

Table of Contents

Study on the Cultural Self-consciousness of Zhang-ke Jia	1
<i>Wenyong Duan</i>	
Focalization in A Thousand Splendid Suns: on the Highlight of the Theme and Characterization	6
<i>Shu Hong</i>	
New Development Approaches for Higher Vocational Colleges in Guangdong from the Perspective of Supply-side Reform	11
<i>Yihui Huang</i>	
Managerial Power, Earnings Management and Investment Efficiency	18
<i>Shuang Li</i>	
Financial Leverage, Growth and Investment Efficiency	24
<i>Xinxin Liu</i>	
Comparative Study on Chinese Characters between Mainland Chinese Handwriting and Taiwanese Handwriting	29
<i>Yuchen Wang, Zhongyuan Ji</i>	
Evaluation of the Development of Rural Inclusive Finance: A Case Study of Baoding, Hebei province	35
<i>Ziqi Yang, Xiaoxiao Li</i>	
Resolving Difficulties of Agriculture-related Small and Micro Enterprises in Applying for Loans	40
<i>Minchuan Yuan, Jianzhou Yang</i>	
Rational Dialogue in the Era of Globalization: Transcending "Imagination" and "Prejudice" -- out of the Plight of International Communication of China's National Image	45
<i>Yu Zhang</i>	

Strategies for Promoting Coordinated Development of Urban and Rural Regional Economic Circulation in China	49
<i>Su Teng</i>	
Study of the Protection of Lisu Intangible Cultural Heritage and the Development of Ethnic Village Tourism: An Example of Tongle Village in Weixi County	53
<i>Lijun Xu</i>	
The Application Research of Dewey's Teaching Thoughts on Economic Teaching	61
<i>Jie Zhang</i>	
Research on the Predicaments and Countermeasures for the Modernization of Central Plains' Traditional Culture	65
<i>Xinyu Li</i>	
Research on the Fusion Development of Central Plains Traditional Culture and New Culture Industry	69
<i>Yumeng Zhang</i>	
Discussion on Capital Plan of Small and Micro Enterprises	73
<i>Rong Wu</i>	
Study on Influencing Factors of Urban Residents' Winter Sports Consumption Behavior	78
<i>Chuanming Jiao</i>	
Analysis of the Policy Driving Factors for High-Tech Industry Development	82
<i>Bo Fan</i>	
Research on Enterprise Financial Risk Early Warning under the Background of Big Data	88
<i>Li Li</i>	
Research on Stimulus Meaning and Symbols	92
<i>Gao Yang</i>	
Study on Chinese-English Translation Strategies of the Culture of The Virtue and Filial Piety of Liangzhou	95
<i>Zhang Fumin</i>	
The Way of Salvation in Gary Snyder's Poetry	102
<i>Liu Zhijie</i>	

The Driving Force of China's Enterprise Management Innovation under the Supply-side Reform	106
<i>Wu Jin</i>	
Brief Analysis on Investment Return of Data Warehouse Project of Commercial Bank	109
<i>Leming Yang</i>	
Decoupling Analysis of Economic Growth and Resource and Environment Pressure	114
<i>Bin Han</i>	
An Empirical Study on the Impact of Loan Securitization on Bank Profitability: Evidence from Chinese Commercial Banks	119
<i>Xiao Xinhui</i>	
Family Background, Educational Returns and Income Inequality	123
<i>Zhilun Lin</i>	
The Relationship of Household Consumption, Investment and Economic Growth	128
<i>Kunpeng Dai</i>	
The Value and Cultivation of Cultural Empathy Ability in Intercultural Communication	133
<i>Xiao Yang</i>	
Analysis on the Artistic Features of Artistic Songs and Western Operas	137
<i>Ying Zheng</i>	
Study on the Multinational Project Procurement and Tax Planning	143
<i>Gang Wan</i>	
Brief Discussion on Response to Risks of Transnational Investment	147
<i>Weian Zhu</i>	
Research on the Temporal and Spatial Evolution of Interprovincial Services in China	152
<i>Jian Kan, Qinglong Yang</i>	
Feasibility Analysis on the Transaction Integration of Air Pollution Emission in 'Dianzhong' Economic Zone	157
<i>Wen Gao</i>	

