

Table of Contents

A Study on the Effects of Sustainable Development Management of Manufacturing Enterprise Performance: Focus on Liaoning Manufacturing Enterprise	1
<i>Zhang Dongzhe</i>	
Research on Financial Ecological Legal System Based on Legal Economic Analysis	9
<i>Fei Li, Wei Lin</i>	
Economic Evaluation Method and Empirical Study of Project Feasibility Study	15
<i>Hao Wu</i>	
Research on the Construction of Evaluation Index System of Marketing Competitiveness Based on Consumer Purchase Behavior	20
<i>Yanxia Zhang, Xiang Gao</i>	
Psychological Problems of Left-Behind Children in Rural China and Countermeasures	26
<i>Hui Weihua</i>	
Strategic Human Resource Management Based on Work Quality and Its Theoretical Basis	32
<i>Lemei Liu</i>	
Research on the B&B (Bed and Breakfast) Market Network Attention in China Based on Baidu Index	37
<i>Rui Yang</i>	
Research on the Development and Innovation of Digital Industry of Lingnan Theme Paintings	45
<i>Deling Yang</i>	
Analysis on Financing Risk of Waste Treatment PPP Project in Tianjin: An Empirical Analysis Based on Grey Correlation Degree	50
<i>Ying Wang, Ying Guo</i>	
The Normative Reproduction Mechanism in the Practice of Judicial Precedent in Contemporary China	59
<i>Zhenxian Li</i>	
The Judicial Judgement in China Today	66
<i>Zhuo Liu</i>	

Research and Analysis on the Current Development of Fitness Clubs in Dandong City	74
<i>YunPeng Jia</i>	
Research on Cross-Border e-Commerce Operation Model Innovation Based on “Internet +”	79
<i>Jingjing Wei</i>	
An Empirical Analysis of Competitiveness of Yangshan Deep-Water Port: The Application of Intermodal Transportation and Automated Container Terminal	84
<i>Xiaohan Chen</i>	
Research on Asset-backed Securitization of PPP Projects	96
<i>Aimin Li, Ding Li</i>	
Analysis of the Prospects of Cooperation in the Transport Industry of the Asian Region and the Baltic States	102
<i>Inna Stecenko</i>	
Study on the Optimization of the Capital Structure of Small and Medium -Sized Enterprises	106
<i>CHENG Yueming, LIU Ying, CHENG Yi, HUANG Qianming, CHEN Decheng, WANG Fangyao</i>	
Analysis and Optimization of Problems in the Integration of Online and Offline Channels of Travel Agencies	111
<i>Sun Wei, Li Heng, Zhang Jiajia, Nie Jinyun</i>	
New Era, New Logistics’ Supply Chain Value Integration, Promotion and Empowerment of Commercial Travel Real Estate Market Linkage---- based on Big Data Tool	117
<i>Liu Junqi, Hu Yu cong, Yi Jianhua, Fan Zhe yin</i>	
Service-Oriented Manufacturing Input in China and its Moving-up in the Global Value Chain	124
<i>Jiajie Li, Tongtong Xu</i>	
A Comparative Analysis on Cross-Border E-commerce Logistics Modes between China and Korea	134
<i>Yongming Zhu, Haitian Zhang</i>	
The Impact of Specific Mode of Transportation Infrastructure on Return Value Added	145
<i>Yuan Qigang, Li Jiajie and Xu Tongtong</i>	
The Free Trade Port in Hainan Business Environment Evaluation Index System	155
<i>Jiaxuan Wang, Qinxin Deng, Yanqing Xu</i>	

Research on Urban Distribution Route Optimization with Time-Varying Networks and Low-Carbon Emissions	162
<i>Jing Wang, Hui Wang and Qian Liu</i>	
A New Reading of MARSHALL's PRODUCERS' Surplus: IMPLICATIONS FOR TRADE POLICY (A short note)	169
<i>Daniel Linotte, D.Phil.</i>	
E-Commerce in Ethical Sales Promotion: Future Aid for Indian Drug Industry	179
<i>Pradip Mazumder</i>	
The Value Added Tax at the Present Stage of Economic Development: the Problems of Aggressive Planning	189
<i>I.A. Zhuravleva</i>	
The Impact of Electronic Commerce on Economic Development – Assessment of Contribution to the Chinese Economic Growth from Alibaba Group	196
<i>Zhukov P.E.</i>	
Big Data Analytics in e-Commerce: Understanding Personalisation	201
<i>Sohini Chatterjee</i>	
The Choice of Non-Market Strategy for Private Express Enterprises in China-- Case Study Based on Enterprise Gene Theory	209
<i>Rongwei Gu, Yiqun Li, Yuhang Ma, Yulin Zhang, Yiding Liu, Zhiyu Xu, Jimin Pang</i>	
Pricing Strategy and Coordination in Three-Echelon e-Closed-Loop Supply Chain	219
<i>Kai Liu, Shengkai Wang, Siqu Zhu</i>	
Pricing Strategy and Coordination of Closed-Loop Supply Chain with e-Commerce Platform Sales and Services	226
<i>Kai Liu, Dongdong Li, Siqu Zhu</i>	
Pricing and Marketing Effort Decisions in Closed-Loop Supply Chains with Dual Recycling Channel	233
<i>Siqu Zhu, Kai Liu</i>	
The Origin of Marx's Theory of World Communication--Manuscript of Economics and Philosophy in 1844	240
<i>Danting Xiang</i>	
Research on the Development of Manufacturing Service in Guangxi	248
<i>Hua Ouyang, Xiaoling Liu</i>	

