Table of Contents

Research on Biological Assets Audit Risk and Response Strategies 1

Bo Liu, Jia Liu

Analysis of Human Resource Performance Management in International Trade-based Enterprises 11

Sun Wenxia

Research on Cooperative Education Mechanism of College Students' Ideological and Political Education under the Visual Valve of Modern Apprenticeship 15

Sun Wenxia

Challenges and Strategies Faced by Ideological and Political Work in Colleges in Self-Media Era 19

Jiao Longfei

Selection and Thinking of Logistics Supply Chain in Cross-border E-commerce 22

Lu Rong, Li Xiaomin, Chen Jiao

The pace, driving force, and impact of hospital consolidations after ACA 26

Lijia Zheng

A Study on the Development of English Majors’ Instructional Design Ability Based on Professional Accreditation of Teacher Education 31

Mei Qionghui, Zhu Rong, Liu Qin

Optimization Analysis of Enterprise Human Resource Management in the Era of Big Data 35

Wang Xiaojing

The exploration of ideological and political education in computer general curriculum 38

Hongmin Liu

Multi-Source Data Coordination Mechanism for Land Resource Sharing 40

Ma Sanxi

Analysis of College Students' Innovation and Entrepreneurship Education Based on the Environment of Media Convergence 44

Zhiqiang Li, Binbin Fang
Analysis of the Related Effects of Forestry Industry in Shaanxi Province

Yuhan Peng, Linxuan Guo, Ziyi Wang, Ningyue Zhang, Wenhui Chen

A Study on the Stability of Teachers in Private Colleges and Universities in Nanchang, Jiangxi Province

Honglong Xie, Qun Xia

Conflicts and Coordination between Directors and Officers Liability Insurance System and Civil and Commercial Law

Yunke Jia, Shuzhan Wang, Keying Sun

Discussion on Application of Road Project Cost Management Based on Bim Vision

Xiaoxin Feng

Research on Cost Management and Control Method of Civil Engineering Construction Cost Based on Value Chain Analysis

Yu Lei

A Study on the Training of Low Injury Unarmed Control Skills in Judicial Police Actual Combat Training

He Feng

Discussion on the Design and Application of “Flipped Classroom” Teaching Mode Anatomy

Wei Huang, Lili Sun

Research on the Reform and Innovation Path of Campus Football Teaching in Normal Universities Based on Cooperation Ability

Zhiliang Jia, Xuan Liu

Study on the Reform and Development of Music Education in Chinese Schools Based on the Network Era

Yue Li

Analysis and Reflection on Teaching Reform of Administrative Law Course

Xuan Wang

Research on School-enterprise Co-construction of Hotel English Curriculum under the Background of Informatization

Ji Xiao

Construction of a Collaborative Mechanism for Ideological and Political Education of Professional Teachers in Private Colleges and Universities
Di Zhang
Research on the Ways of Building the Team of College Network Ideological and Political Education from the Perspective of Internet  
111

Fushou Yang
Innovating Ideological and Political Education to Cultivate College Students' Healthy Psychology  
116

Tao Yu
Research on Optimization of Innovative Development Path of Ideological and Political Education in Colleges and Universities Based on Complex Adaptive System  
120

Zhuqing Yu
Research on the Situation of College Students' Physical Health and the Trend of College Physical Education Reform  
126

Zhaoyong Zhang
On the Application of Vocal Singing Skills in Chorus Training  
130

Pengcheng Zhao
Diversified Integration and Integrated Application of Teaching Resources for Ideological and Political Practice Courses in Colleges and Universities  
134

Zerong Xu
The Innovative Research and Analysis of Ethnic Music Education in Colleges and Universities in China under the Background of "internet plus"  
140

Beibei Jiao
Research on Ideological and Political Education Means in Colleges and Universities Based on New Media Environment  
145

Lei Luo
Thinking Transformation of TV Media under the Background of "Internet plus"  
150

Lijiaxiu Zhang
Discuss the Measures to Improve Science and Technology Innovation Education in Colleges and Universities  
155

