

Table of Contents

Research on Internal Control Based on "Two assets" pressure——Case study of DT Company	1
<i>Zhirong Shen and Ye Wang</i>	
Analysis on the Strategies of Promoting College Educational Reform in the Era of Artificial Intelligence	6
<i>Zhonglei Dong</i>	
Research on the Influence of Perceived Quality of Automobile Products on Customer Satisfaction	12
<i>Xiaoge Wang and Baixuan Wang</i>	
Research on the Optimization of D Port Company's Comprehensive Budget Management System	19
<i>Wei Di and Runqing Liao</i>	
A Summary of Studies on the Effects of Agricultural Subsidy Policies on Rural Economy	25
<i>Fei Shen</i>	
Research on Development Strategy of "Internet + Ship Steel Trade Logistics" Based on IAHP-SWOT	29
<i>YunJiao Liu</i>	
The Analysis of English Teaching in Engineering Courses	34
<i>Yueping Wu</i>	
Research on L Company's Intelligent Performance Evaluation System	38
<i>Jing Li</i>	
Research on the Development Direction of Graphic Creative Design under the Background of Digital Media Era	44
<i>Lingzhi Chen and Guodong Yi</i>	
On the Content Validity of the Reading Part of 2019 TEM4	49
<i>Yueyang Qi</i>	
Reflections on the Merger Wave of Global Stock Exchanges	55
<i>Lingyan Zhang</i>	
Research on the Teaching Reform of Integration of Theory and Practice in Automobile Structure in Applied Undergraduates	61
<i>Peifeng Sun</i>	

Preliminary Study on AI + Flip Classroom	66
<i>Fugang Liu and Mingguo Zhang</i>	
Research on the Application of Lingnan Traditional Cultural Elements in Modern Architectural Decoration	71
<i>Xianqiong Liao and Feifeng Zhong</i>	
A Comparative Study on Innovation and Entrepreneurship Policy Systems between the Guangdong-Hong Kong-Macao Greater Bay Area and San Francisco Bay Area	77
<i>Qiugui Lin, Chen Chen and Weizhao Chen</i>	
Development Bottleneck of Independent College under the Background of Private School Classified Management	85
<i>Jingjing Wen and Mingkun Que</i>	
A Preliminary Study on the Propaganda Network of State-owned Enterprises in the Early Days of New China——take northeast may third factory as an example	91
<i>Lili Han and Wanli Ma</i>	
Research on the Cultivation Path of College Students' Self-education	96
<i>Tan Xiaofei and Yang Liansheng</i>	
Study on the Development Strategy of Yunnan Sports Industry Based on SWOT-AHP Model	102
<i>Yinlong Bai, Ruixin Nie, Jiankang He</i>	
Research on the Construction of Course Groups System of Applied Talents Training for E-Commerce	108
<i>Daijiang Chen, Qian Wu</i>	
Tourism Planning Courses Teaching based on the Internet Thinking	113
<i>Yonggang An and Jianling Mo</i>	
Analysis on the Approach of Cultivating Oral Expression Ability of NCO(Non-Commissioned Officer) Academy Teacher	118
<i>Chunmei Tu</i>	
On the Basic Connotation and Characteristics of Criminal Inquiry Measures in China	124
<i>Wei Xu</i>	
Key Elements of Teaching Skill of Physical Education Teachers	130
<i>Chungang Gao and Shuhua Song</i>	
Study on the Strategic Management of Urban Road Traffic Planning	135
<i>Xiaomin Lian</i>	
Cultivation of Medical Students' Humanistic Quality in College English Teaching	142
<i>Qingjie Li, Guoxin Chen</i>	
Influence of PAD Class on Learning Motivation, Learning Flow and Self-Esteem of P.E. College Students	147

Shuhua Song, Chungang Gao, Pengpeng Guo and Zhenwu Sun

Reflections on the Cultivation of Students' Creative Thinking in Modern University Education in China—Taking Public Art Education as an Example 153