Viral Marketing Consumer Purchase Intentions: a Theoretical Review	254
<i>Manik Chandra Rabidas, Gordon Bowen</i>	
Empirical Study on the Influence Mechanism of B2b e-Commerce Transaction Growth in China	262
<i>Chen Yuying, Zhang Ying, Wang Xinyue</i>	
Research on the Innovation Development Model of Cross-Border e-Commerce in Zhengzhou	267
<i>Zhang Weizhuo</i>	
The New Path of Cross-Border e-Commerce Transformation and Development of China's Smes under the Ewtp Initiative	272
<i>Tan Kangye</i>	
Agricultural Production Conditions for Establishing a Commodity Trading Market under the Belt and Road Initiative--An Empirical Analysis of VAR Model Based on Statistical Data of South Sichuan Port-vicinity Pilot Free Trade Zone	281
<i>Gengzhi Liu</i>	
Comparative Analysis of Two Customs Clearance Modes of Cross-Border e-Commerce under the Latest Pattern	297
<i>Changyu Lv</i>	
On the Legal Problems in the Merger and Acquisition of Chinese Enterprises	303
<i>juan Qiang Li</i>	
The Credit Problems of Cross-Border e-Commerce Enterprises---Based on the Investigation of Zhengzhou Cross-border E-commerce Comprehensive Pilot Zone	307
<i>Yongming Zhu, Mengli Wei</i>	
Based on the grey relational model of Zhengzhou logistics demand impact factor study	315
<i>Mingrui Yue</i>	
The present situation and development trend of "new retail" research	321
<i>Yujie Zhang</i>	
Research on Supply Chain Coordination Strategy under Extended Producer Responsibility System	327
<i>Shuying Wang, Qijing Yang</i>	
Risk Identification and Response of Social Capital in PPP Project of Rail Transit	336
<i>Shixia Duan, Yangliu Jin</i>	

Research on the Problems and Countermeasures of the Construction of Overseas Warehouses of Cross-Border e-Commerce Enterprises in China	345
<i>Xingmeng Wang</i>	
The Development of Free Trade Zone under the Background of the Belt and Road Initiative -- Taking Shanghai as an Example	353
<i>Li yushuo</i>	
Elasticity-Growth Nexus in China's Great Expansion from the Perspective of Heterogeneous Labor	358
<i>ZHANG Yueling</i>	
Implementation of Rural Revitalization Strategy for Poverty Alleviation- Taking Xinyang City as an Example	364
<i>Guo Zhaojun</i>	
The Effects of Information Quality on Trust in Vendor and Seller Uncertainty on Online Shopping-Decision	369
<i>Mingzhe Ren, Wen-Hai Chih</i>	
The Transformation and Development in Henan Foreign Trade Enterprises under the Background of One Belt and One Road	375
<i>Yanmei Zhang</i>	
Analysis Implications of General Trust Model on Consumers' Trust in CBEC Sellers	381
<i>Xiao-Peng Zhang, Yan-Ling Cai, Liang Zhao</i>	
Build the Strategic Fulcrum of Inland Open Highland through Zhengzhou Cross-Border e-Commerce	388
<i>Shanfu Yu</i>	
The Possibility of the Development of the Third Phase of International Relations	395
<i>Yuting Cheng</i>	
A Brief analysis of Peng Zhen's Thought of Humanitarian Rule of Law and Its Embodiment in Modern Rule of Law in China	399
<i>Ziwei Zhao, Peiyao Xu</i>	
On Procedural Justice and Substantive Justice in Criminal Law	404
<i>Yiheng Wang, Lindong Zhang</i>	
The estimation of the facility efficiency in Nansha Port terminal	409
<i>Jian Jiang, Wanhua Sun</i>	

The Impact of Environmental Degradation Costs on the Economic Benefits of Mining Areas	414
<i>Wenwen Tian</i>	
Evaluation of provincial government debt risk based on fuzzy comprehensive evaluation method in H province	419
<i>Zhiheng Xu, Fan Zhu and Wen Fan</i>	
Strategy and Path Analysis of Logistics Cost Reduction and Efficiency Improvement	423
<i>Yongbo Wang</i>	
Research on the Optimization of Small Contracting Mechanism in the 5g Era of Qingyuan Telecom	426
<i>Zhikai Liang</i>	
Studies on the Space Matching Relationship between Self-Service Banking Outlets and Tourism Supporting Factors in Tourist Cities-Taking Central Downtown of Hohhot City as an Example	430
<i>Wei Zhang, Zhaoxiang Qin</i>	
A Study on Effect of Financial Industry on College Technology Transformation of Guangdong Province	436
<i>Peng Zhang</i>	
Research on Key Elements of Technology Transfer in Colleges and Universities	442
<i>Peng Zhang, Jianming Zhou</i>	
A Study on Progress Control of Software Project Management	449
<i>Ziwei Wu, Rui Wang, He Wang</i>	
Analysis of Challenges and Strategies of Rural Tourism for Targeted Poverty Alleviation	453
<i>Jian Lin</i>	
Development of Modern Society and Future of Sports and Leisure Activities	458
<i>Xiuping Chen</i>	
Work Efficiently – Two-Level Synergy Mechanism of Universities’ Talent Introduction in China	463
<i>Hanwen Zhang</i>	
The Rationality of Jd Logistics New Salary System	469
<i>Qingyun Liang</i>	

