

# Table of Contents

Research on Technology Innovation Efficiency of China's Manufacturing Industry: an Empirical Analysis Based on Domestic Enterprises	1
<i>Danqing Li</i>	
The Importance of Grammar Teaching at College	6
<i>Liwei Sun</i>	
Analysis of current situation and Countermeasures of information construction in university educational administration system	10
<i>Wu Haixia</i>	
Exploration of "Trinity" tutorial system personnel training mode based on school-enterprise cooperation	15
<i>Xieqiu Zhao, ZaiYong Song ,Zhanyi Sun</i>	
Analysis of the role of new media in basic party construction and ideological and political education of College Students	19
<i>Zhu Jinguang, Xu Qiaoxin</i>	
Investigation and Research on the quality of life of College Teachers	24
<i>Zehui Jiang, Jun Zhang</i>	
A Study on the Reform of English Linguistics Teaching Based on Task-based Teaching Mode	28
<i>Yang Ziyi</i>	
Discussion on Diversified Investment and Financing Countermeasures of Private Education	33
<i>Shuaihong Wang</i>	
Innovation of Ideological and political education mode in Universities in the era of big data	37
<i>Zhang Chunjie, Zhiying Zhao</i>	
Study of Knowledge Internalization and Improving Ways of Theme-based Flipped Teaching Under the Perspective of Cognitive Load	42
<i>Zhang Tongguang, Gao Jianjun</i>	

Audit Quality and Corporate Innovation	
<i>Kong Jian-hua</i>	47
A Study Of C-E Translation Of China Time-Honored Catering Brand Names From The Eco-Translatological Perspective	
<i>Lv Ronghua</i>	52
Outstanding Leadership Characteristics of Chinese Fast Growing Enterprises	
<i>Zhou Yu</i>	59
Practice and application of multi-dimensional interactive teaching model in College English Teaching	
<i>Yang Hua</i>	67
Exploration of innovation and entrepreneurship education mode of College Students under the background of informatization	
<i>Chen Qing</i>	72
The application of foreign language teaching method in Korean Education	
<i>Song Shuaihua</i>	77
The Cultivation Research of Cultural Consciousness in University English Teaching	
<i>Gao Liping</i>	82
A Brief Analysis of Cultivation of Applied Talents of Radio & TV Editing	
<i>Tu Man</i>	86
The Enlightenment of foreign ESP English on the development of College English education in China	
<i>Li Lan</i>	90
Application of Communicative English teaching model in College English Teaching	
<i>Fang Li</i>	94
Analysis of dynamic classification method for emergency material demand	
<i>Zhang Yi, Hou Hanping</i>	99
An Exploration on the Professionalization of English Teaching in Higher Vocational Colleges	
<i>Rong Dong</i>	104

Construction of the Employment-Oriented and Modular English Teaching System in Higher Vocational Colleges	
<i>Li Gong</i>	108
The Effective Methods of Track and Field Training in Ordinary College and University	
<i>Meili Wang, Yuqin Huan</i>	112
A Study on the Optimization of English Teaching in Higher Vocational Colleges under the “Internet+” Environment	
<i>Shanshan Ju</i>	116
Research on the Strategy of Implementing the Blended Teaching Model in College English Teaching	
<i>Xinfa Sun</i>	120
Exploration and Practical Study on the Blended Teaching Model of College English	
<i>Yani Zong</i>	124
Exploration and Practice of Practical Training for Undergraduates Majoring in Life Sciences Specialty in Agricultural Universities and Colleges	
<i>Xia Yuejun, Tao Chenlu, Liu Xiuming, Yang Guangshun, Li Haiyan</i>	128
The Effect of College Communities on the Employment Cultivation of Technical Applied College Students	
<i>Xin Chen, Ying Hu, Xuwei Bi</i>	133
A Study on the Current Status of Chinese Legal Education	
<i>Min Li</i>	138
The application of Shakespeare's drama in English major teaching from the perspective of social constructivist model	
<i>Luo Zhiyong</i>	142
Methods of Grammar Teaching at College	
<i>Liwei Sun</i>	147
Discussion On Martial Arts Games in Martial Arts Teaching in Ordinary Colleges and Universities	
<i>Meili Wang, Yuqin Huan</i>	151
Analysis of Sports Training and PE Teachers' Knowledge Management in Network Environment	
<i>Hong Zhang</i>	155

