# Table of Contents

The Construction of “Six-in-one” Teaching Ability Promotion System for College Teachers  
*Ruihua Mu, Bin Liu, Wei Chang, Jia He and Jing Yang*  
1

The Countermeasures of Sino-US Trade War——Based on the Perspective of Industrial Policy  
*Qian Wang*  
7

Demand Survey and Prospect Analysis of Clothing Customization Based on Mobile Internet  
*Xiu-li Huang*  
13

Analysis on the Crossover Marketing Strategies of the Palace Museum from the Perspective of Co-Creation Experiences  
*Gang Deng and Linglin Xu*  
19

A Brief Discussion on the Self-education Method of Ideological and Political Education Methods  
*Hong Zhu*  
24

Strategies to Protect Forestry in Qilian Mountain Nature Reserve  
*Jinyuan Feng and Zhiren Jiang*  
29

Analysis of the Impact of Rural Education Level on New Urbanization in China  
*Hong Chen and Quanbao Zhang*  
33

Application of Mind Mapping in English Teaching  
*Juling Zhang*  
39

The Influence of Ideological and Political Education on Students' Values under the Information Environment  
*Congrong Dai*  
45

Research on the Reform Model of Chinese College Students' Physique Comprehensive Evaluation  
*Yinan Ma*  
51

Research on the Path and Method of Improving the Teaching Quality of Ideological and Political Courses in Private Higher Vocational Colleges in Yunnan Province  
*Yanfang Fan and Wenjia Wan*  
57

Research on the Strategy of Improving the Ability of Scientific Research in Private Universities  
*Fangchun Chi*  
63
Research on Ecosystem Construction of Innovation and Entrepreneurship Education in Colleges and Universities
Zhichao LI, Xiwu Shao

City House Price Premium Brought by High-speed Rail
Yanfang Deng

Talents Training of Big Data Speciality
Jian Huang

The Influence and Transformation of Artificial Intelligence on Industrial Design Education
Xiaofei Lu and Silu Jia

Innovative Reform of Interior Art Design in Education
Hui Li

Research on the Application of "Blended" Teaching Mode in Teaching Chinese as a Foreign Language
Ying Xue

Reflections on the Teaching of Creating First-rate Courses in Private Colleges and Universities under the Background of New Era
Shuai Yang, Yuzhen Zhao and Yang Zhao

Design and Implementation of Education Information Management System Based on Android
Guoli Zhang

A Survey on the Critical Thinking Ability of English Majors---A Case Study of Jiangxi Science and Technology Normal University
Na Li

The Influence of Shadow Banking System on Monetary Policy
Mingzhen Lai

The Current Situation and Suggestions of Traditional Chinese Medicine Culture Communication in the New Media Era
Yihui Liu, Min Zhong, Yawei Yu and Jing Yu

Comparison of Personality Traits between Undergraduates Majoring in Art with and without Hearing-Impaired
Rui Chen

An Experiment on Mandarin Single-character Tone Perception of Bangladeshi Students
Zhaojie Peng and Min Zhao

The Empirical Analysis of Shanghai Composite Index based on GARCH Model
Fei Ding
Evaluation of Innovation Efficiency in Shibaolang Comprehensive Innovation Reform Pilot Zone

Xiaowei Zhang, Shuke Wu and Limin Jin

On the Application and Practice of Intelligent Classroom in Tourism Management Major

Yuanchun Huang

Analysis on the Follow-up Education of Accountants under the Background of Changes in Accounting System

Li Li

Analysis of Police Sports’ Functions on the Development of Police Forces

Dongbai Guo

A Preliminary Study on the Cooperative Educational Mechanism of "Ideological and Political Course" and "Curriculum Ideology and Politics " in Practical Teaching

Ping Ai and Wenbin Liu

Research on the Pastel Porcelain Craft of Jingdezhen Shaped with Humanities and its Cultural Value

Xiaosong Zou, Xinming Sun

Comprehensive Evaluation of Financial Risk of Listed Companies in the Electronic Information Industry under the Background of “Internet +”

Jihui Sun and Liang Ma

Study on the Inheritance and Translation of “Guanxue Thoughts” under the Background of “Belt and Road”

Xiuling Liu

Application of Network Planning Technology in Communication Engineering Projects

Feifei Gao

Comprehensive Evaluation and Prospect of Data Mining Tool Base for Company Operation Monitoring

Guang Chen, Zhanjie Liu, Xindai Li, Weiping Cui, Yuke Sun, Yubing Kang

Research on the dynamic relationship between environmental finance and ecological environment-Based on PVAR model

Chenggang Li and Yong Gan

Research on the Construction of Localized Course Teaching System of Mechatronics Major in High Vocational Colleges Based on German AHK Graduation Examination

Guiyin Chen

Art Nourishes the Design- the Application of Chinese Calligraphy Art in the Modern Logo Design

Xiangshuai Li and Jingwen Shan
Core Course Construction of Engineering Management Major  
Xiangjun Zhang and Ziheng Di  

