANAGEMENT OF APPLIED UNDERGRADUATE COLLEGES-BASED ON THE PRACTICE OF SIAANXI INSTITUTE OF INTERNATIONAL TRADE & COMMERCE ................................................................. 510
Min Lu

RESEARCH ON KNOWLEDGE-SHARING CONTINUANCE SOCIAL INTENTION FOR SOCIAL Q&A COMMUNITY ................................................................. 514
Longyi Li, Tao Yu, Qiong Wang

A STRATEGIC ANALYSIS OF ENHANCING THE ECONOMIC EXTROVERSION LEVEL OF XI'AN FROM THE BELT AND ROAD PERSPECTIVE ................................................................. 519
Min Lu, Ya-Fei Guo

RESEARCH ON SOCIAL COMMERCE BASING ON SOCIAL NETWORK ANALYSIS ................................................................. 523
Ying-Liang Wu, Xin Hu, Jiong-En Xiao

THE MECHANISM OF BORDER CROSSINGS' ECONOMIC IMPACT ON THE CITY UNDER GEOPOLITICAL FACTORS ................................................................. 529
Yihui Ma

RESEARCH ON THE COURSE CONSTRUCTION AND TEACHING MODE OF INTERNET OF THINGS SYSTEM INTEGRATION ................................................................. 533
Jian Fei Wu, Tian Tian Xu, Hong Yi Wang

A STUDY ON THE POLICY OF DRIVING XI'AN'S INNOVATION AND ENTREPRENEURSHIP THROUGH EQUITY-BASED CROWD-FUNDING ................................................................. 537
Jing Ren

ANALYSIS ON THE INFLUENCE FACTORS OF REAL ESTATE PRICE IN LINYI CITY ................................................................. 543
Zhongxiu Liu