Yufeng Liang, Bin Lv
The Application of Action Oriented Teaching Mode in Chinese Course  
160

Guijie Wu
Research on the Fatigue and Recovery in College Track and Field Training 165  
Wang Xiaoyu

Research on the Integrated Development Mode of Ice and Snow Tourism Industry and Cultural Industry in Jilin Province 170  
Yang Hui

Research on the Application of Scenario Simulation Teaching Method in the Teaching of Management Majors under Big Data Environment 175  
Yan Xu, Chunyan Ma

Construction of Online Teaching Quality Evaluation System for Application-Oriented Undergraduate Colleges in Epidemic Period 181  
Chunyan Ma, Yan Xu

Study on the College Students' Consumption Concepts in the Internet Age 187  
Yuntao Bai, Hao Wu

Analysis of New Ways of Employment in Colleges and Universities under Epidemic Situation 192  
Hao Wu, Yuntao Bai

Information Disclosure Behavior Choice of Non-Profit Organizations -- Based on Nash Game Perspective 197  
Kaili Wei

Monitoring and Early Warning of Employment Status of Vocational College Graduates 206  
Wenge Zhang

Robustness Test of Value Investing Theory in Media Company Stock 211  
Xuejiao Li

Research on Credit Risk Assessment of Loan Customers 218  
Ming Jin

Research on the Employment Driving Effect of Fdi from the Perspective of Generalized Virtual Economy--Reexamination based on LMDI model 227  
Yuping Li

Research on the Establishment and Accounting of Capital Construction Accounts of Colleges under the Government Accounting System 234  
Guo Wei
Practice and Research on the Deep Integration of Mental Health Education and Innovative Spirit Cultivation of College Students in the New Era 239

Lu Shi

Talking about the Status Quo of Corporate Public Relations and Marketing under the New Media Environment 244

Lu Qingshuang

The Risk and Prevention of Letter of Credit Fraud 249

Zhou Qiongqiong

Research on the Development Strategy of Sports Industry Based on Innovation Mechanism 256

Ma Zhenke, Wang Hongquan

Research of Path of Network Ideological and Political Education in Colleges and Universities under the Media Communication 260

Pang Xi

Research and Practice of MOOC Based Innovative Education in Universities under the Background of “Internet Plus” 266

Du Xiaochun, Meng Bo, Liu Lili

Research and Practice of Mooc Based Innovative Education in Universities under the Background of “Internet Plus” 272

Ding Tingting

A Study of Cultural Philosophy in the Reform of College English Teaching 278

Li Yan

Research of Tao Kingship School Management Thinking and realistic value 284

Yang Wen

Adaptability Analysis and Reform Path Research of Mechanism of the Development of Wisdom City 287

Kang Kang, Shao Zhanchi, Wang Dong

Research on College Students' Ideological and Political Education in the Mobile Environment 293

Yang Wen

On the Cultivation of Talents through Integrating Scientific and Technological Achievements into the Teaching of Professional Courses 298

-V-
The Research on the Changes of Chinese Enterprises' Innovation Factors under the Background of Industrial Convergence

Siyu Chen

Analysis and Research on the New Policy of Value Added Tax in China in 2020

Weilin Chen

The Research on the Development Strategy of College Teachers' Informatization Teaching Ability

Hongyun Du

Integrating Digital Literacies in English Language Teaching--Based on a Digital Storytelling Project in an English Writing Course

Huaming Feng

Characteristics, Components and Improving Suggestions of College Students' Leadership

Jianbo Fu, Dong Wang, Jingyuan Fu

On the Training of Practical Ability of Art Management Talents

Yingjie Gao

Improving the Role of Superior College Resources in Transforming in Public Art

Miao Gong, Jie Li

The Analysis on the Diversification of Public Management Approaches in the New Era

Xiaofei Jiang

The Characteristics and Influence of China's New College Entrance Examination Reform

Xiaoming Kong

Focus on Social Sports Majors in Sichuan Province: Objectives, Models and Social Needs