Status and Innovation Development of Construction Engineering Management Mode  
Zongli Chen  

An Analysis on Comparative Advantages of Establishing the Free Trade Port in Shanghai  
Dehui Shu  

How does Graphic Design Satisfy Consumer Preference in Commercial Society?  
Qin Meng  

Analysis of the Influence of the Physical Education Elective Course on the Physical Quality of the Students in the Higher Vocational College  
Xiong Gao  

Influence of Ideological and Political Education on the Employment Guidance of Agricultural College Students  
Guangshun Yang  

Design of Body Dance Course for Female College Students  
Jialin Sun  

Mathematical Model and Decision Gap of Resource Allocation in Urban and Rural Compulsory Education—Based on the Empirical Study of 16 Regions in Yunnan province  
Hui Yao  

Teaching Evaluation Based on Project Learning  
Han Feng and Dongmei Wang  

On the Combination of Modern Life Style in Modern Ceramic Art Design  
Jing Zeng  

Game Analysis of Industry-University-Research Collaborative Innovation Based on Knowledge Potential Difference  
Dan Bai, Zhaqian Duan and Weijian Zhu  

A Summary of Research on Innovation Performance of Domestic and Foreign Enterprises  
Dan Bai and Hongtao Li  

Translation of Long Sentence in English for Science and Technology  
Linhui Wu and Runtao Li  

Financial Talents under the Background of Financial Science and Technology —— Discussion on the Training of Financial Science and Technology Talents in Higher Vocational Colleges  
Jinwei Zhang and Zesen Xiong
Cultivation Path of Cross-border E-commerce Talents
Deyi Tai and HaiLan Pan

Application of Modern Scientific and Technological Products in the Teaching of Aesthetic Education Courses in Colleges and Universities
Qingpeng Huang, Chuanchuan Yang, Yong li cand Xuelei Cui

Problems and Countermeasures in Innovation and Entrepreneurship Education of E-commerce Majors in Application-oriented Universities
Shi Yin and Hailan Pan

An Empirical Study on the Influencing Factors of Consumers' Personalized Recommendation Intention under Interpersonal Relationship
Yunfu Huo and Feng Yue

Closed-Loop Supply Chain Model with Government Participation
Yunfu Huo and Xinxin Chen

Analysis of the Contribution of China's Transportation Infrastructure Investment to Output under the Background of Global Value Chain
Leimei Ding

Analysis on the Influencing Factors of Financial Export under the Background of Global Value Chain—— Panel data based on 28 countries
Yuqi Wang

Training and Reserve of Basketball Talents in China
Jingran Wang

Status of Autonomous Learning Based on Vocational Foreign Language Teaching
Jiao Peng

Analysis of the Status Quo of State-owned Enterprises in the Old Industrial Areas of Northeast China
Dan Bai and Weijian Zhu

Countermeasure of Cultivating Students' Innovative Ability in Computer Education
Bin Chen

Reform Scheme of Marine Electrical and Electronic Courses based on Improved Hybrid Teaching Method
Sisi Wang and Lijun Wang

Relationship between Investor Emotion Change and Stock Market Volatility
Yao Yin

Cultural Background Differences in Legal Translation
Suwen Li
Consideration on the Current Situation and Development Direction of Education in Dialect for Teenagers in Hainan Jun Dialect Area

Yang Yuan and Xiaole Zhao

Impact of MOOC on Higher Education Teaching Management

Xin Sui

Reconstruction of the Teacher-student Relationship in Chinese Universities in Internet-era

Hong-ling Guo

To See Zou Taofen’s News Spirit of Professionalism from the "Life Weekly"

Jun Ma

On the Manhood in face of Tragedy Theme of The Old Man and the Sea

Yongkun Wan

Literature Review on the Influence of Team Member Voice on Team Innovation

Yunyun Liu

New Care-Pension Model under the Background of the Combination of Medical Care and Pension Based on SWOT Analysis

Xinpei Zhang

A Comparative Study of Servant Leadership and other Leadership Styles

Qian Zhou

Ecological Planning Path of Road Traffic in Chongqing Villages

Jingyuan Shi and Qiuna Li

Realization of Engineering Practice Education Based on CDIO for Electronic Information Engineering Major

Hongda Yan and Qin Xu

The Impact of Sino-US Trade War on Chinese Manufacturing Industry and Countermeasures

Zhongwei Zhang and Dong Liang

A Pragmatic Analysis of Arbitrator’s Interruptions in Arbitration Court

Meiqi Li

Tourism Function of Traditional Villages

Guangwei Wang

Application and Innovation of Traditional Graphics in Modern Chinese Furniture Design

Hui Li

Construction of Regional Cultural Dimension of Chinese Animation Creation in the Context of Cultural Globalization

Xiaona Ma
Actual Effect of Innovation and Entrepreneurship Education in Universities Based on Computer Data Analysis
Zhibin Li and Yadan Xu

Research on Application of Modern Apprenticeship Student Management Mechanism
Lijun Li, Xiaolei Zhang