Yingzhi Wang, Xin Guan and Jiangwei Dai

Visual Analysis on the Hot Spots and Frontier of Physical Education Reform in Colleges and Universities 157

Pengpeng Guo, Shuhua Song, Chungang Gao and Bin Zhang

Dual Visions of Plum Trees in Japanese Painting of Edo Period 163

Jiayu Zhou and Xiaopei Cui

The Construction of the Legal System of the School Sports on the Socialist Rule of Law 169

Xiaohua Ma

The Application of Movement Skill Transfer Principle in Physical Education 174

Xiaohua Ma

Impacts of China's Social Security on Urban–Rural Income Gap 179

Chiu-Lan Chang and Fang Ming

Research on Human Resource Flexible Management of Public Sector in China 185

Run Jiang

On the Principles and Exceptions of Lawyers' Professional Ethics 189

Liu Shuai

Typical Experience Exploration of Internet plus "Targeted Poverty Alleviation ": Investigation and Research on E-Commerce Poverty Alleviation in Liancheng County, Fujian Province 194

Run Jiang

A Brief Analysis on the Changes of English Words in US TV Series 198

Guirong Kou, Yuan Liang

Evolutionary Trajectory of China's Energy Transformation from a Multi-Level Perspective 207

Jun-an Wang

Spatial Reshaping: Land Port Synergy New Pattern of the Western Development 213

Ran zhao

Comparison and Choice of Mainstream Payment Methods for Small Amount Cross-border Trade 219

Jingxia Wang, Shipeng Song and Pingjing Rao

Design of Hybrid Teaching Mode Based on Information Teaching Platform 224

Hua Li, Da Xu, Yuchen Yue and Xianghua Bai

Research on Earnings Quality Evaluation of Small and Medium-sized Internet Listed Companies based on Factor Analysis	229
<i>Wei Di and Ling Pan</i>	
Analysis on the Hot Spring Tourism Depth Tour in Shandong Province under the Background of Leisure Tourism	233
<i>Li Xing</i>	
Research on Government Performance Evaluation Method under New Public Management Theory	239
<i>Tilei Gao, Zhiyong Zeng, Ying Li, Ming Yang and Tao Zhang</i>	
Multidimensional Construction of College Students' Traditional Culture Education	245
<i>Lili Pan</i>	
The Influence of Top Management Team Characteristics on Internal Control Quality—An Empirical Analysis Based on GEM Listed Companies	249
<i>Xiaoqing Li</i>	
Explorations of Compound Talents Cultivation of the Academy Education under the Background of “Emerging Engineering Education”	254
<i>Mengdan Xiang</i>	
A Comparative Analysis of the Functions and Operation of University Teacher Development Center at Home and Abroad—Taking Cambridge University and Shanghai Jiao Tong University as Examples	259
<i>Kun Li</i>	
Analysis on the Construction of International Business Comprehensive Demonstration Center in Foreign Language Colleges-Take Hainan College of Foreign Studies as an example	264
<i>Bing Xia</i>	
Research on the Purchasing Internal Control of the TH Shipping Group	269
<i>Wenchang Li, Zeyu Qian</i>	
Research on Improving the Quality of Ideological and Political Education in Private Colleges and Universities	275
<i>Yichen Yu, Xinyu Li, Yuxian Liu</i>	
Innovating College Students' Ideological and Political Education Based on Campus Network Platform	281
<i>Xinyu Li, Yichen Yu, Yuxian Liu</i>	
Innovation Of Enterprise Cost Management Under Internet Plus Era	287
<i>Xiang Su and Shihui Wu</i>	
Study on the Protection and Utilization of Traditional Villages in Southwest Minority Areas-A case study of Datun Village in Songpan County	292
<i>Qinfen Zheng, Xianmin Mai, Tianlin Su and Chaoyi You</i>	