Research on the Sharing Mechanism in the Public Innovation Environment	
<i>Honglan Jie</i>	158
Research on the Sustainable Development of Jiangxi Modern Service Industry and Its Countermeasures	
<i>Chaopeng Wu</i>	161
Research on Application of Information Technology in Sports Training	
<i>Hong Zhang</i>	164
Research on the Prospects of Sustainable Development Accounting in China Management	
<i>Xuefei Hong, Haipeng Li</i>	167
Discussion on Financial Budget Management System of Modern Logistics Enterprises	
<i>Ning Bai</i>	171
Analysis of the Management of Higher Vocational Students in the Mode of Modern Apprenticeship	
<i>Xiaoxue Xiang</i>	175
Study on the Teaching of Diversified English Classroom under the Idea of New Quality Education	
<i>Xiaofan Li</i>	179
The Application of Mind Mapping in the Teaching of Specialized Courses in Medical Colleges	
<i>Min Zheng, Xiaolong Liu, Yiping Jia</i>	183
Research on Salary System Management of Hospital union	
<i>Guanzhuo Wang, Daxu Liu , Jiana Wang, Yang Mu</i>	187
Research on the Integration of Innovative Entrepreneurship Education and Professional Teaching in Art	
<i>Mei Xu</i>	191
The Application of New Media in Ideological and Political Education in Colleges	
<i>Kun Huang</i>	195
Study on the Teaching Method of Ideological and Political Education in Colleges	
<i>Yin Haihong</i>	199

Research on the Construction of Agricultural Product Quality Supervision System based on E-commerce	
<i>Yu'e Yang</i>	203
Research on the Construction of School Physical Education and Its Evaluation System	
<i>Zhi Li</i>	207
Analysis on the Innovative Practice teaching of industry - university Interaction for Network and new Media Major	
<i>Jun Yu</i>	211
Research on Enterprise 's Core Value based on Knowledge Management	
<i>Suzhen Yu, Li Wang</i>	215
Research on Project Management of Mental Health Education in Colleges	
<i>Liang Zhao</i>	219
The Infiltration of Aesthetic Education in College Physical Education	
<i>Jing Lv</i>	223
Analysis of Chinese Traditional Art Education Theory	
<i>Wenyong Xue</i>	227
Public Participation: A New Attempt on Modern Community Governance	
<i>Libin Jia</i>	231
A Study on the Model of College English Translation Workshop based on Blended Teaching	
<i>Junming Xiao</i>	235
Analysis on Concrete Practice of Garden and Horticulture in Agriculture Development	
<i>Xin Liu</i>	239
Research on Network System Establishment of Lifelong Education under the Background of "Internet plus"	
<i>Hefei Li</i>	243
The Function of "Center for Teaching & Faculty Development" in the Construction of "Double First-rate"	
<i>Hefei Li</i>	247

Research on the Construction of Support System of University Students' Entrepreneurship Education under the Background of the New Normal	
<i>Yiyi Xu</i>	251
Research on English Teaching Method based on English Culture	
<i>Wu Chen</i>	255
Research on College Students' Entrepreneurship based on Marketing Perspective	
<i>Hongyun Du</i>	259
Improve English Teaching Content and Maintain Global Cultural Diversity	
<i>Long Ye</i>	263
Exploration of a New Teaching Model in College English Writing based on Production-Oriented Approach	
<i>Yang Yu</i>	267
The Development of Cross-cultural Education in College English Translation Teaching	
<i>Shuling Song</i>	271
The Influence of the Chinese Intuitional and Synthetic Thought Patterns on English Learning	
<i>Liwei Sun</i>	275
A Tentative Discussion on the Constraints on Production and development of Cotton and Countermeasures	
<i>Tan Hong, ma qiong</i>	280
Experiences and Implications of Furniture Design Teaching of Foreign Countries	
<i>Zongye Lu, Liping Deng</i>	284
Innovation of Mathematics Teaching in Higher Vocational Colleges Based on Situated Cognition Theory	
<i>Haiying Qin, Yuqing Pan</i>	288
Analysis Report on the Employment Quality of the First Graduates of Preschool Education in Local Colleges---A Case Study of Shaanxi Xueqian Normal University	
<i>Ming Fan</i>	292
Innovation-based Reform for Teaching Model of Chemical Engineering Major in Secondary Vocational Schools	
<i>Xueping Zhou</i>	298