Development Path of Rural Folk Opera in China
Fubin Shan

Instruction of Tourism English from the Perspective of Translation Geography
Xixiang Ke

Discourse Features of Chinese College Students’ Argumentative Essays
Xiaoxiao Lu

The White Castle: Colorful Life in the Mysterious Narrative Space
Jianjun Kang and Li Hou

Modern Development of Calligraphy Aesthetic Paradigm in the New Era
Dianshuang Xie

The Practice of Education and Teaching Reform under the Background of Private "First-Class" Specialty Construction--Take the E-commerce Major of Xi'an Fan Yi University as an Example
Xiaolan Feng

Discovery of “Double First-Class” Institution in Local Universities
Lasheng Li

The Construction of Golden Courses of Computer Basic Courses under the Background of Emerging Engineering Education
Weigang Guo, Jianqin Xie, Xiaohua Li and Qiuming Lin

Path of Improving Residence and Management System for Foreign Residents in China
Jun Li

Incentive Oriented Research on the Management Policy of Horizontal Project Funds in Local Universities
Yan Bao

College English Teachers Achieving Professional Development Ways under the Background of Socialization of NMET
Junling Yan

On the Educational Mechanism of Integrating Production, Learning, Research and Innovation Deeply in Higher Vocational Colleges
Longqi Qi
Impact of Transmission and Distribution Price Reform on Assets and Management of Power Grid Enterprises

Yiyuan Ding

Influence of School-Enterprise Cooperation on Quality of Higher Vocational Mechanical and Electrical Talents Training

Miao Shang, Jiale Zhang and Jingjing Kang

Constructing a Functional Modular Curriculum System for Cultivating Undergraduate Innovative and Creative Talents

Gaili Gao

Research and Discussion on the "Student-centered" Teaching Model of Database Principle Course

Yun Wu and Yu Shi

Cultivation Model of Innovative Talents in Sports Education in Colleges and Universities

Qi Sun

Effectiveness of Ideological and Political Education in Colleges and Universities in the New Media Environment

Wei Wang

Problems and Countermeasures of College Examinations under the Concept of Innovation and Entrepreneurship Education

Runxiang Xu

Application of Case Teaching Method in the New Course "Traditional Chinese Medicine Communication"

Hongxiang Zheng and Jing Yu

Students’ Injury and Liability for PE Training in Middle School

Fanyu Zhou and Haowei Wang

Construction of Online Learner Model Based on Situational Awareness

Rongqing Zhuo, Zhongxian Bai and Quanjun Lin

The Impact of Aging Population on Industrial Structure Upgrading-- Empirical Test Based on Provincial Panel Threshold Effect

Bingting Kang

Exploration of Big Data Ideological and Political Education Driven by Data

Shaohua Shi

Safety of Teaching and Training of Large-scale Vehicle Ice and Snow Driving in Cold Regions in Winter

Long Lee, Yuehua Wu and Chao Gao
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence of Education on Labor Income of Urban and Rural Residents Based on Quantile Regression</td>
<td>669</td>
</tr>
<tr>
<td>Yanqi Luo</td>
<td></td>
</tr>
<tr>
<td>Creating Learning Opportunities is an Inevitable Requirement to Improve the Teaching Quality of University Courses</td>
<td>676</td>
</tr>
<tr>
<td>Jingqin Hu</td>
<td></td>
</tr>
<tr>
<td>The Transformation of Consumer Demand and Marketing Methods in the Era of Popularization of Smart Phones</td>
<td>680</td>
</tr>
<tr>
<td>Jujun Feng</td>
<td></td>
</tr>
<tr>
<td>Development Strategy of Ice and Snow Tourism Products in Jilin Province Based on ERP</td>
<td>686</td>
</tr>
<tr>
<td>Guoxia Sun</td>
<td></td>
</tr>
<tr>
<td>Thinking and Exploration on College Students' Innovation and Entrepreneurship Education under the &quot;Internet +&quot; Mode</td>
<td>692</td>
</tr>
<tr>
<td>Han Liu</td>
<td></td>
</tr>
<tr>
<td>Construction of Evaluation Standards for the Theory of Physical Education Masters in Colleges and Universities</td>
<td>695</td>
</tr>
<tr>
<td>Yang Li</td>
<td></td>
</tr>
<tr>
<td>Analysis of Cross-disciplinary Joint Training Project</td>
<td>701</td>
</tr>
<tr>
<td>Xiaoyu Zhang and Yuelin Yin</td>
<td></td>
</tr>
<tr>
<td>Correlation between the Employment Orientation and the Family Economic Background of College Students—Based on the Investigation and Analysis of Xi’an Universities</td>
<td>705</td>
</tr>
<tr>
<td>Yu Wang</td>
<td></td>
</tr>
<tr>
<td>Translation Strategies of Tourism Texts under the Guidance of Skopos Theory</td>
<td>711</td>
</tr>
<tr>
<td>Lei Liu and Nan Lu</td>
<td></td>
</tr>
<tr>
<td>Rethinking about MOOC: MOOC and Confucius’ Study Tour</td>
<td>716</td>
</tr>
<tr>
<td>Rong Ding</td>
<td></td>
</tr>
<tr>
<td>Development of CNN and its Application in Education and Learning</td>
<td>720</td>
</tr>
<tr>
<td>Yiming Zhou and Yongmei Su</td>
<td></td>
</tr>
<tr>
<td>English Language Teaching Methods Based on the Idea of Production, Study and Research</td>
<td>725</td>
</tr>
<tr>
<td>Kun Yang</td>
<td></td>
</tr>
<tr>
<td>Origin and Misunderstanding of the Concept of “VR News”</td>
<td>730</td>
</tr>
<tr>
<td>Li Zhou and Renxiang Huang</td>
<td></td>
</tr>
<tr>
<td>The Mixed Teaching Design and Implementation of Character Original Painting Design</td>
<td>734</td>
</tr>
<tr>
<td>He Feng</td>
<td></td>
</tr>
</tbody>
</table>
Gasp of History: Communication University of China and Broadcasting Studies in the Cultural Revolution
    Liang Kong