Research of General Software Maintenance Management	162
<i>Jing Li</i>	
Brief Analysis on O2O Model of Urban and Rural Commerce of Internet plus -Taking Clothing Industry as an Example	165
<i>Peng Qian</i>	
Speech Act Thoughts in Pierre Bourdieu's Economics of Linguistic Exchanges	167
<i>Cunjiu Kuang</i>	
Exploration on the Construction of Educational Law Discipline and Talent Cultivation	172
<i>Jie He</i>	
Research on the Role of Translation Theory on Translation Teaching	176
<i>Yu Fang</i>	
Study on the Contribution Rate of Shaanxi Rural Tourism to Rural Economy	180
<i>Xiaoli Liu</i>	
The Coupling Effect of Tourism Industry and New Urbanization in Guanzhong Region of Shaanxi Province under the Background of Global Tourism	184
<i>Qihong Tan</i>	
Research on Design of Video Teaching System of College English Course based on Computer Intelligence Algorithm	188
<i>Jing Liao</i>	
Study on the Humanistic Thoughts and Spirit of Confucianism in Tang and Song Literature	192
<i>Xinning Fang</i>	
Research on Modern Service Industry and New Urbanization Construction in Jilin Province	196
<i>Yu Guang, Ye Yupeng</i>	
Research on the Role of Piano Performance Skills in Music Emotions	200
<i>Fanxing Yang</i>	
Research on Competency Model of Enterprise Human Resource Management	204
<i>Yifei Gou</i>	

Research on the Development and Evaluation of Family Subsidy System in Western Countries	208
<i>Wei Li</i>	
Development Status and Prospects of Big Data Marketing	214
<i>Jianying Yong</i>	
Study on the Accounting of Enterprise Pension under the Background of Aging	218
<i>Liu Lin, Li Xinhua</i>	
Analysis on the Operational Effect of Management Mode of Financial Shared Service Center of Large and Medium-sized Enterprises in China	222
<i>Honggang Tian</i>	
Exploration of Rural Biogas Construction and Economic Benefit	227
<i>Wu Yihui, Li Dongmei</i>	
Research on the Public Promotion Translation of Non-material Cultural Heritage	232
<i>Yulan Wang</i>	
Analysis on Local Cultural Characteristics of Tibetan Folk Proverbs	236
<i>Yan Chun</i>	
Research on Tibetan-English Color Symbols "Signified" and Cross-culture Communication—— Take Yellow and Purple as an Example	240
<i>Yuanhui Hu</i>	
Research on Countermeasures for Regional Economic Development of College Business English	245
<i>Rui Han, Yanlin Yin, Dongmei Li, Qi Liu, Xi Chen</i>	
Crisis Management and Strategy Analysis of Rural Credit Cooperatives	249
<i>Haipeng Zhu</i>	
Training System Construction of Industrial Management Talents under the Background of Chinese Society	253
<i>Tao Yongmei</i>	
Feminist Analysis of Pearl S. Buck's "House of Earth" Trilogy	258
<i>Caiyuan Sun</i>	

Economic Feasibility Analysis of Garbage Separation and Recovery Mode in Family and Residential Areas	262
<i>Zhiqiong Zou, Wei Xiong</i>	
Research on Industrial Cluster and Regional Economic Growth	267
<i>Lixiao Wang</i>	
Shaanxi Business Environment Construction under the National Strategy of “Belt and Road”	271
<i>Lixiao Wang</i>	
Development and Application of Mechanical English Corpus	275
<i>Rui Han, Yanlin Yin, Xu Jiang</i>	
Research on Innovation of Real Estate Marketing Model Based on Mobile Internet	279
<i>Yan Yang</i>	
The Impact of Chinese Urban Household Income Structure on Consumer Behavior	284
<i>Yang Jiao</i>	
Analysis on Trust Mechanism of Collaborative Innovation in Supply Chain Enterprises	288
<i>He Wenzhang</i>	
Research on How to Protect the Rights of Users under Agent Construction System——Taking the Overall Renovation and Upgrading Project of Shandong Administrative School District as an Example	293
<i>Haipeng Li</i>	
The Application of Occasional Color	296
<i>Yunhan Yu</i>	
Analysis on Causes and Management of International Investment Risk of Transnational Enterprises	300
<i>Liyun Xu</i>	
Research on Teaching Reform of Engineering Management Major in Higher Vocational Colleges Based on BIM Technology	304
<i>Ping Liu</i>	