Research on Current Situation and Countermeasures of Career Guidance for Graduate Students	
<i>Xiaowen Zhu</i>	302
Research on Transparency Reform of International Commercial Arbitration	
<i>Haojun Zhong</i>	307
The Application of Hierarchical Teaching Method on Basketball Teaching in Colleges	
<i>Fei Liu</i>	311
Research on the Application of Sports Games in College Basketball Classroom Teaching	
<i>Fei Liu</i>	315
The Idea and Training Method of Basketball Training in Colleges	
<i>Zhi Liu</i>	319
Analysis of the Characteristics and Legislation of Life-long Education System in Korea based on Social Education	
<i>Shu Jin, Guangda Xu</i>	323
Analysis of Farmers' Desire for Contracted Land Management Right Mortgage	
<i>Xiaoyan Zhang</i>	327
Study on the Legal Construction of Rural Social Governance in Xinjiang Aksu Prefecture	
<i>Ma Wentao, Ma Shaowei</i>	333
Research on 3D Photography Technology and It's Applications in the Publishing Field	
<i>Yun Hong</i>	337
Research on the Construction of Test Questions Bank Based on Educational Measurement Theory	
<i>Fei Wang</i>	341
Research on Motivational Factors and Countermeasures of Knowledge Employees in Internet Company	
<i>Chenxi Zhang</i>	345
Research on the teaching strategy of foreign Chinese reading based on the characteristics of international school students	
<i>Zhang Lan</i>	349

Research on Factors to Influence Customer Loyalty of Aksu Rural Commercial Bank	
<i>Yan Qin, Zhu Xiaoling</i>	359
Research on Incentive Mechanism of Xinjiang Minority Staff	
<i>Yuan Ya, Zhang Chuanhui</i>	363
A Study on the Institutional Mechanism of Improving Rural Party Members and Cadres to Serve the Masses	
<i>Zhao Kai</i>	367
The Design and Research of Theoretical Experiment Evaluation and System Based on Higher Learning	
<i>Shuhua Bai, Suling Li, Haidong Yang</i>	372
Teaching Optimization of Management Science Based on CNKI Platform	
<i>Jing Cao, Sijin Li, Haiqing Xu</i>	377
Standardized Development and Path of the Xinjiang Corps Cooperative	
<i>Jia Hongbo, Wang Pengcheng</i>	382
Construction of Self-Learning Ability System during Potential Curriculum Exploitation of College English	
<i>Xuelian Wang</i>	386
Research on the Applications of Mind Mapping in Writing Teaching of College English	
<i>Lujuan Huang</i>	390
Research on the Cost of Human Resources of Colleges Based on Performance Assessment	
<i>Juan Huang, Rui Du, Xiaohua Hou</i>	394
Public Welfare Development Strategy of Pre-school Education based on Government Responsibilities	
<i>Chengyun Zhang</i>	398
Analysis and Suggestion about Offering Course of Water Law in Vocational College of Water Conservancy	
<i>Sihui Hao</i>	402
Research on Effectiveness of Flipped Classroom Based on Micro Video	
<i>Yan Yang</i>	406



The application of quality management system in modern and small enterprises <i>LingLing Yu, JianBao Chang</i>	410
Research on Employment of Poor Labor Force of Minorities of Rural Southern Xinjiang <i>Jia Nannan, Wang Pengcheng</i>	414
A Corpus-based Study on the Influence of Chinese Subjective Thought Patterns on English Learning <i>Liwei Sun</i>	418
Research on the Upgrade of Evaluation System Design of Vegetables Safety of Shenzhen <i>Kunya Wu, Shuaishuai Hu</i>	422
Research on Current Development Situation and the State of Supply and Demand of Medical Service Industry of China <i>Zilin Guo</i>	427
Research on the Construction of Education System of Innovation and Entrepreneurship Based on Practice Teaching in Undergraduate Colleges <i>Guang Han</i>	432
Study on Influence Factors of Technology Innovation Efficiency in China's Manufacturing Industry <i>Danqing Li, Xiaojuan He</i>	437
Study on the Inter - ethnic Political Integration in Urban National Autonomy of Henan Province in the Early Days of New China <i>Lingchong Jia</i>	441
Modularization Construction and Practical Research on Curriculum System of Product Design in Colleges under the Background of "Internet + Education" <i>Dan Chang</i>	445
Research on the integration of scientific and technological innovation in the Beijing-Tianjin-Hebei region <i>HengTian</i>	448
Research on the Model Innovation of Ideological and Political Education in Higher Vocational Higher vocational colleges in Big Data Era <i>Aiwa Huang</i>	452