Deepening the Reform of Classroom Teaching and Promoting the Exploration and Practice of Classroom Rate
    Fang Qin

The Influence of China's Shadow Banking System on Monetary Policy
    Yunyu Zhang

Promote the Reform of PLC Comprehensive Training and Enhance the Core Employment Competitiveness of Students
    Hua Liu, Ruokui Chang, Ying Zuo and Weiyu Zhang

Relationship between Academic Self-efficacy and Academic Procrastination of Art Collage Student
    Yu Gui

Promotion of Xi’anese Cultural Confidence from the Cultural Perspective
    Xiuzhi Zhang

The Infinite Possibility of "Chinese Characters" in calligraphy——On the Boundary of "Modern Calligraphy"
    Yujie Zhu

Cognition and Transformation from the Perspective of Criticism —— A Brief Discussion on Qichang Dong's Comments on Mengfu Zhao
    Zhiming Yu

Research on the Construction of Yi Education Informationization for 2035
    Li Ding and Lijuan Mao

Research on Business English Teaching with Multimedia Network
    Yongqiang Wang

Research on the integration of theory and practice of financial management teaching under the background of deepening the integration of industry and education
    Changfeng Chen, Yue Hu and Xiaoxuan Liu

On Physical Training Methods for Athletes in Promotion of Campus Football
    Jie Geng

A Multimodal Discourse Analysis of Movie Posters Based on Visual Grammar
    Huafang Hu

Research on the Reform of English Teaching Model Based on School-enterprise Cooperation
    Juling Zhang
Using Big Data to Improve the Targeted Countermeasure of College Ideological and Political Education

Liqin Zhang and Qianwen Wang

An Analysis of the Gender Awareness and Sexism in English Vocabulary

Yanglu Cui

A Study on Education Innovation Mode of Design Talents under the Background of “Internet +”

Xiaofei Lu and Ying Xu

Research and application of combination of war and training mode in real combat

Xinjie Zhang

Research on the Innovation of Human Resources Management in Colleges and Universities under the Background of New Era

Fuzhang Tian

Course Reform of General Chemistry Based on Evaluation of Curriculum Achievement under Engineering Education Accreditation

Zhun Guo, Yuzhen Zhao and Zemin He

A Review of Research Methodology on the Effects of Physical Exercise and Mental Health of College Students

Min Li

Liquidity Risk Analysis of Small and Medium-sized Commercial Banks

Xing Xia

A Brief Discussion on ‘Translation Workshop of TCM’

Wenjuan Guo, Min Zhong, Wenjin Shi and Jing Yu

Design of College English Literature Course Based on Network Mode

Ye Yu

Research on Subjective Quantity Expression and Focus Expression Function of Modal Adverb “Jiu” in Modern Chinese

Chunhong Qi

Research on the Core Competence of Accounting Education in Applied Universities under the Background of New Innovation

Yan Liu

Elementary Introduction of the Language Effect in Singing

Hongnan Zhu

Exploration of the Cooperative Educational Model of "Ideological and Political Course" and "Curriculum Ideology and Politics"

Ping Ai and Wenbin Liu
The Application and Value of Chinese Traditional Handicraft in Modern Design 880
Wencheng Li and Jiaqi Jiang

Analysis on the Training of Students' Practical Ability in Computer Teaching 885
Wei Sai and Zhonghan Sun

Study on the Problems and Countermeasures of University Archives Management in the Information Age 888
Ying Liu

Economic analysis of the Interrelationship between severity of penalty and deterministic of penalty 891
Cuifeng Liu

Problems of Professional Ability Cultivation of Higher Vocational Students in Preschool Education and Countermeasures 896
Huilan Hu

Judicial Reasoning Model Based on Multi-agent System 902
Xiao Wan and Pengnian Jin

New Characteristics and Turning of Ideological and Political Education in Colleges and Universities in the New Era 908
Jungang Wang