Research on the User Demand for the Wechat Official Account of Innovation and Entrepreneurship in Universities	473
<i>Yang Yang, Xiaoting Ruan, Huomu Xie, Youyu Hu, and Ruolin Ke</i>	
Amazon Big Data Thinking-from Big Data Operations to Operational Data	481
<i>Haowei Ti, Liang Huang</i>	
Teaching Reform of Construction Organization and Management of Water Supply and Drainage Specialty	485
<i>Cong Liu</i>	
Discussion on the Connection between Supervision System and Criminal Proceedings Code	489
<i>Zhang Wangcheng</i>	
The Application Strategy of Options in Corporate Finance	492
<i>He Yinglin</i>	
Financial Management Strategy of Enterprises under the Mode of Value Chain Management	495
<i>Jiayi Xu</i>	
On the Basic Situation and Influencing Factors of Cpi in China	498
<i>Li Xin</i>	
Discussion on the Interactive Mechanism and Realization Path of Rural Tourism Development and New Countryside Construction	501
<i>Yanxin Bi, Ping Yang</i>	
The Limitation of Internet Anti-Corruption Modes and Its Innovation Path	507
<i>Cao Liangliang</i>	
Research on the Business Model of Cross-Border e-Commerce Export of Wigs	513
<i>Jun Chen, Shiyang Xu, Chenyang Zhao, Keer Xue</i>	
From Comprehensive Archives to Public Archives-the Development Direction of Archives of Universities	519
<i>Chen Shichen</i>	
On the Research Object of Chinese Jurisprudence	526
<i>Duan Yuanchao</i>	

Analysis of Enterprise Budget Management under the Guidance of Strategy	531
<i>Deshan Fang</i>	
Strategy of Improving Management Level of Enterprise Performance Appraisal: Overview and Analysis	537
<i>Deshan Fang</i>	
Research on the Development Path of Yangjiale Homestay in the Background of Rural Revitalization Strategy	541
<i>Zimeng Gao, Li Wang</i>	
Countermeasures to Improve the Information Quality and Work Efficiency of Administrative Secretaries	546
<i>Dan Li, Piwei Song</i>	
Reflection on Criminal Law Based on the Chaos of Campus Loan	552
<i>Juan Li</i>	
Research on the Development Path of Modern Agriculture Based on “Internet + Agriculture”	558
<i>Xiaojun Li, Zhihua Zhen</i>	
Research on the System of Evidence Transformation between Administrative Law Enforcement Evidence and Criminal Procedure Evidence	564
<i>Bo Ning</i>	
The Optimal Allocation of Financial Resources for Commercial Banks to Serve the Real Economy in the Construction of New Urbanization	570
<i>Yue Qu</i>	
Research on the Growth Pattern of Start-Up Internet Enterprises	576
<i>Xiaolong Jiang</i>	
Research on the Development of Cultural Service Trade in Shaanxi Province under the Background of “One Belt and One Road”	583
<i>Zhao Tian</i>	
University Charter as the Basis of Internal Governance in Chinese Universities	589
<i>Wang Bing</i>	
Tibet School Music Education Development Process since the Founding of New China	593
<i>Kun Yang</i>	

The Influence of Internet Public Opinion on the Image Building of Tourist Destination	598
<i>Ping Yang, Yanxin Bi</i>	
Research on the Valuation Adjustment Mechanism in Private Equity Financing	604
<i>Yumin Zhang</i>	
Supervision of Village Regulations and Agreements and Their Paths	609
<i>Fan Chunying, Zhou Zhiyun</i>	
Presumption of Fault or Liability without Fault—Discussion on the Responsibility of Damage Caused by Domesticated Animals in Chinese Zoos	614
<i>Jingyi Yang</i>	
On the Development of Internet Finance and Its Influence on Traditional Finance	618
<i>Zeming Chao, Caide Zhou, Feng Lv, Yingbing Zhou, Meiyong Zeng</i>	
Research on Rural Minimal Social Security Policy Suitable for Sustainable Poverty Alleviation under Multiple Poverty Conditions	621
<i>Baorui Li, Gunqun Huang, Tingting Wang</i>	
Research of User Credit Compliance Willingness Based on Ttf Model	625
<i>Chen Wei, Li Yingji, Xia Dongmei, Fu Xuan</i>	
Research on Targeted Poverty Alleviation Innovation Model of Rural e-Commerce from the Perspective of “Internet Plus”--- a Case Study of Rural Shaanxi	632
<i>Wang Jing</i>	
Analysis on Restricting Factors and Developing Ways of Agricultural Machinery Application in China	637
<i>Zhuang Xiaobo, Li Yaoming</i>	
Research on the Management Mode of Prefabricated Construction Project	642
<i>Guo Yuguang, Ran Wenjuan, Zhang Yinfeng, Zhai Honggang, Liu Shouping, Guo Xinyue</i>	
Research on the Structure and Operation Mechanism of Industry-University-Research Cooperation Organizations in Liaoning Province	647
<i>Wu Aiping</i>	
Impact of Cross-Border e-Commerce on Fujian's Import and Export Trade	654
<i>Siwei Dai, Liwen Chen</i>	
Empirical Analysis of the Impact of Macro Factors on Stock Prices	660