Study on Development of Indian Health Human Capital	298
<i>Wenwu Yang, Jun Dai</i>	
Risk and Countermeasure of Military Equipment Development Project Management	302
<i>Xianqi Zhou and Ying Tang</i>	
Research on Local Government Debt Audit under PPP Model	307
<i>Zhengjun Xu</i>	
The Influence of Cash Dividend Policy on Stock Price of Listed High-tech Enterprises	312
<i>Zhirong Shen and Ya Zhu</i>	
Evaluation of Scientific and Technological Innovation Ability of China's Ship and Ocean Engineering Manufacturing Industry Research review and outlook	320
<i>Tingting Zong</i>	
Research on Labor Cost Control inShipbuding Process	325
<i>Hanming Wu</i>	
Maturity Assessment for Typical Oasis in Middle Reaches of Heihe River Basin	330
<i>Cuiwen TANG, Guocui QI, Ming GUO, Guanglu HU and Jie Fan</i>	
A Probe Into the Protection and Development Path of Traditional Villages in Ethnic Areas in the Process of Urban-Rural Integration——A Case study of Benzhai, Anshun City, Guizhou Province	341
<i>Chen Yue and Mao Gang</i>	
Research on the Teaching Model of Engineering Practice Innovation Project (EPIP)	348
<i>Ying Li</i>	
Advantages, Challenges and Measures of International Cooperation for Applied Universities under the Background of Belt and Road Initiative	353
<i>Wang Hui, Fengjie Zhai</i>	
Research on Social Marketing Strategy of Military Projects of World Military Games	359
<i>Sun Jie</i>	
Application of Decorative Patterns of Tibetan Dwelling Buildings in West Sichuan in the Construction of Residential Quarters	365
<i>Fengyan Shao</i>	
Perspectives on the construction of Golden Courses in College English Teaching	370
<i>Jianing Niu</i>	
Brief analysis of the taste culture in The Gourmet by Lu Wenfu	375
<i>Siyu Ma</i>	
Research on the Route of Industrial Poverty Alleviation in Ethnic Minority Areas	379
<i>Ran Zhao</i>	

New Era Background Nakedness Teaching Integration of New Opportunities	384
<i>Qiaozhen Yan and Liping Dong</i>	
Error Bounds for Linear Complementarity Problems of S-Nekrasov Matrices and B-S-Nekrasov Matrices	388
<i>Yanyan Li</i>	
Chinese Nurse Association during the Republic of China	394
<i>Xing Chen and Ya-li An</i>	
Practical Research on MOOC in Higher Education Teaching	400
<i>Jiangtao Quan</i>	
Change Management	404
<i>Shuo Chen</i>	
The Multi-analysis of the Reliability of the Language Testing	409
<i>Li ZHAO</i>	
Using Management Accounting to Promote Vitalization of Rural Areas	414
<i>Yongzhong Qi, Jie Li, Desen Zhang, Chunyuan Zhang and Yunting Yan</i>	
A Case Study for the Prosperity and Decline of Manchester United: from a Perspective of Organizational Strategic Analysis	420
<i>Chen Gaowei and Ruiying Shen</i>	
Critical Comments On The Statement From Tan Weiwei's Agency	426
<i>Haowen Feng and Weimin Ouyang</i>	
The Research of Autonomous Study Based on MOOC Resources Under the Guidance of “Excellent Course Construction”	431
<i>Xiao Huang</i>	
Research on the Construction and Application of the Small Group Program Teaching Mode of Badminton--A Case Study of Gannan Medical University	437
<i>Ying Gao, Yunlong Geng and Qiaozhen Yan</i>	
Analysis of the Current Situation of Post-school Physical Exercises in Middle Schools in the Central District of Ganzhou	442
<i>Ganjun Liu, Chong Xiao and Qiaozhen Yan</i>	
Yunnan Contemporary Higher Vocal Education	446
<i>Yu Chen</i>	
The Study of Nurturing Model of Broadcasting Hosts in Minority Languages	452
<i>Jing Su</i>	
On the Value of “Craftsman Spirit” in the Innovation and Entrepreneurship Education of Higher Vocational Colleges	458
<i>Qianqian Ma</i>	