A Summary of Research on Absorptive Capabilities 913
Dan Bai and Hongtao Li

On Translator's Aesthetic Psychology 916
Yongjia Duan

Discussion on the Training Mode of Applied Innovative Talents in Electronic Information Specialty in Higher Vocational Colleges under the New Situation 920
Jiao Xue, Wei Sai, Feifei Gao and Guiling Fan

Governance and Internal Control of the Small and Micro Enterprise 926
Zesen Xiong

Development of pitch-class set theory in China 933
Chuanchuan Yang, Qingpeng Huang and Xuelei Cui

Introduction of Athletic Basketball Teaching to Improve the College Students' Physical Quality Influence 939
Jingran Wang

The Application of Multimedia Technology in the Teaching of Basic Courses of Art 945
Huiying Chen

A Summary of Domestic E-commerce Development Research 948
Dan Bai, Weijian Zhu and Wendi Lu
Research on the Implementation Scheme of Core Course Teaching for Computer Science and Technology  
Bin Chen  
952

Dilemma of Haikou Dialect Promotion and Solutions in New Media Context  
Ting Feng  
956

On the Communication Ways of "Xixia Image" in Chinese Film and TV Culture  
LianLong Chen  
960

On the Transformation of “Rational Beauty” to “Art Beauty” in Ceramic Art  
Chunyang Wang  
964

Research on the Difficulties and Countermeasures of Harbin Citizens' Kindergarten  
Chuanli Wei and Tong Xu  
970

Analysis of the Value Promotion of Anyi Ancient Villages Tourism Destination Based on IP Concept  
Nan Chen  
974

Path Analysis of the Cultivation of Digital Publishing Talents in the Age of "Internet +"  
Zuowei Zhao  
980

An exploration of the renewal and design of landscape in the old urban areas of China based on the urban culture context  
Xiaoyi Hu and Yuxin Wei  
985

On The Relationship between Corporate Brand Design and Enterprise Development  
Mingjun Wang  
991

Research on Ecological Compensation Mechanism for Preventing Agricultural Non-point Source Pollution  
Jianxia Zeng  
995

Research on the Reform of Micro Teaching Mode of Marketing Course in Higher Vocational Colleges Based on "Internet +"  
Wenhong Zu  
999

Research on the path of traditional handicraft inheritance and innovation education under the background of mass entrepreneurship and innovation  
Yadan Xu and Zhibin Li  
1004

Practice and Research of Co-construction between University with Enterprise  
Ganglong Fan, Shengli Jiang and Hongsheng Xu  
1009

Problems and Countermeasures of Classification of Agritainment Resort Domestic Garbage in Changhai County Dalian City  
Xin Li  
1014
Ways of Training English Majors' Translation Ability in Comprehensive Universities  
Jie Ding  
Enhancing TEM4 Tutoring in English Teaching under the Background of Socialization of NMET  
Junling Yan  
Training Mode of Order Class of Electromechanical Specialty  
Jingjing Kang and Miao Shang  
Strategy of Physical Education Teaching In Colleges and Universities in the Age of Informatization  
Ming Wang  
The Development and Challenges Faced by College Ideological and Political Education in the Internet Age  
Wei Wang  
International Settlement Talent Training Program Based on "One Belt and One Road" Strategy  
Guangqin Li  
On the Legal Issues of Social E-commerce in China  
Fanyu Zhou, Haowei Wang  
Spatial Distribution Characteristics of Educational Institutions in Shanghai---Analysis Based on POI Data  
Qingxi Ma  
Construction of Virtual Communication Experiment Teaching System of Mobile Communication  
Hao Sun, Rui Liang and Fei Deng  
Analysis on the Construction Effect of Hospital Management Department Performance Appraisal Index System  
Lifen Wen and Jingchao Liu  
Teaching Contents and Methods of WUSHU in Primary and Secondary Schools in Harbin  
Yong yan Zhao and Qi Yang  
The Influence of Ancestral Education on the Development of Early Childhood Cooperation Ability  
Sihong Zhao  
Chinese-English Translation about Tourism Texts for Raising Qiqihar Tourism City Profile -Taking ZhaLong WetLand Nature Reserve in Qiqihar as an Example  
Nan Lu and Lei Liu
Study on the Application of Intercultural Psychology in TCSOL
   Li Xia

Exploring the Volatility of Stock Index Futures in China by Financial Measurement
   Yunyu Zhang

Analysis on the Current Situation of Academic Procrastination of Students Majoring in Environmental Design
   Yu Gui

Su Shi's Poems and the Dilemma of Chinese Traditional Scholars
   Lihua Gong

Research on the Impact of AI and Big Data on the Trade Between China and other Countries along the Belt _Take the Application of Medical Economy as an example
   Yue Hu, Changfeng Chen, Hongnan Liu and Kai Zhou

Innovative Ideas and Key Strategies for Control of Water Pollution Rural Area
   Ping Han and Zhilong Yao

Teaching Research on Group Cooperation Mode in English Teaching
   Juling Zhang

Application of Chemistry Course in Nursing Specialty in Higher Vocational Colleges
   Shuixian Ma