<i>Ma Hui</i>	
Research on the Effectiveness of Massage Techniques in Flexibility Training	664
<i>Zhao Cong</i>	
Analysis and Research on the Innovation Mode of College Ideological and Political Education in the Network Age	668
<i>Yang Wen</i>	
Research on the Application of Automobile Detection and Diagnosis Technology in Automobile Maintenance	677
<i>Rongzhen Mo</i>	
Analysis of Progress Control Problems and Countermeasures in Software Project Management	682
<i>Jinkui He</i>	
Research on Force Analysis in Curve Sports of Football	687
<i>Hui Wang</i>	
Research on the Construction of Comprehensive Practice Platform for e-Commerce Big Data Analysis Based on Internet of Things	691
<i>Ningning Zheng</i>	
Research on Internal Mechanism and Interactive Path of Cross-Border Tourism and Cross-Border e-Commerce	695
<i>Xing Huang</i>	
A Study on the Common Problems and Countermeasures in the Training of Young Tennis Players	700
<i>Yuwei Wang, Mofei Wen</i>	
Research on the Countermeasures for the Orderly Operation of China's Urban Endowment Service System Based on the Combination of Medical Care and Maintenance	705
<i>Yan Jiang</i>	
Research on Spatial Cognitive Differentiation of Regional Cooperative Development Based on Rail Transit Construction	710
<i>Yi Wu</i>	
Research on Interactive Mechanism and Process of Population Flow and Industrial Agglomeration from the Perspective of Transportation Infrastructure	715
<i>Yi Wu</i>	

Economic Management Risk Analysis of Construction Enterprise Project Based on Low Carbon Economy	720
<i>Wenxiu Zhu</i>	
Research on Tactical Winning Mode of Table Tennis Attack Type Based on Competitive Perspective	725
<i>Hailong Cen</i>	
Research on Control Theory of Basketball Technical Training System Based on Functional Action Test Analysis	730
<i>Peng Chen, Rui Tang</i>	
Research on the Development Stage of Youth Sports Training Based on Data Warehouse	735
<i>Yan Shang</i>	
Analysis of Athletes' Physiological Arousal Stimulation Strategies in Sports Competition Based on Cooperative Learning Theory	739
<i>Yan Shang</i>	
From Legal Empowerment to Financial Equity -- a New Way of Financial Law under the Adjustment of Income Distribution and Market Deepening	743
<i>Peng Du</i>	
Corporate Governance, Enterprise Management and Accounting Information System	748
<i>Duan Hui</i>	
The Influence of the Concept of Core Competitiveness on the Management Concept of Contemporary Enterprises	752
<i>Li Man</i>	
The Institutional Dilemma of School Enterprise Cooperation and the Way to Solve It	756
<i>Qide Lin</i>	
Research on Service Quality Management and Evaluation Improvement of Cross-Border e-Commerce Based on Sem	761
<i>Wang Binghuan</i>	
Research Management Information and Business Process Optimization	766
<i>Yuan Kun, Zhang Ying, Zhu Yangpeng</i>	
The Application of Digital Technology Hand Drawn Illustration in Commercial Posters	771
<i>Jun Zhang</i>	

Research on the Influencing Factors of Customer Satisfaction of Logistics Distribution Service in B2c e-Commerce Environment	775
<i>Li Jieting</i>	
The Construction of Characteristic Resources of Public Library under the New Information Environment	781
<i>Nan Chunjuan</i>	
Research on Intelligent Service Mode of University Library in Mobile Environment	786
<i>Nan Chunjuan</i>	
The Development Status and Prospect of Industrial Robots in China	791
<i>Min Tan, Xiaoli Chen</i>	
Research on the Mode of Social Sports Organizations Providing Sports Public Service	796
<i>Xuming Xiao</i>	
Research on Management Accounting Information Construction with Cloud Computing Platform as the Core	801
<i>Zhang Hui</i>	
The Construction of the Quality Evaluation System of China's Agricultural Economic Growth	806
<i>Zheng Zhang</i>	
China Launched the Drafting of the National Smart Car Innovation Development Strategy	813
<i>Mingming An, Yuqi Yang</i>	
Research on the Status Quo of Rural Public Service Supply from the Perspective of Satisfaction	819
<i>Ke Liu, We Zhou, Xiuli Ye</i>	
Analysis of the Symbiotic Community Governance System Based on the Linkage of the Three Society	823
<i>Wei Hong</i>	
Economic Benefit Analysis of Garbage Classification in China and Suggestions for Improvement of Garbage Classification System	828
<i>Jingyan Xiong</i>	
Discussion on the Innovation of University Asset Management in the New Era	833
<i>Yang Chunhui</i>	