Research on the Innovation of College Students' Network Ideological and Political Education Based on the Concept of "Three Integrity Education"	463
<i>Wei Xiao</i>	
The Choice between Procedural Justice and Substantive Justice in Criminal Procedure-An Analysis Based on the Perspective of Law and Economics	468
<i>Cuifeng Liu</i>	
Research on the Mode of Traditional Culture Communication in the All-Media Age——Taking folk clay sculpture as an example	474
<i>Shijian Cang and Haishuang Wang</i>	
Investigation on the Status of Self-management of Chronic Diseases and its Prospects	479
<i>Yanxin Mei, Guoxi Wang, Weijian Jin, Zhilei Ma and Xiang Fang</i>	
Historicity in Narratology:A Case Study of Julian Barnes' Latest Two Novels	484
<i>Lan Lan</i>	
A Case Study on the Blending Teaching Model of College English Writing	489
<i>Dielan Su</i>	
The Construction and Research of College Mathematics Process Learning Teaching System	493
<i>Jihui Wang and Fei He</i>	
Analysis on the Path of Industry-education Integration of Higher Education in Australia	497
<i>Benyun Dong</i>	
Abstract Language in Chinese Contemporary Landscape Oil Painting	503
<i>Xianqiang Feng</i>	
Analysis On Oil Painting Creation from Perspective	507
<i>Xianqiang Feng</i>	
The Operation and Characteristics of the Fixed Exchange Rate System in Modern China(1935.11-1938)	512
<i>Hongmei Li</i>	
Analysis of Branding Characteristics of China Time-honored Brands from the Perspective of Official Websites	518
<i>Lan Yang, Yuxuan Liu and Xu Zu</i>	
Exploration of Self-Behavior Management Model for Improving College Students' Ideological and Political Quality	524
<i>Mingsheng Li</i>	
Experimental Research on Mathematical Communication in Mathematics Teaching of Secondary Vocational Schools	529
<i>Shijian Li</i>	

Knowledge Domain and Emerging Trends of General Education Research in China Based on Co-citation Analysis	536
<i>Jie Liu</i>	
Learning and Institutional Change: Based on the Theory of Institutional Change	543
<i>Shuifeng Fang and Dexiang Zhang</i>	
Empirical Study on the Impact of Enterprise Attributes on Capital Structure of State-owned Multinational Enterprises	549
<i>Yang Liu, Jing Cheng</i>	
Research on Tennis Athletes' Lumbar Injury and Rehabilitation	555
<i>Feng Xiong</i>	
Analysis on the Talent Training Mode of "Applied, Professional and Personalized" for Trade Economics Major	558
<i>Fang Wang, Qianwen Gong and Shuhua Liu</i>	
Design and Exploration of College Squash Course Under the Background of Course Ideological Management	562
<i>Junjie Wang</i>	
Studies on the Factors Influencing China's Stock Markets under the Background of the Sino-US Trade Frictions	567
<i>Tingting Wu and Tian Tian</i>	
Taking the Comprehensive Implementation of the Statute as an Opportunity to Accelerate the Advancement of Construction of Modern University System	573
<i>Yanyan Liu</i>	
Research on the service of Private Universities for the regional Economic Development in Hubei Province	579
<i>Huimin Xu</i>	
Research on Optimization of Low Carbon Logistics Distribution Path in B2C E-commerce	583
<i>Ting Wang and Jing Lu</i>	
A Study on the Translation of Folk Songs of Dong Minorities	587
<i>Juan Zhao and Ji Liang</i>	
Research on the Impact of Stock Price Crash Risk on the Cost of Equity Capital	590
<i>Junxia Zhang, Qingsong He</i>	
The Application of Auditory Analysis in Solfeggio Teaching——With an Example of Stravinsky's "The Rite of Spring"	596
<i>Ding Liu and Zhenhong Huang</i>	
Experimental Study on the Impact of Physical Fitness Class on College Students' Physical Health Level——Taking Beijing Foreign Studies University as an Example	602

