Table of Contents

Study on the Cultural Self-consciousness of Zhang-ke Jia  
*Wenying Duan*  
1

Focalization in A Thousand Splendid Suns: on the Highlight of the Theme and Characterization  
*Shu Hong*  
6

New Development Approaches for Higher Vocational Colleges in Guangdong from the Perspective of Supply-side Reform  
*Yihui Huang*  
11

Managerial Power, Earnings Management and Investment Efficiency  
*Shuang Li*  
18

Financial Leverage, Growth and Investment Efficiency  
*Xinxin Liu*  
24

Comparative Study on Chinese Characters between Mainland Chinese Handwriting and Taiwanese Handwriting  
*Yuchen Wang, Zhongyuan Ji*  
29

Evaluation of the Development of Rural Inclusive Finance: A Case Study of Baoding, Hebei province  
*Ziqi Yang, Xiaoxiao Li*  
35

Resolving Difficulties of Agriculture-related Small and Micro Enterprises in Applying for Loans  
*Minchuan Yuan, Jianzhou Yang*  
40

*Yu Zhang*  
45
Strategies for Promoting Coordinated Development of Urban and Rural Regional Economic Circulation in China

Su Teng

Study of the Protection of Lisu Intangible Cultural Heritage and the Development of Ethnic Village Tourism: An Example of Tongle Village in Weixi County

Lijun Xu

The Application Research of Dewey's Teaching Thoughts on Economic Teaching

Jie Zhang

Research on the Predicaments and Countermeasures for the Modernization of Central Plains' Traditional Culture

Xinyu Li

Research on the Fusion Development of Central Plains Traditional Culture and New Culture Industry

Yumeng Zhang

Discussion on Capital Plan of Small and Micro Enterprises

Rong Wu

Study on Influencing Factors of Urban Residents' Winter Sports Consumption Behavior

Chuanming Jiao

Analysis of the Policy Driving Factors for High-Tech Industry Development

Bo Fan

Research on Enterprise Financial Risk Early Warning under the Background of Big Data

Li Li

Research on Stimulus Meaning and Symbols

Gao Yang

Study on Chinese-English Translation Strategies of the Culture of The Virtue and Filial Piety of Liangzhou

Zhang Fumin

The Way of Salvation in Gary Snyder’s Poetry

Liu Zhijie
The Driving Force of China’s Enterprise Management Innovation under the Supply-side Reform

Wu Jin

Brief Analysis on Investment Return of Data Warehouse Project of Commercial Bank

Leming Yang

Decoupling Analysis of Economic Growth and Resource and Environment Pressure

Bin Han

An Empirical Study on the Impact of Loan Securitization on Bank Profitability: Evidence from Chinese Commercial Banks

Xiao Xinhui

Family Background, Educational Returns and Income Inequality

Zhilun Lin

The Relationship of Household Consumption, Investment and Economic Growth

Kunpeng Dai

The Value and Cultivation of Cultural Empathy Ability in Intercultural Communication

Xiao Yang

Analysis on the Artistic Features of Artistic Songs and Western Operas

Ying Zheng

Study on the Multinational Project Procurement and Tax Planning

Gang Wan

Brief Discussion on Response to Risks of Transnational Investment

Weian Zhu

Research on the Temporal and Spatial Evolution of Interprovincial Services in China

Jian Kan, Qinglong Yang

Feasibility Analysis on the Transaction Integration of Air Pollution Emission in ‘Dianzhong’ Economic Zone

Wen Gao
Research of General Software Maintenance Management 162
Jing Li

Brief Analysis on O2O Model of Urban and Rural Commerce of Internet plus -Taking Clothing Industry as an Example 165
Peng Qian

Speech Act Thoughts in Pierre Bourdieu’s Economics of Linguistic Exchanges 167
Cunjiu Kuang

Exploration on the Construction of Educational Law Discipline and Talent Cultivation 172
Jie He

Research on the Role of Translation Theory on Translation Teaching 176
Yu Fang

Study on the Contribution Rate of Shaanxi Rural Tourism to Rural Economy 180
Xiaoli Liu

The Coupling Effect of Tourism Industry and New Urbanization in Guanzhong Region of Shaanxi Province under the Background of Global Tourism 184
Qihong Tan

Research on Design of Video Teaching System of College English Course based on Computer Intelligence Algorithm 188
Jing Liao

Study on the Humanistic Thoughts and Spirit of Confucianism in Tang and Song Literature 192
Xinning Fang

Research on Modern Service Industry and New Urbanization Construction in Jilin Province 196
Yu Guang, Ye Yupeng

Research on the Role of Piano Performance Skills in Music Emotions 200
Fanxing Yang

Research on Competency Model of Enterprise Human Resource Management 204
Yifei Gou

-IV-
Research on the Development and Evaluation of Family Subsidy System in Western Countries