Looking at the Transformation of China’s Fruit Export Industry from the Loss in Industry Chain	838
<i>Wang Xiaosu, Zhong Conggao</i>	
Research on the Management of Track and Field Training in Colleges	847
<i>Fan Xiaofan</i>	
The Optimization Research of Enterprise Salary System under the Strategy Background	851
<i>Deshan Fang</i>	
India’S Relation with Afghanistan: Historical Origins, Policy Considerations and Restriction Factors	856
<i>Jijun Li</i>	
The Urban Community Governance and Social Governance Innovation	861
<i>Yapeng Li</i>	
The Research on the Value and Sustainable Development of Modern Family Sports	866
<i>Zhiqiang Li</i>	
Research on the Innovation of Enterprise Management Model under the Background of Industry 4.0	871
<i>Jingliang Lin</i>	
Research on the Application of 360 Degree Management in the Construction of Enterprise Administration Specialization	878
<i>Yang Liu</i>	
The Current Situation of Community Sports Research in China -- Knowledge Map Analysis Based on Citespace	883
<i>Yuzhu Niu, Xiaoxian Zhang</i>	
The Application of Income Method in the Valuation of Trademark Assets	887
<i>Biyun Xiao</i>	
Humanistic Care under Experience Economy --Analysis of Ikea's Experiential Marketing Strategy	893
<i>Jingwen Xie</i>	
Reflections on Legislative Differences of Sino-US Culture in the Perspective of Euthanasia	898
<i>Siya Yang</i>	

Analysis of Big Data Precision Marketing and e-Commerce Marketing Mode Based on Supply Chain Network Information	903
<i>Xiaoni Zhang</i>	
The Study about Information Construction in Private University	910
<i>Xinxi Geng, Wenping Ma</i>	
Research on the Sales Behavior and Marketing of Agricultural Products e-Commerce in Longnan under the Big Data Environment	915
<i>Xinhai Hu</i>	
On the Development Ideas of Contemporary Chinese Martial Art Sanda	920
<i>Kaihua Xu, Yali Xu</i>	
Research on the Development Model of Circular Economy in Guizhou Rural Tourism Destinations	924
<i>Jingbo Shao</i>	
Analysis of Compensation Incentive Mechanism under the Internationalization of Chinese Corporates	929
<i>Yuxin Wang</i>	
Obstacles and Countermeasures of Financing for Smes in Qingdao	932
<i>Penglei Ren, Qingjun Meng</i>	
The Path Model, Problems and Prospects of Rural Bookstore Development in the Perspective of Rural Revitalization Strategy	937
<i>Yifei Chen</i>	
Risk Analysis and Control Measures on Merger & Reorganization of Enterprises	942
<i>Wang Xue</i>	
Analysis of Physical Fitness Training in Juvenile Football Training Based on Structural Perspective	946
<i>Jiaheng Li</i>	
Research on the Influence of Aerobic Exercise on Athletes' Body Shape and Function Based on Multiple Linear Regression	952
<i>Xiaojing Zhou</i>	
The Bottleneck of Jiuhuashan Buddhist Music Culture Tourism Development and Countermeasure Analysis	959
<i>Chaoming Long</i>	

Discussion on Ecotourism Management and Sustainable Development in Nature Reserve	965
<i>Tan Xingmei</i>	
A Study on Sensitive Areas and Communication Strategies of English Intercultural Communication Based on Ability Cultivation	971
<i>Zhang Yingzhi</i>	
On the Problems Existing in the Development of Chinese Rural e-Commerce and Its Improvement Strategies	976
<i>Mu Zhaonan, Qindi, Lou Chao</i>	
Study on the Willingness of Farmers to Mortgage Loan of Land Contract Management Right and Its Influencing Factors in Wj District	982
<i>Liu Yan, Zheng Yunjia, Zang Dungan</i>	
Research on the Implementation of Micro Credit for Poverty Alleviation in Xw County, Sichuan Province	987
<i>Zangdun Gang, Duan Xiaoman, Wei Shiyang, Liu Yan</i>	
An Experimental Study on Aerobics Athletes' Balance Ability Based on Modern Educational Technology	992
<i>Chen Xinrui</i>	
Research on Countermeasures of High Quality Science and Technology Supply in Henan Province to Boost Rural Development	998
<i>Zhang Yan</i>	
Research on the Effectiveness and Realization of Instructors' Undertaking Ideological and Political Course Teaching Based on Action Orientation	1004
<i>Jie Wen</i>	
Research on Innovation and Practice of Enterprise Economic Management Based on New Situation	1010
<i>Jing Zeng, Xin Rao</i>	
Research on the Influence of Enterprise Accounting Standards on Accounting Information Quality Based on Professional Competence	1016
<i>Wang Jiasheng</i>	
A Study on the Development Model of Suburban Farmhouse in Border Ethnic Areas: Focus on Suburban Farmhouse in Dandong	1023
<i>Zhang Dongzhe</i>	

Research on Supply Chain Management Operation Mode and Optimization Path of Logistics Enterprises Based on Core Competence	1028
<i>Li Jingqiang</i>	
Exploring the Development Path of “Three Districts and Three Prefectures “from the Perspective of Urbanization	1035
<i>Zuowei Biani, Xinle Shen</i>	
Study on the Town Evolution in the Southwest Border Area of China	1044
<i>Chen Tian</i>	
Research on the Industrial Structure of Ethnic Areas and the Income Gap between Urban and Rural Residents under the Background of Rural Revitalization Strategy	1048
<i>Xinle Shen, Zuowei Bian, Tian Chen</i>	
Analysis of Market Operation Mechanism of Chinese Sports Non-Profit Organizations Based on Harmonious Management	1057
<i>Guiyun Liu</i>	
Integrated Marketing Communication Innovation of Tv Brand in the Era of Media Integration	1064
<i>Kai Wang</i>	
Research on Innovation of Internet Financial Products and Services Based on Functional Finance Theory	1068
<i>Zhao Yiran</i>	
Construction and Scientific Management Strategy of Art Design Laboratory in Private Applied Colleges and Universities	1072
<i>Huang Zhenbin</i>	
On the Principle of Honesty and Trustworthiness in Civil Law	1076
<i>Zihan Zhang</i>	
Analysis on the Innovation of Education Management in the Age of Artificial Intelligence	1080
<i>Jian Li, Lei Ma</i>	
The Training Path of Cross Border e-Commerce Business English Talents under the “Internet +” Environment	1085
<i>Xiaohui Fan, Xiaolong Zeng</i>	
Opportunities and Challenges of Individual Tax Reduction	1090
<i>Yongli Gao</i>	