Xiao Hong's Image in Film and Television Art
   Jieqiong Zhou

Integration of Financial Management and Enterprise Management in the Internet + Environment
   Juan Chen, Dan Zhang and Chaohu He

Research on Innovation and Entrepreneurship Education in Colleges and Universities under the Background of “Double Creation”
   Yuzhen Zhao, Yanmei Li and Quanzhi Ban

The Same Background of Confucian Culture a Study on the Differences between Chinese and Korean Myths and Stories--Taking the Cowherd and Weaver Girl as an Example
   Ming Piao

Application of Ceramic Culture Creative Concept in Visual Communication Design
   Yan Rao and Wenke Wu

Human Resource Management based on Competency Model
   Xiaofeng Wu

Ideals and Beliefs for Youth in New Age
   Shuang Guan, Shanshan zhang and Xiaoyu li
A Summary of Research on Tacit Knowledge Sharing at Home and Abroad
Dan Bai and Hongtao Li

Origin and Modern Application of Ceramic Mural Decoration
Ying Li

On the Optimization and Integration of Computer Science and Technology Teaching in Colleges and Universities
Bin Chen

Protection and Reconstruction of Urbanized Historic Block--The Cultural Heritage and Current Situation Renovation of the “Wanshou Palace” Historic Block in Nanchang
Li Feng and Nan Chen

College Students' Legal Consciousness Education Based On Network New Media Technology
Hui Wang, Shouliang Wu and Shanmei Xiong

Analysis of the application relationship between lighting design and space decoration
Mingjun Wang

Construction of Smart Marketing System of Jinzhou under the Background of Smart Tourism
Min Li

Cultivation Strategy of Students' Innovative Thinking in Art Education in Colleges and Universities
Zi Wang

Training Mode of Applied Talents in Engineering Majors for Higher Vocational Colleges
Xugang Zhao, Miao Shang and Xuhong Zhao

Construction of the Curriculum System of Music and Art Management with Chinese Characteristics
Jiaran Ding

Electronic Commerce in Computer Networks
Kezhu Feng and Shan Gao

Training Mode of Innovative and Entrepreneurial Talents in City University from the Perspective of "Regional-Local" Coupling
Yongyan Zhao, Lili Huang and Yu Song

A Brief Analysis of the Popularization of Social Sports in the New Period
Jie Jin

Reform of Accounting Environment and Theoretical Innovation of Financial Accounting
Lu Huang
Status, Difficulties and Countermeasures of Ideological and Political Theory Courses in Private Colleges and Universities of Yunnan Province 1215
   Mei Zhu

Human Perspective-Taking Ability in Student Learning Stimulation Approaches 1219
   Zhenhua Wei and Huiliang Zhang

The Application of Chinese Traditional Culture in Graphic Design under the Network Environment 1222
   Ming Liu and Meiyan feng

Exploration and Practice of Research-based Learning in Civil Engineering Drawing Course 1225
   Feng Qiao

A Review of S. W. Bushell’s Research on Chinese Ceramic Art in Late Nineteenth Century of China 1229
   Weifeng Huang

Assessment Criteria and Implementation Method of Taijiquan Course in High Vocational Colleges 1234
   Min LI

Analysis on the Integration of Judicial Identification Model and Expert Witness Model 1238
   Xinhua Lv

Countermeasures and suggestions for the Development of Electronic Banking Business 1241
   Tingting Wu

Reform of College Art Course Based on Cultural Construction 1248
   Zi Wang

Importance of Solfeggio and Ear Training to Children's Music Education 1253
   Yu Lin

Thoughts and Exploration on Vocal Music Singing 1256
   Jie Bai

Transformation and reuse of Industrial Heritage from the Perspective of Cultural value——Taking the Transformation and reuse of Harbin Industrial Heritage as an example 1259
   Shan Shan

Price Discovery Ability of China's Treasury Bond Futures 1264
   Shifeng Wang and Lu Zhang