Research on Protection and Repair Technology of Historical Building	308
<i>Qianli Zhang</i>	
Study on the Qixi Literature Research of the Han and Wei Six Dynasties	313
<i>Ruifang Zhang</i>	
Research on the Influence of Xunzi's "King and Hegemony" Thought on Han Dynasty's Politics	317
<i>Zeyu Wang</i>	
Analysis of International Financial Cooperation Strategy under the Background of the "Belt and Road"	324
<i>Pei Wang, Beizhong Hu, Ming Luo</i>	
Study on the Decline of the British Aristocracy from the Perspective of Modernization	328
<i>Jia Liu</i>	
A Brief Analysis on the Preparation of Natural Resources Balance Sheet	333
<i>Xuehua Xiong</i>	
Research on the Development Strategy of Eco-agricultural Tourism	338
<i>Guo Gangzhi</i>	
Analysis of Financial Management Issues and Solving Strategies in Small and Medium-Sized Enterprises (SMEs)	342
<i>Hu Jing</i>	
Investigation and Research on Community Sports Public Service in Nanchang City	346
<i>Hui Xiao</i>	
Research on Financial Accounting Supervision under Block-chain Technology	350
<i>Jingmei Wang</i>	
Research and Exploration of Internet Finance Helping Financing Problem of Small and Micro Enterprises in Shandong	353
<i>Xuefei Hong</i>	
Research on the Humanity Spirit in the "70s" Short Stories	357
<i>Yongming Zhu</i>	

Research on Problems and Countermeasures of Shaanxi Network Cars under the Shared Economy	362
<i>Jiaojiao Mo</i>	
Resource Tax Research Based on Resource Price Optimization	366
<i>Hongmei Ye</i>	
Analysis on the Reform of China's Resource Tax and Its Impact	370
<i>Li Zhang</i>	
Study on the Artistic Modeling and Cultural Value of Shaanxi Folk Flower Buns	374
<i>Yan Yang</i>	
Analysis on Howard Goldblatt's Translation of Mo Yan's Novels from the Perspective of Eco-translatology	378
<i>Guotai Luo</i>	
Transformation Path of International Trade Model under Low Carbon Economy Environment	383
<i>Tao Wan</i>	
Study on Aesthetic Characteristics of Musical Performance	387
<i>Jing Liang</i>	
Research on the Development Mode of Rural Tourism	391
<i>Liu Na</i>	
Study on Japan's Population Aging and Its Impact on Economy	395
<i>Jingya Zhou</i>	
Unique Advantages of Public Art Education in Colleges and Universities in Inheriting Intangible Cultural Heritage	399
<i>Pan Zhang</i>	
Research on Yichang Port Logistics Industrial Cluster under the Strategy of Yangtze River Economic Zone	402
<i>Chuntao Wu, Peilin Deng</i>	
Analysis on Protection of Consumer Rights and Interests from the Perspective of Cross-border Electronic Commerce	410
<i>Liyang Ji</i>	

Analysis on Conservatory of Music and Musical Intangible Cultural Heritage	415
<i>Chunhua Jiang</i>	
Discussion on “B&R” Strategy and Acceleration of Regional Economic Development	420
<i>Xi Wu</i>	
Research on the Coordinated Promotion of the "Belt and Road" with the Internationalization of RMB	425
<i>Jin Tao, Li Jialin, Wei Yihan, Wu Ye</i>	
Research on Fintech Supervision Model Based on Block Chain Technology	429
<i>Wei Feng</i>	
Macroeconomic Analysis of China, Japan and the United States Based on Exchange Rate Spillover Effects of Economic Policies	435
<i>Haosheng Li</i>	
Internal Control and Countermeasures of Enterprise Accounting	442
<i>Yi Zhimin</i>	
The New Trend of American Literature Research	448
<i>Dan Tao</i>	
Discussion on the Development of China's Media and Financial Integration	453
<i>Yifu Liu</i>	
Study on Religious Musical Cultural Identity of Dai People and Thailand Xishuangbanna in Yunan Province from Cross-cultural Perspective	458
<i>Haiyan Wang</i>	
Research on Rural Industrial Structure Adjustment and Agricultural Economic Development	462
<i>Zhang Xuqi</i>	
Explorations on Influence of Internet Finance on Traditional Commercial Bank	467
<i>Meijin Wei</i>	
Research on Financial Consumer Protection	471
<i>Haiyan Zhou</i>	