Construction and Application of Budget Performance Evaluation System in Colleges and Universities	1095
<i>Biao Liu</i>	
Research on the Development Path of Rural Tourism Industry from the Perspective of Global Tourism	1101
<i>Lijuan Fan</i>	
An Empirical Analysis of the Key Success Factors in the Implementation of e-Commerce Strategy	1106
<i>Chen Hao</i>	
Discussion on the Innovation Mode of Marketing Based on Internet	1111
<i>Pinde Qin</i>	
Research on Performance Evaluation of University Counselors in the Internet + Environment	1116
<i>Demiao Yu</i>	
Research on Input-Output Efficiency and Structure Optimization Strategy of Agricultural Disaster Prevention and Mitigation under the Strategy of Rural Revitalization	1121
<i>Zhang Yi</i>	
Research on the Relevance between the Promotion of Chinese Cultural Soft Power and College English Teaching under the Background of “the Belt and Road”	1126
<i>Jiang Hua</i>	
A Study on the Strategy of Training Business English Majors' Listening and Speaking Ability in the Era of Big Data	1131
<i>Zequn Liu, Xiaolong Zeng</i>	
Practical Teaching Reform of Computer Project Driven Mode in Colleges and Universities	1136
<i>Xiaolong Zeng, Zequn Liu</i>	
Analysis of the Impact of Enterprise Knowledge Assets on Destructive Innovation	1140
<i>Yuning Wu</i>	
Analysis and Application of Cross-Border e-Commerce Network Marketing Strategy Based on Cultural Differences	1144
<i>Binghuan Wang</i>	
An Analysis of the Interactive Mechanism of the Integration of Modern Social	1149

Governance and Government Governance by Law

Wang Zhangyu

Study on the Design of New Houses in Southwest Hunan under the Strategy of Rural Revitalization 1154

Yan Mingxi

Analysis on the Application of Accounting Standards in Colleges and Universities to Regional Economic Development 1159

Li Xiaoyun

Research on the Construction of Hainan International Aviation Logistics Center under the Background of Cross-Border e-Commerce 1164

Yunpei Wang

Research on the Strategy of Promoting China's Agricultural Products Trade Competitiveness under the Background of “the Belt and Road” 1168

Yao Tao

Countermeasures against Flight Attendants' Job Burnout from the Perspective of Organizational Support 1172

Sun Jun

Developing Characteristics and Optimal Strategic Decision of Traditional Horse Industry--Xilingol League of Inner Mongolia Taked as an Example 1180

Ai Yunhui, Wang Huaidong, Wang Ruixing, Xue Chen

Research on the Impact of Financing Constraints and Foreign Direct Investment from the Perspective of Industrial Agglomeration 1187

Ge Xiaowei

The Application of Itil in the Management of Economic Management Laboratory 1192

Wu Ken

Game Analysis between Government, Green Builders and Consumers Based on Fuzzy Numbers under the Transformation of New and Old Kinetic Energy 1197

Yang Dezhi, Zhang Xianqin

An Empirical Study on the Relationship between Financial Development and Economic Growth in the Context of Big Data 1201

Deng Lingling, Chen Liming

The Initial Construction of the Characteristic Professional Group Based on the Public Welfare Cultural Innovation Ip Research from the Perspective of Cross-Border 1205

Integration

Qi Yi

Research on the Development of Beautiful Rural Tourism Industry Based on Digital Media 1209

Zhang Lei

Discussion on the Construction of Scientific Research Management Information System in Higher Vocational Colleges 1213

Zhang Min

Problems and Countermeasures in Financial Management of Internet Financial Enterprises 1218

Li Xiaoyun

Research on the Innovation of Sme Management Model Based on the Background of “Internet+” 1222

Ma Fushan, Shao Chunhui

Research on Customer Classification Management Model of Customer Relationship Management in Enterprise Marketing 1226

Hu Yaping

The Impact of Industrial Structure Upgrading on Employment Differences in Disabled Persons--Based on Empirical Tests of 31 Provinces and Cities 1230

Mei Xiaohong, Lin Yaqiang

Research on Community Development of Nakeli Village in Ninger County from the Perspective of Social Changes 1235

Zhang Han, Yang Jing, Zhao Haifei, Yang Xiaodi

Estimation of Term Structure of Defaultable Bonds Based on Kalman Filter Method 1246

Wu Shu

Study on the Psychological Pressure and Adjustment of Tour Guides under the Background of Multimedia 1250

Xin Lei

The Development of Museum Tourism from the Perspective of Leisure Experience-Take Chengdu as an Example 1254