Huhu Lian, Xiaowei Di, Cailian Lian, Jinkang Hou

Analysis of the Effective Dissemination of Network Teaching Video

Jingru Liu

Code-Switching Used by Teachers for English Majors: a Sociolinguistic Analysis of Academic-Related Discourses in Chinese Universities

Jingyan Cui, Pengpeng Lu
Integrating the Traditional Festival Culture of China into the Ideological and Political Education of Colleges and Universities 359

Xin Luo

Deconstruction and Reconstruction of Tourist Destination Image from the Perspective of Tourists' Perception--taking Rizhao Shanhaitian tourist resort as an example 364

Qinghua Zhao, Feng Shi

Research on Cross-Border e-Commerce Platforms' Pricing: Based on the Two-Sided Market Theory 370

Qingfang Su

Analysis of Fiscal and Tax Policies in Response to the Novel Corona Virus Epidemic in China 379

Changzhi Wang

Improving the Quality of Network Education for Automobile Majors in Higher Vocational Colleges under the Novel Corona Virus Epidemic 384

Rui Wang, Jingfeng Xu, Dengqiang Wang and Yuming Dou

Focus on Dynamically Generated of Class –Seek the Effective Way of Life Classroom 389

Zhaojun Wang

Research on the Problems and Countermeasures of the Political Absorption Strategies of the Ruling Party to Private Business Owners at the Present Stage 393

Qian Wei

A Study on the Influence of Efl Teachers' Emotion on Their Behavior in China 398

Jing Wu

The Research on the Construction and Management of “Double-Qualified” Teachers in Shandong Higher Vocational Colleges in the New Vocational Education Situation 403

Jingfeng Xu, Hui Wang, Rui Wang, Mei Han

A Study of Professional Teaching and Cultural Self-Confidence in Vocational Education 407

Jun Yang

Analysis of Cultural Differences in China-Uk Joint Ventures— Based on Hofstede's Theory of Cultural Dimensions 412

Xing Zhang

Research on the Implementation Strategy of the Professional Teaching Reform of “Speech and Eloquence” in Higher Vocational Colleges 416
Yu Zhang, Ying Liu, Xiaofei Shi

Power Relations in the Homecoming from the Perspective of Turn-Taking Strategies 421

Jianmin Zhao, Zongqin Sun

The “Golden Class” Design of College English Online Teaching 426

Wei Zhou

A Comparative Study of International Experience in Electronic Cigarette Control 431

Shihao Zhang, Guoyin Yang

Study on Music Education in Higher Vocational Colleges Based on Cultural Confidence 438

Wen Wen

An Analysis of the Cultural Sensitivity of Leadership and Management in Independent Colleges 443

Xuenan Yang, Zheraorui Li

Research on Primary and Secondary School Students’ Accident Insurance System of Campus Sports Activities 448

Fangcheng Luo

Analysis on the Marketing Strategy of Fast Fashion Brand Zara Based on 4c Theory 455

Lai Chunling

Empirical Study on Factors Influencing Development of China Cross-Border e-Commerce 460

Xinran Shu

Political Education in Colleges and Universities under the New Media Environment Education Effectiveness Study Ascension Path 465

Mingfu Shao

Study on the Innovation and Transformation Mechanism and Path of Jianghua Yao Nationality’s “Inheritance” Tourism in the Post-Poverty Era 471

Tianhui Zhang, Qiaowei Li

Construction of College English Esp Teaching Mode Based on Network Teaching Platform 475

Dan Li

The Integration of Medical Humanities into College English Teaching 479

Chen Guoxin, Li Qingjie, Wang Lu
Research on the Online and Offline New Retail Strategy Research

Shuting Wang

The Development of Implicit Debt of Local Government and the Countermeasures of Financial Institutions

Pang Chao

Research on the Role of Model Inspiration in Ideological and Political Education of College Students

Jinghan Peng

Research of the New English Teaching Model in Vocational Colleges Based on “Internet +”

Zheng Wang

Analysis of the Challenges and Countermeasures of College Student Management in the Age of Big Data