Wei Li

Development Status and Prospects of Big Data Marketing

Jianying Yong

Study on the Accounting of Enterprise Pension under the Background of Aging

Liu Lin, Li Xinhua

Analysis on the Operational Effect of Management Mode of Financial Shared Service Center of Large and Medium-sized Enterprises in China

Honggang Tian

Exploration of Rural Biogas Construction and Economic Benefit

Wu Yihui, Li Dongmei

Research on the Public Promotion Translation of Non-material Cultural Heritage

Yulan Wang

Analysis on Local Cultural Characteristics of Tibetan Folk Proverbs

Yan Chun

Research on Tibetan-English Color Symbols "Signified" and Cross-culture Communication—— Take Yellow and Purple as an Example

Yuanhui Hu

Research on Countermeasures for Regional Economic Development of College Business English

Rui Han, Yanlin Yin, Dongmei Li, Qi Liu, Xi Chen

Crisis Management and Strategy Analysis of Rural Credit Cooperatives

Haipeng Zhu

Training System Construction of Industrial Management Talents under the Background of Chinese Society

Tao Yongmei

Feminist Analysis of Pearl S. Buck's "House of Earth" Trilogy

Caiyuan Sun
Economic Feasibility Analysis of Garbage Separation and Recovery Mode in Family and Residential Areas 262

Zhiqiong Zou, Wei Xiong

Research on Industrial Cluster and Regional Economic Growth 267

Lixiao Wang

Shaanxi Business Environment Construction under the National Strategy of “Belt and Road” 271

Lixiao Wang

Development and Application of Mechanical English Corpus 275

Rui Han, Yanlin Yin, Xu Jiang

Research on Innovation of Real Estate Marketing Model Based on Mobile Internet 279

Yan Yang

The Impact of Chinese Urban Household Income Structure on Consumer Behavior 284

Yang Jiao

Analysis on Trust Mechanism of Collaborative Innovation in Supply Chain Enterprises 288

He Wenzhang

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

Haipeng Li

The Application of Occasional Color 296

Yunhan Yu

Analysis on Causes and Management of International Investment Risk of Transnational Enterprises 300

Liyun Xu

Research on Teaching Reform of Engineering Management Major in Higher Vocational Colleges Based on BIM Technology 304

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

Jiaojiao Mo

Resource Tax Research Based on Resource Price Optimization

Hongmei Ye

Analysis on the Reform of China's Resource Tax and Its Impact

Li Zhang

Study on the Artistic Modeling and Cultural Value of Shaanxi Folk Flower Buns

Yan Yang

Analysis on Howard Goldblatt’s Translation of Mo Yan’s Novels from the Perspective of
Eco-translatology

Guotai Luo

Transformation Path of International Trade Model under Low Carbon Economy

Environment

Tao Wan

Study on Aesthetic Characteristics of Musical Performance

Jing Liang

Research on the Development Mode of Rural Tourism

Liu Na

Study on Japan's Population Aging and Its Impact on Economy

Jingya Zhou

Unique Advantages of Public Art Education in Colleges and Universities in Inheriting
Intangible Cultural Heritage

Pan Zhang

Research on Yichang Port Logistics Industrial Cluster under the Strategy of Yangtze
River Economic Zone

Chuntao Wu, Peilin Deng

Analysis on Protection of Consumer Rights and Interests from the Perspective of
Cross-border Electronic Commerce

Liying Ji
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis on Conservatory of Music and Musical Intangible Cultural Heritage</td>
<td>415</td>
</tr>
<tr>
<td>Chunhua Jiang</td>
<td></td>
</tr>
<tr>
<td>Discussion on “B&amp;R” Strategy and Acceleration of Regional Economic Development</td>
<td>420</td>
</tr>
<tr>
<td>Xi Wu</td>
<td></td>
</tr>
<tr>
<td>Research on the Coordinated Promotion of the &quot;Belt and Road&quot; with the Internationalization of RMB</td>
<td>425</td>
</tr>
<tr>
<td>Jin Tao, Li Jialin, Wei Yihan, Wu Ye</td>
<td></td>
</tr>
<tr>
<td>Research on Fintech Supervision Model Based on Block Chain Technology</td>
<td>429</td>
</tr>
<tr>
<td>Wei Feng</td>
<td></td>
</tr>
<tr>
<td>Macroeconomic Analysis of China, Japan and the United States Based on Exchange Rate Spillover Effects of Economic Policies</td>
<td>435</td>
</tr>
<tr>
<td>Haosheng Li</td>
<td></td>
</tr>
<tr>
<td>Internal Control and Countermeasures of Enterprise Accounting</td>
<td>442</td>
</tr>
<tr>
<td>Yi Zhimin</td>
<td></td>
</tr>
<tr>
<td>The New Trend of American Literature Research</td>
<td>448</td>
</tr>
<tr>
<td>Dan Tao</td>
<td></td>
</tr>
<tr>
<td>Discussion on the Development of China's Media and Financial Integration</td>
<td>453</td>
</tr>
<tr>
<td>Yifu Liu</td>
<td></td>
</tr>
<tr>
<td>Study on Religious Musical Cultural Identity of Dai People and Thailand Xishuangbanna in Yunan Province from Cross-cultural Perspective</td>
<td>458</td>
</tr>
<tr>
<td>Haiyan Wang</td>
<td></td>
</tr>
<tr>
<td>Research on Rural Industrial Structure Adjustment and Agricultural Economic Development</td>
<td>462</td>
</tr>
<tr>
<td>Zhang Xuqi</td>
<td></td>
</tr>
<tr>
<td>Explorations on Influence of Internet Finance on Traditional Commercial Bank</td>
<td>467</td>
</tr>
<tr>
<td>Meijin Wei</td>
<td></td>
</tr>
<tr>
<td>Research on Financial Consumer Protection</td>
<td>471</td>
</tr>
<tr>
<td>Haiyan Zhou</td>
<td></td>
</tr>
</tbody>
</table>
Study on the Construction of Public Service System of Rural Tourism in Guangdong from the Perspective of Global Tourism 475