Xie Yadan

The Integration of Creative Tourism and Theme Tourism: on the Basis of Motivation and 1258

Realization Path

Liu Shaolin

Research on the Industrialization Development of Local Night Economy and the Path of Financial and Tax Support 1262

Zhu Lina

Construction of Target Cost Management System Based on Economic Management of State-Owned Enterprises 1266

Huang Xiaoli

Research on the Criminal Law Protection of Network Copyright 1270

Li Qianyu

Research on the Integrated and Innovative Development of Sharing Concept and Marxist Economic 1274

Niu Zhenyu

The Governance of the Grass Roots under the Guidance of the Party Building at the Grassroots Level 1278

Wang Sijing

Database Establishment and Application in Engineering in Underground Karst Engineering Based on Bim Technology 1283

Tang Wei

On the Transformation of Enterprise Financial Management in the Era of Artificial Intelligence 1287

Yuanming Yang, Cheng Yang

Discussion on Gas Well Productivity Analysis Method 1291

Wang Nutao, Liuyufan, Lin Huoyang

Analysis and Research on Operation Process and Process Layout of Air Cold Chain Logistics Center 1297

Hou Xuhui

Development and Research of Global Science and Technology Innovation Situation of Micro-Chemical Technology 1301

Ji Xiyan, Wang Meirong, Liu Lijing

Research on the Change of Japanese Enterprise Management System in China under the Background of Cultural Differences between China and Japan 1306

<i>Jin Xin</i>	
Analysis of Opportunities and Challenges of Enterprise Management Accounting Transformation under the Background of Financial Sharing	1310
<i>Zhang Limin</i>	
Design and Application of Error Correction System for Construction Engineering Design Parameters Based on Bim	1314
<i>Luo Chaobao</i>	
Study on the Communication Strategy of National Traditional Sports Culture from the Perspective of Internationalization	1318
<i>Fu Wencan</i>	
Research on the Development Countermeasure of Yiwu Hotel Industry under the Background of “the Belt and Road”	1322
<i>He Shuming</i>	
Empirical Study on the Impact of Retail Business Changes on Regional Economic Development	1327
<i>Kuang Min, Qu Lingling</i>	
Study on the Layout Planning and Brand Image Design of Entrepreneurial Coffee Space	1332
<i>Liu Depeng</i>	
On Strategies to Promoting Management Level of Construction Technology in Constructional Engineering	1336
<i>Huang Yi</i>	
Research on Cross-Border Logistics Supply Chain Management Mode of Fresh Food Products under the Background of “the Belt and Road”	1340
<i>Bu Suhua</i>	
Research on Performance Management of Local Government Ecological Budget Based on Fuzzy Evaluation Model	1345
<i>Wang Bing</i>	
Research on Application of Ecological Compensation Based on Spatial Distribution of Parameters in Marine Ecological Resources Management	1351
<i>Ye Tao</i>	
Research on the Reform and Innovative Development of Chorus Conductor Teaching Method in Colleges and Universities Based on Flipping Classroom	1356
<i>Zhao Peng</i>	

Research on the Construction and Improvement of University Scientific Research Management Information System Based on “Internet +”	1361
<i>Zhang Jiaxi</i>	
Analysis of the Impact of Macroeconomic Business Analysis on Modern Management Accounting Information Decision-Making	1368
<i>Cheng Jiasheng</i>	
Analysis of Effective Marketing Strategies Based on New Media Platform	1376
<i>Jiayi Luo</i>	
Research on Implementation Path of Mobile New Media Marketing Strategy for Small and Medium-Sized Micro-Enterprises Based on Chinese Market	1385
<i>Lai Yuqi</i>	
Application Analysis of Short-Term Statistical Forecast of Macroeconomic Data	1394
<i>Xiaoyu Liu</i>	
Research on the Role of Ontology-Based Law in Chinese Economic Growth	1399
<i>Fei Li, Wei Lin</i>	
Application and Research of Consumer Psychology Based on Emotional Experience in Packaging Design	1405
<i>Wang Jiahui</i>	
Research on the Structural Elements and Operating Mechanism of Library Government Public Opinion Information Service Ecological Chain	1410
<i>Tang Miaoji</i>	
Research on the Influence of Tax Reform on Air Pollution Control	1416
<i>Wenhua Li</i>	
Research on Marketing Risk Evaluation Method Based on Consumer Behavior Analysis	1422
<i>Yanxia Zhang, Xiang Gao</i>	
Research on the Countermeasures of China's Nuclear Power Development under the Constraint of Carbon Emission	1427
<i>Hao Wu</i>	
Service Marketing Strategy Based on Customer Perceived Value	1433
<i>Lingyan Zhu</i>	