<i>Xiaopeng Chi</i>	
Standardization Research on the Industry-learning Integration in Vocational Education	607
<i>Dahuang Zhu</i>	
Ideological Development and Evolution of Constructive Journalism and Its Value in China	612
<i>Jinan Ding and Mengxiong Zeng</i>	
Establish a Training System for College Students' Innovation and Entrepreneurship Ability	617
<i>Juan Wang and Fei-fei Wu</i>	
Construct an Integrated Practical Teaching System for Finance Majors	622
<i>Jia Tian and Xiling Xu</i>	
Research on Bilingual Scenario Simulation Teaching of Finance Major	626
<i>Fangyuan Zhu, Qiyuandi Fan</i>	
Influencing Factors of Disruptive Innovation Diffusion of Virtual Platform Products	631
<i>Lu Lu</i>	
Study on the Causes and Intervention Strategies of the Burnout of Physical Education Teachers in Primary and Middle Schools of Guangdong Province	636
<i>Zhixing Zhou</i>	
Analysis and Impact of Chain Reaction on the Value Chain of Financial Enterprise Groups	642
<i>Ni Dan</i>	
Standardization Construction of Party Branches in Colleges and Universities	646
<i>Shuang Guo and Peiqiang Wang</i>	
Construction and Practice of Ten Educational Systems of "Three All-round Education" in Colleges and Universities	650
<i>Shuang Guo</i>	
Investigation and Research on Straw Leaving Field in Heilongjiang Province	657
<i>Ning Shi, Xuechao Wang and Gerile Bao</i>	
Study on Straw Prohibition in Heilongjiang Province	663
<i>Ning Shi, Xuechao Wang and Gerile Bao</i>	
Promotion and Influence of the Escalation of Sino-US Trade War on Enterprises in Heilongjiang Province	668
<i>Ning Shi, Xuechao Wang and Gerile Bao</i>	
Research on the Inheritance and Innovative Development of Chinese Martial Arts Culture under the Background of Cultural Confidence	674
<i>Zhuojun Han</i>	

Heilongjiang’s “toilet revolution” has a long way to go	679
<i>Ning Shi, Xuechao Wang</i>	
An Analysis on the Sense of Responsibility and Behavior Features of Tourists towards the World Cultural Heritage	683
<i>Changjiang Tao, Shaoyu Liu, Qiang An and Shanshan Ma</i>	
The Application Study of Flipped Classroom in Chinese Culture English Teaching	688
<i>Wu Qian</i>	
Research on the Construction Path of Region Physical Education Teaching Alliance in the Colleges and Universities	691
<i>Yang Cao and Jiawei Zheng</i>	
Analysis on the Targeted Poverty Alleviation Path and Countermeasures of Private Economy in Yunnan Province	696
<i>Tian Gan</i>	
The Hanzhong Written Poetry of Tang Dynasty and Contemporary Urban Construction in Hanzhong	700
<i>Zhongjun Wang</i>	
Application of New Media "Micro-lecture" in the Training of Tourism Poverty Alleviation in Sichuan	705
<i>Shaoyu Liu, Changjiang Tao and Genjin Sun</i>	
A Study on the Application of Multimodal Information Cognitive Teaching Model in College English Teaching	710
<i>Lin Zhu</i>	
A case study of “Wadu” Ordeal in the Yi Society	715
<i>Erjin Aga</i>	
Risks and Challenges of News Reporting in the Era of Media 4.0	720
<i>Hongyan He</i>	
The Practice of School-enterprise Collaborative Education Mechanism of Modern Apprenticeship under Multiple Platforms	724
<i>Zhenghe Song, Cao Yan and Hui Wang</i>	
Encouraging Education to Improve the Teaching Effect of Physical Education for Female College Students	730
<i>Lin Wang and Li Zeng</i>	
Research on Countermeasures to Improve College Students' Physical Fitness Test Results	736
<i>Lin Wang and Li Zeng</i>	
Ideological and Political Education in College Wushu Teaching	742
<i>Cong Wang</i>	