A brief analysis of rope skipping education in colleges and universities and the spread of traditional culture 1267
   Li Liu
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Characteristics of Children's Books in Different Cultural Backgrounds: A Case Study of Chinese and English Children's Books —— A Case Study of Best-selling Children's Books in China and Britain</td>
<td>1271</td>
</tr>
<tr>
<td>Jin Qian</td>
<td></td>
</tr>
<tr>
<td>Research on the construction of Xi'an under the national central city target based on the tolerance</td>
<td>1275</td>
</tr>
<tr>
<td>Fuqiang Tian</td>
<td></td>
</tr>
<tr>
<td>Research on Youth Basketball Training Under the Environment of National Fitness</td>
<td>1282</td>
</tr>
<tr>
<td>Jinghong Wang, Changcheng Xin and Wenwu Hu</td>
<td></td>
</tr>
<tr>
<td>Research on the Inheritance Value and Strategy of the Great Traditional Culture of Ancient Poetry in Universities</td>
<td>1287</td>
</tr>
<tr>
<td>Fangliang Xiao</td>
<td></td>
</tr>
<tr>
<td>Research on the Construction of Operational Mechanism of Internal Education Quality Assurance System in Higher Vocational Colleges</td>
<td>1291</td>
</tr>
<tr>
<td>Linyi Wang and Hongmei Guan</td>
<td></td>
</tr>
<tr>
<td>On Optimization of Energy Management in the Production of Iron and Steel under the Background of Big Data</td>
<td>1296</td>
</tr>
<tr>
<td>Meng Hua</td>
<td></td>
</tr>
<tr>
<td>The Obstacle Factors and Countermeasures of Enterprises Participating in Vocational Education</td>
<td>1300</td>
</tr>
<tr>
<td>Shanmei Xiong, Rulian Wu and Hui Wang</td>
<td></td>
</tr>
<tr>
<td>Work Strategy of Post-2000 Higher Vocational Students' Ideological and Political Education</td>
<td>1307</td>
</tr>
<tr>
<td>Qingfeng Guo</td>
<td></td>
</tr>
<tr>
<td>A Study of the Innovation of Ideological and Political Education Models of Minority College Students in the Age of “Internet +”</td>
<td>1312</td>
</tr>
<tr>
<td>Zihua Wang</td>
<td></td>
</tr>
<tr>
<td>Research on Scientific and Technological innovation of Paper-scrolling Art</td>
<td>1317</td>
</tr>
<tr>
<td>Li Bai, Jingchao Liu, Yanyan Cao, Bingfei Zhao</td>
<td></td>
</tr>
<tr>
<td>Statistical and Empirical Modeling of Relationship between Physical State and Exercise Observables of College Students Based on Measured Data</td>
<td>1322</td>
</tr>
<tr>
<td>Jinying-Liu</td>
<td></td>
</tr>
<tr>
<td>Business Model Innovation of Online Pre-employment Education: Taking CareerFrog as an Example</td>
<td>1332</td>
</tr>
<tr>
<td>Lu Li</td>
<td></td>
</tr>
<tr>
<td>Research on the problems and solutions in college aerobics teaching in the new period</td>
<td>1336</td>
</tr>
<tr>
<td>A'ning Zhang</td>
<td></td>
</tr>
</tbody>
</table>
Analysis of Biology Classroom Activities in Senior High School under the Concept of Core Competencies and Values 1339

Qingyun Li

The Semantic Contrast of Color Words between Chinese and English and Their Translation 1343

Wenjia Wan and Yanfang Fan

Research and Practice on the Talents Training Model of "Trinity Studio" under the Background of Innovation and Entrepreneurship of Art and Design in Higher Vocational Colleges 1349

Dali Zou

A Strategy Research of Network Marketing About PinDuoDuo 1353

Gang Xu and man Zhang

Research on Hybrid Instructional Design for High School Physics 1359

Zhaoyi Du

Study on Network Ideology Security Education of Ethnic Minorities in Colleges and Universities under the new age 1364

Zihua Wang

The Application of New Media Technology in Computer Teaching 1368

Xiaoming Bai, Yanxin Wei and Jingchao Liu

The Development of Bike Sharing from the Perspective of Sharing Economy--Take Ofo and Mobike as Examples 1372

Yan Feng

On the Innovative Development of College Tennis Education and Tennis Teaching Under the Tide of National Fitness 1375

Dongnan Zhang

The Impact of Tourism E-Commerce on Customized Tourism in the Big Data Era 1378

Rui Long

Application Research of 3D Digital Model in Orthodontic Experiment Teaching 1382

Yan Hou, Ye Liu, Wensheng Ma and Yang Liu

On the IP Marketing Strategy of Enterprises in the New Media Environment 1386

Ying Zou

Exploration on Cultivation of Teaching Practice Ability Background Apprentice System Training Mode 1390

Xuemei Jiang

Thoughts and Suggestions on the Construction of Academic Style in Colleges and Universities 1395

Haijun Shen and Yichen Xie

-XX-
Risk Management of International Trade Finance Business of China's Commercial Banks
Jiawei Lin

Research on the Innovative Transformation and Development of Physical Education in Colleges and Universities in the New Period
Yan Zhang

Research on Innovation of Theory and Practice in Tennis Team Physical Training
Yu Wang

Analysis of Improvisational Teaching of Playing and Singing Based on the Concept of "Applied Piano"
Wei Sun

The Influence of Daodejing on the Construction of Corporate Culture in Contemporary China
Chunsen Hu

Research of the Application of Cloud Computing Technology in Electric Commerce Practice
Bin Li and Meixiang Lin

Teaching Exploration and Thinking of Preschool Education Major
Lingli Huang

Construction and Perfection of Integration of Ideological and Political Education in All Courses Based on Synergy Theory
He Mu

Research on Causes and Prevention of Arm Injury in Tennis Training for College Students in Tennis Specialized Classes
Zhe Weng

Analysis of Route of the Organic Integration between Ideological and Political Education and Innovation and Entrepreneurship Education
Qiang Liu and Tong Wang

Study on the Integration of Tea Culture and College Students' Etiquette Education
Chengyan Cheng