The Impact of Commercial Health Insurance Purchase on Household's Consumption: Evidence from China	1438
<i>Huidan Xu, Li Tian</i>	
An Analysis of the Ways to Enhance the Organizational Strength of the Grass-Roots Party Organizations in Yunnan Higher Vocational Colleges in the New Era	1448
<i>Lan Xingping, Zhao Shengqi, Bai Zhihong</i>	
Research on Innovation and Development of Ice and Snow Sports Culture in Colleges and Universities of Heilongjiang Province under the Background of 2022 Winter Olympics	1454
<i>Juntao Sun, Chuanming Jiao</i>	
Analysis on the Causes of the Decline of the Special Sports Level of Pe Majors and Its Countermeasures	1460
<i>Zhihong Yin</i>	
Report on the Left-Behind Children in Tongchuan City, Shaanxi Province	1464
<i>Hui Weihua</i>	
Research on Countermeasures of Administrative Efficiency of Institutions of Higher Learning Based on Governance Thinking	1468
<i>Lemei Liu</i>	
Analysis of the Development of Japanese Sightseeing Farms	1474
<i>Yu Jing</i>	
Research on Influencing Factors of Division of Agricultural Carbon Emission Responsibility in China's Provinces	1479
<i>Pengyu Zhao, Xiaowen Dai</i>	
Research on the Value Creation System of Social Entrepreneurial Organizations	1484
<i>Zhang Mengqi</i>	
Development of Localization and Technologies Applied to Localization	1489
<i>Peng Mengjia</i>	
Study on European Judicial Protection System of Human Rights	1493
<i>Heyuan Sun</i>	
Discussion on Sino-Philippines Security Cooperation Based on Overall National Security Horizon	1501
<i>Pengcheng Li</i>	

How to Improve on Personal Financial Literacy in Financial Background	1505
<i>Quan Liu</i>	
Study on the Right Boundary of Preferred Stock Contract from the Perspective of Fiduciary Duty	1510
<i>Yuyuan Yang</i>	
Research and Discussion on the Construction of Maritime Silk Road in the 21st Century	1513
<i>Fan Jia</i>	
Current Situation and Way out of Cotton Subsidiary Industry in Xinjiang	1517
<i>Linyan Zhang, Xiaohu Liu</i>	
Research on the Reading Promotion Mode of University Library Based on Readers' Needs	1524
<i>Li Zhong</i>	
The Impact of r&d Investment on Coperate Performance: Taking Hd as a Case Study	1531
<i>Zuyou Ouyang, Jiarong Wang</i>	
The Construction and Analysis of the Structure of Knowledge and Ability of Sports Innovation and Entrepreneurship Talents	1537
<i>Li Hongping</i>	
Thoughts on the Optimization of Urban Community Governance Structure Based on Interest Coordination	1544
<i>Jianye Li</i>	
Safety Hazards and Management Strategies of Welding Laboratories	1547
<i>Zhang Shuang</i>	
Inspection System of Food Storage Quality and Safety	1550
<i>Song Boyang</i>	
The New Situation of Marketing in the Self-Media Era-Taking Tik Tok as an Example	1557
<i>Dihua Tang</i>	
Is Democracy Profitable? a Study on Sovereign Wealth Funds	1561
<i>Leiqiong Wan</i>	
Financial Risk Analysis of College Students' Entrepreneurship	1566
<i>Jingyi Wu, Xiaoshun Guo</i>	

Research on the Prevention of Inventory Audit Risk of Agricultural Listed Companies	1571
<i>Ruyi Xie, Youqing Wan</i>	
Impacts of the Shadow Banking on China's Economy	1575
<i>Jing Xu</i>	
Research on Risk Prevention and Control of Internet Finance in Hubei Province under Supply-side Reform	1581
<i>Lili Xu</i>	
Urban Road Construction Traffic Safety Assessment Based on Equivalent Follow-Up Distance Fde Evaluation	1585
<i>Weiwei Zhan, Honghan Fu</i>	
Practical Exploration of English Innovation and Entrepreneurship Project from the Perspective of School-Enterprise Cooperation	1591
<i>Jiankun Zhang</i>	
A Comparative Study of Physical Exercises on Promoting Students' Physical and Mental Health, Cultivating Will and Influencing Factors	1597
<i>Qiquan Hu</i>	
Literature Review on the Evaluation System of Agricultural Science and Technology Innovation Ability	1604
<i>Xiaodong Xu, Shaomin Zou, Jinjing Liu</i>	
Innovation of Interest Linking Mechanism to Promote Vitalization of Rural Areas	1608
<i>Chen Yanyu, Liu Jiaxin</i>	
Application Pattern-searching on Big Data of Commercial Bank Credit Conferring Examine and Approve	1613
<i>Yuanjin Zhang</i>	
Application and Practice of Financial Analysis Model in Small and Micro Enterprises	1618
<i>Huang Hanyue</i>	
The transformation strategy from financial accounting to management accounting in the new economy	1622
<i>Li Yarong</i>	
Research on the application of financial statement analysis in enterprise financial management	1628
<i>Duan Zhaorui</i>	

Applied University Music and Dance Major under the Perspective of Professional Evaluation Collaborative Innovation Bottlenecks and Countermeasures for Industry Industries--Taking Jiangxi h University as an Example	1632
<i>Chaoming Long</i>	
Ecological English Teaching Practice Strategies in Educational Information Environment	1639
<i>Zhu Miao, Guo Meiling</i>	
Presentation and Application of Smart Tourism in Tourism Enterprise Management	1643
<i>ZHENG Wei</i>	
The Research on Cross-border Financial Service Trading Rules Based on USMCA	1647
<i>JIA Minhui</i>	
Research on Ningbo Zhoushan Port Sea-Rail Intermodal Transport Enterprise Alliance under the Background of Free Trade Port	1651
<i>Wang Xuejiao, Bae Ki-Hyung, Zhou Qiaoping, Zhang Meng-Ze</i>	