English-Chinese Translation Course Design Based on Collaborative-autonomous Learning Mode Under Web Environment	
<i>YuanyiYang, YangruiZhang</i>	456
The Teaching System Research Of Digital Media Courses InThe Design Of Visual Communication	
<i>Xue Bai, Jiabei Liu, Xiaozhang Zhang</i>	461
Beijing-Tianjin-Hebei Talents Flow and Its Influence Factors	
<i>Yingjiang Chen</i>	466
MPAcc Postgraduate Education Service For Local Economic Services	
<i>Shuoyi He</i>	471
Research on the Modes of Rural Information Construction	
<i>Xing Huang, Xiaofeng Li</i>	476
The Orientation and Standards of Technology-applied Universities	
<i>Xiaoming Li, Xiaoping Wang, Xiling Wang</i>	482
The Way of Realizing Innovative and International Talents Training in Universities and Colleges of Jilin Province	
<i>Yang Li, Zhichao Xu, Ren Song, Biming Liang</i>	487
A Study on Interpreting Teaching Activities Based on the Flipped Classroom Model	
<i>Yun Li</i>	492
The Annulment Procedure under the ICSID Convention --Is the Current Practice Regarding the Standard of Review Satisfactory?	
<i>Lu Liu</i>	498
Strategies Analysis on the Tutorial System's Implementation in Vocational Colleges under the New Normal	
<i>Yunshan Liu</i>	503
Exploration on Cultivating Talents with Innovative Spirit and Entrepreneurial Ability by "Three Districts" Jointly in Colleges and Universities under the Background of "Internet+"	
<i>Yunshan Liu</i>	508
On the All-round Development of Human and the Construction of Modern Vocational Accomplishment System	
<i>Yincheng Long, Huang Huang, Xinchun Gu</i>	513

Research on the Establishment of Long Term Teaching Evaluation Mechanisms in Higher Vocational Colleges	
<i>Yu Luo</i>	517
Exploration and Research on the Construction of Cross Disciplinary Talents Training Platform in Colleges and Universities	
<i>Ren Song, Yu Cao, Zhichao Xu, Yang Li</i>	522
Exploration and Research on Internet Plus Education in Cloud Experiment Teaching of Colleges and Universities	
<i>Zhicao Xu, Yu Cao, Ren Song, Yang Li</i>	527
Investigation on the Status Quo of Job Burnout of Physical Education Teachers in Colleges and Universities	
<i>Yanfei Yu</i>	532
The Research of Library Reader Service under the New Media Environment	
<i>Dan Zhao</i>	536
The present situation and the research direction of the Wushu curriculum in the private schools	
<i>Chen Wang</i>	541
Research on the Science and Technology Talents Introduction and Development Environment of Henan Province	
<i>Ge Bai</i>	547
Research on the Subway Station Environment Humanized Design	
<i>Lei Cao, Jing Zhao</i>	553
Research on the Reform of Football Teaching in Chinese Colleges under the New Situation and Its Countermeasures	
<i>Xuejia Lu</i>	557
Research on the Optimization of Teaching Model in Local Colleges under the Background of "Internet+"-Take the hotel management as an example	
<i>WenJie Wang</i>	561
Application of AR Technology in Children Publishing	
<i>Xujin-E</i>	565
The research on the restriction factors of education informationization in the special difficult area of Liupanshan	
<i>Yamei Mu</i>	569