Study on the Construction of Public Service System of Rural Tourism in Guangdong from the Perspective of Global Tourism	475
<i>Ning Wang</i>	
The Characteristics of Chinese Painting and Its Contemporary Heritage	481
<i>Mingyong Bao</i>	
Research on Independent College Students' Innovation and Entrepreneurship Education	486
<i>Dai Rui</i>	
Analysis of Grassland Ecological Compensation in Western Sichuan	490
<i>Zhang Dawei</i>	
Chinese Taoist Philosophy of Health Preservation from the View of Life and the Significance of the Times	494
<i>Zhengyi</i>	
Social Capital in WeChat: Moderating Role in Anxiety and Relationship with Use Intensity	498
<i>Jiaqi Li</i>	
Research on the Marketing Model of Agricultural Products under the Guidance of Rural E-commerce	504
<i>Liu Bin, Zheng Hong</i>	
Research on Tourism Resources and Industrial Spatial Distribution under the Construction Background of Hainan Free Trade Zone	509
<i>Wu Xiaoliang</i>	
Research on Operation Mechanism of Regional Shared Urban Rail Transit Training Base	514
<i>Xiaoran Wang</i>	
Research on the Impact of New Accounting Standards on the Correlation between Capital Market and Investment Efficiency	519
<i>Zheng Qiu, Zhong Ma, Jia Xu</i>	
Application System Research on Incentive Management Mechanism of Logistics and Supply Chain in Regional Economy	522
<i>Wu Zewu</i>	

The Application Research of PBL and LBL in English Teaching in Medical Colleges	526
<i>Xiangfa Zeng, Song Wang</i>	
Exploration on the Idea of the Sharing Economy Integrating into the Construction of the “Belt and Road”	533
<i>Nan Wang</i>	
Research on the Promotion Strategy of Enterprise Core Competitiveness Based on Human Capital Integration	537
<i>Ma Zhongliang</i>	
Research on Consumers’ Purchasing Behavior and Marketing Strategy Based on Mobile Internet Environment	541
<i>Du Wei</i>	
Discussion on the Influencing Factors of Hainan Rural Tourism Development	546
<i>Lv Jieru</i>	
Research on Sculpture Art and Aesthetic Standards in Qin and Han Dynasties	551
<i>Luo Chengwu, Jiang Wenying</i>	
Research on the Path of Typical Region to Undertake Industrial Transfer in Beijing-Tianjin-Hebei——Taking the Inner Mongolia-Shanxi-Hebei Great Wall Golden Triangle Cooperation Zone as an example	555
<i>Wang Ting</i>	
A Glimpse of the Artistic and Aesthetic Standards in Qin and Han Dynasties	560
<i>Xiao Yan</i>	
The Exploration of Mechanism and Path of the Integrated Development of Cultural Industry and Tourism Industry	565
<i>Xue Jia</i>	
Ecofeminism Literary Criticism and its Application in British and American Literature Teaching	570
<i>Peng Zhang, Hui Li, Jiarong Hao, Xiuli Gou</i>	
Interpretation of "Wuthering Heights" from the Perspective of Eco-criticism	575
<i>Haiou Pan</i>	

Grey Relational Analysis on Disposable Income and Consumption Expenditure for Urban Residents	580
<i>Kuang Wang</i>	
SWOT Analysis and Its Coping Strategies of Commercial Bank in Internet Finance Era	585
<i>Bing Yang</i>	