Ning Wang

The Characteristics of Chinese Painting and Its Contemporary Heritage 481

Mingyong Bao

Research on Independent College Students' Innovation and Entrepreneurship Education 486

Dai Rui

Analysis of Grassland Ecological Compensation in Western Sichuan 490

Zhang Dawei

Chinese Taoist Philosophy of Health Preservation from the View of Life and the Significance of the Times 494

Zhengyi

Social Capital in WeChat: Moderating Role in Anxiety and Relationship with Use Intensity 498

Jiaqi Li

Research on the Marketing Model of Agricultural Products under the Guidance of Rural E-commerce 504

Liu Bin, Zheng Hong

Research on Tourism Resources and Industrial Spatial Distribution under the Construction Background of Hainan Free Trade Zone 509

Wu Xiaoliang

Research on Operation Mechanism of Regional Shared Urban Rail Transit Training Base 514

Xiaoran Wang

Research on the Impact of New Accounting Standards on the Correlation between Capital Market and Investment Efficiency 519

Zheng Qiu, Zhong Ma, Jia Xu

Application System Research on Incentive Management Mechanism of Logistics and Supply Chain in Regional Economy 522

Wu Zewu
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Application Research of PBL and LBL in English Teaching in Medical Colleges</td>
<td>526</td>
</tr>
<tr>
<td>Xiangfa Zeng, Song Wang</td>
<td></td>
</tr>
<tr>
<td>Exploration on the Idea of the Sharing Economy Integrating into the Construction of the</td>
<td>533</td>
</tr>
<tr>
<td>“Belt and Road”</td>
<td></td>
</tr>
<tr>
<td>Nan Wang</td>
<td></td>
</tr>
<tr>
<td>Research on the Promotion Strategy of Enterprise Core Competitiveness Based on Human</td>
<td>537</td>
</tr>
<tr>
<td>Capital Integration</td>
<td></td>
</tr>
<tr>
<td>Ma Zhongliang</td>
<td></td>
</tr>
<tr>
<td>Research on Consumers’ Purchasing Behavior and Marketing Strategy Based on Mobile</td>
<td>541</td>
</tr>
<tr>
<td>Internet Environment</td>
<td></td>
</tr>
<tr>
<td>Du Wei</td>
<td></td>
</tr>
<tr>
<td>Discussion on the Influencing Factors of Hainan Rural Tourism Development</td>
<td>546</td>
</tr>
<tr>
<td>Ly Jieru</td>
<td></td>
</tr>
<tr>
<td>Research on Sculpture Art and Aesthetic Standards in Qin and Han Dynasties</td>
<td>551</td>
</tr>
<tr>
<td>Luo Chengwu, Jiang Wenying</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td>555</td>
</tr>
<tr>
<td>Wang Ting</td>
<td></td>
</tr>
<tr>
<td>A Glimpse of the Artistic and Aesthetic Standards in Qin and Han Dynasties</td>
<td>560</td>
</tr>
<tr>
<td>Xiao Yan</td>
<td></td>
</tr>
<tr>
<td>The Exploration of Mechanism and Path of the Integrated Development of Cultural Industry and Tourism Industry</td>
<td>565</td>
</tr>
<tr>
<td>Xue Jia</td>
<td></td>
</tr>
<tr>
<td>Ecofeminism Literary Criticism and its Application in British and American Literature Teaching</td>
<td>570</td>
</tr>
<tr>
<td>Peng Zhang, Hui Li, Jiarong Hao, Xiuli Gou</td>
<td></td>
</tr>
<tr>
<td>Interpretation of &quot;Wuthering Heights&quot; from the Perspective of Eco-criticism</td>
<td>575</td>
</tr>
<tr>
<td>Haiou Pan</td>
<td></td>
</tr>
</tbody>
</table>
Grey Relational Analysis on Disposable Income and Consumption Expenditure for Urban Residents 580

Kuang Wang

SWOT Analysis and Its Coping Strategies of Commercial Bank in Internet Finance Era 585

Bing Yang