Research on the Application of Micro Class Embedded Teaching Method in "Computer Application Foundation"	<i>Wei Jiang, Yuhua Su</i>	575
The development of English autonomous learning system under the network multimedia environment	<i>Li Juan</i>	580
Research on Brand Loyalty of Smart Phone Customer in Fast Iterative Context	<i>Qiang Yang, Jiaojiao Lv</i>	585
Research on Synergetic Development Mechanism of Logistics Service in Innovation and Transformation of Entity Retail Enterprises	<i>Zhang Mi</i>	590
Research on the Modularized Instructional Design of Graphic Design in Higher Vocational Colleges	<i>Zhu Ding</i>	595
Research on the Application of Digital Multimedia Technology in the Teaching of Film and Television Media in Higher Vocational Education	<i>Liu Yuling</i>	599
Study of College English Reading Teaching Based on Cooperative Learning Theory	<i>Wu HuiLan, WenLing</i>	603
Research on the Personnel Training of Fitness Coaches in Local Colleges and Universities under the Mode of Cooperation between Colleges and Enterprises	<i>Yameng Li</i>	607
Establishment and Application of Evaluation Model of College Students' Entrepreneurial Ability in Perspective of Youth League	<i>Zhang Peng, Li Meng, Wang Bin</i>	613
The Application of Multiple Feedback Method in Sports Badminton Teaching	<i>Nie Shangwei, Liu Dan</i>	618
Research on the development of training teachers in Universities under the new situation	<i>Xing Zhongchen</i>	622
Research on the educational function of campus football in the new period	<i>Hong-chun Jia, Song-bo He, Ting-ting Lv</i>	626

College Students' Entrepreneurship Education under the guidance of socialist core values	
<i>LiFang, Wei-yu Zhang, Kai-li Ren</i>	630
Research on Construction of Entrepreneurship Incubator Base under the "Government-University-Enterprise" Co-cultivation Mechanism	
<i>Bing Bai, A-jun Guo, Kai Wang</i>	634
The Promotion Role of Power System Reform in Operation Mode Change of Power Grid Enterprises	
<i>Han Changzhan, ZhaoyangTianguang</i>	638
Research on the path of Cultivating College Students' entrepreneurial ability from the perspective of the Communist Youth League	
<i>Zhi-quan An, Peng Zhang, Zi-wen Wang</i>	642
Problems and Countermeasures in the operation of "dual tutorial system" -- Taking full-time engineering students as an example	
<i>Fan-Gang Meng, Zhong-tongLiu, He Li</i>	646
Innovation and practice of graduation design link of Engineering Specialty Based on employment demand	
<i>YingHui Liu, XiaoDan Zhang, ZhenFang Song</i>	650
Countermeasures for Rural Vocational Education	
<i>Chen Mingjun, Luo Fenglan</i>	654
Innovative Entrepreneurship Education Development	
<i>Luo Fenglan, Chen Mingjun</i>	659
Research on the theory and practice of "Double Tutorial System" in graduation project of Engineering University under the background of innovation and Entrepreneurship	
<i>Xie-qiu Zhao, Yue Gao ,Hai-ning Sun</i>	664
Higher education transformation of ideological and political theory course teachers' quality structure and cultivation	
<i>Pengfei Liu</i>	668
The Study on Innovation and Entrepreneurship Curriculum System Construction under "Government-University-Enterprise" Collaboration Mechanism	
<i>Bing Bai ,A-jun Guo, Xiao-wei Wang</i>	672

Research and Development of Deep Learning	
<i>Ruihua Zhao</i>	677
Study on Landscape Design of Horticulture Industry Park based on Modern Agriculture	
<i>Xin Liu</i>	683
Mutual Influence between Deficit of Sino-Western Cultural Exchange and English Teaching in China	
<i>Long Ye</i>	687
Discussion on Project Teaching Mode Applied in Chemical Engineering Teaching of Secondary Technical Vocational School	
<i>Xueping Zhou</i>	691
Study on Strategies of Basketball Game in Basketball Teaching	
<i>Fei Liu</i>	695
Analysis and Research on the Modern University Classroom Teaching Quality Evaluation System	
<i>ZhenYu Qiu, Shuhua Bai, Haidong Yang</i>	699
A Corpus-based Study on the Influence of Chinese Circular Thought Pattern and Collectivism on English Writing	
<i>Liwei Sun</i>	704