A Study of the Instability Failure Mechanism and Treatment Technology of High Slope of Broken Rock Mass
Ye Zhihao

Research on Innovative Mode of Computer Education in Higher Vocational Colleges in the Era of “Internet Accelerated Speed”
Na Yang
The Examination and Trend of Teachers’ Curriculum Enactment From the Perspective of Core Literacy—A Coding Analysis Based on Nvivo11.0

Feifei Geng and Xiaoyuan Wang

Research on the Management Mechanism of Collaborative Education in Applied Universities——Based on the Perspective of Integration of Production and Education

Xi Zhang

Study on the inheritance of red culture in the development of red tourism resources -- a case study of shangrao concentration camp

Aihua Su

Study on the Uplift Resistance of Hole Digging Foundation in Strong Weathered Soft Rock for Transmission Lines

Zhihao Ye

Brief Analysis of Oil Painting

Li Hou

Research on Strategies of Improving Students' Dance Performance in College Dance Teaching

Juan Gao

On the Functions of Punishment Education in Contemporary School Education Practice and Teachers' Basic Psychological Requirements

Jiani Huang

Research on the legal guarantee of social harmony and progress in ethnic autonomous areas

Shouliang Wu and Hui Wang

Influencing Factors and Strategies of Uyghur-Han Intercultural Communication at Colleges and Universities

Jin Liu, Xiaohui Yi and Xiaoli Su

Brief Analysis of Illustration Art

Jinhua Yang

On the Innovation of Calligraphy Copying Course Teaching in Colleges and Universities under the Background of MOOC

Wei He

Studying Language Characteristics of English Film Subtitle and Its E-C Translation Strategies

Li Du

On Power of Artistic Economy and the Structure of Art Industry with "Production-Distribution-Consumption Expansion" in Guangxi Province

Jing Wang
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical Discussion on Service Quality Management of Libraries in Universities</td>
<td>1578</td>
</tr>
<tr>
<td>Hao Lin</td>
<td></td>
</tr>
<tr>
<td>Construction and Perfection of Ideological and Political Education in All Courses Based on Synergy Theory</td>
<td>1582</td>
</tr>
<tr>
<td>He Mu</td>
<td></td>
</tr>
<tr>
<td>Exploration and Research of Talent Training Model of &quot;Trinity Studio&quot; in Art Education</td>
<td>1587</td>
</tr>
<tr>
<td>Jing Wang</td>
<td></td>
</tr>
<tr>
<td>Art Promotion System in Rural Primary Schools Based on Network and Multimedia Technology</td>
<td>1591</td>
</tr>
<tr>
<td>XueTong Feng and Yun Cao</td>
<td></td>
</tr>
<tr>
<td>How is border Governance Possible?</td>
<td>1594</td>
</tr>
<tr>
<td>Jialing Hu</td>
<td></td>
</tr>
<tr>
<td>Construction of Evaluation and Testing System of Teaching Quality in Flipped Classroom in College English Teaching</td>
<td>1598</td>
</tr>
<tr>
<td>Jinyu Cheng</td>
<td></td>
</tr>
<tr>
<td>The Application and Embodiment of Intangible Cultural Heritage in the Decorative Art of Traditional Dwellings in Jiangxi Province</td>
<td>1604</td>
</tr>
<tr>
<td>Mo Liu</td>
<td></td>
</tr>
<tr>
<td>Analysis of the Importance of Accounting Audit in Financial Management of Small and Medium-sized Enterprises Based on Network Resource Environment</td>
<td>1609</td>
</tr>
<tr>
<td>Yuming Yuan</td>
<td></td>
</tr>
<tr>
<td>Research on the Effective Construction of Ecological Classroom of College English under the Background of Education Informatization</td>
<td>1613</td>
</tr>
<tr>
<td>Nengwen Liu</td>
<td></td>
</tr>
<tr>
<td>Inheritance and Innovative Design of Intangible Cultural Heritage from the Perspective of Wu Culture</td>
<td>1618</td>
</tr>
<tr>
<td>Zhen Xiao</td>
<td></td>
</tr>
<tr>
<td>Suggestions on the Domestic Brands Building in Light of China’s Current Economic Development</td>
<td>1622</td>
</tr>
<tr>
<td>Yan Yu</td>
<td></td>
</tr>
<tr>
<td>Innovation of Network Marketing Strategies of Small and Medium-sized Enterprises in the Era of Mobile Internet</td>
<td>1627</td>
</tr>
<tr>
<td>linyue Xiao</td>
<td></td>
</tr>
<tr>
<td>Three Basic Questions about the Entrepreneurship Basic Teaching</td>
<td>1631</td>
</tr>
<tr>
<td>Xianbo Wu</td>
<td></td>
</tr>
</tbody>
</table>
English Curriculum Construction in Traditional Chinese Medicine Culture 1634
   Jianli Guo, Shuti Yu

A Preliminary Study on the Experience-based Five-step Instruction Method 1640
   Qing Li and Xianbo Wu

Under the Fair View of the Construction of Rural Basic Education of English System 1643
   Xiaoying Liu