Deming Li

Practice and Innovation of Hybrid Teaching Based on Wechat “Rain Class”

Xuan Zheng, XiaoPeng Li

Research on the Potential Impact of Osmotic Music Activities on the Comprehensive Development of Children Aged 3-6

Lei Liu

Reflections on the Idea of College English Curriculum Based on the Harmonious Unity of Instrumentality and Humanity

Songying Li, Wenxia Liu

The Construction of Business Chinese Course for International Students under the Background of “the Belt and Road Initiative”

Xiaobo Liu

Practice and Exploration of College Students' Mental Health Education and Crisis Intervention Model Based on Working Mechanism

Xiaoping Wang

Study on the High-Tech Enterprise Tax Planning

Lixi Ning

The Development Direction of Local University Journals Guided by the Socialist Thought with Chinese Characteristics in the New Era

Lixi Ning
Lixia Li

Research on English and American Literature and English Teaching

Hongyan Zhou

Study on the Cost Control of Hotel Construction Projects Based on Full Life Cycle

Yingwu Liu, Chen Zhang

Research on Brand Communication Strategy of Characteristic Towns in the New Media Age

Lu Feng, Yali Wang, Yan Liu

Research on the Characteristics of Industrial Structure Evolution in Yunnan

Haiwen Long

Thinking of Transformation in Rural Space Environment in Jianghuai Region

Ma Yuan, Zhang Yushu

Discussion on “1+X” Certificate Training Mode for Accounting Major in Higher Vocational Colleges

Yan Zhuang

Research on Group Counseling of College Students’ Social Anxiety

Yanan Li

Analysis on the Development of e-Commerce Tourism

Li Jingjing, Wang Xueqiu, Du Chunjing

Research on College Students’ Online Innovative Shopping Platform

Jiang Wen, Wu Peixuan, Liu Xiu, Luo Guang, Degang Chen

Study on the Process Evaluation Reform of Basic Russian Courses under the Training Goal of Applied Talents

Lixin Zhang

Research on Idiom Teaching in Teaching Chinese as a Foreign Language

Wenxing Huang, He Wang

Current Situation and Innovative Research on the Education of Foreign Students in China

He Wang, Wenxing Huang
Research on Application Effect of Competition Method in College Sports Dance Course

Wu Tao

Preliminary Study on Cultivating Medical Students' Professional Spirit Based on “Craftsman Spirit”

Han Lin, Yujing Dong

Research and Practice on Practical Teaching Mode and System of Chinese Pharmacy in Higher Agricultural Colleges

Jingli Gong

Discussion on Teaching Reform of Pharmacology in Applied Undergraduate Colleges

Huijie Chen

The Infiltration of Humanistic Quality in College English Teaching

Zhu Jingbo

Research on the Construction of Online Courses in Higher Vocational English

Chunmei Dong

Research on the Cognitive Mechanism of Plant Taxonomy from the Perspective of Categorization

Zeng Ya, Xiao Haiyan, Zuo Chuanguo

Research on Quality Education in Physical Training and Teaching

Yi Zhang

The Comparative Study on the Training Modes of International High-Skilled Talents

Dan Wang

Discussion on the Efficiency and Quality Improvement of College Educational Administration

Jianyuan Liu

Research on the Reform of Domestic Higher Education Management System

Rong Li

Research on Accounting Quality under Financial Sharing Mode

Lifeng Xu


- XI -
Hongbo Li, Jie Yan

Research on Physical Education of Individualized Development of Chinese Students ........................................... 660

Zhiyan Liu, Hongbo Li

Research on China's Promotion of Aging Service and Industrial Development ...................................................... 665

Zhou Xu

Research on Service Design of Guide System ......................................................................................................... 670

Nannan Li, Ting Wang

Research on Children's Creative Thinking ................................................................................................................ 674

Aili Wang, Yanjun Yang

Investigation and Study on Medical Students' Fear of Experimental Animals under the Background of Cultivating Applied Talents ............................................................. 678

Xingang Cui, Jianzhi Wang, Weidong Song, Yaxin Sun

Research on the Connotation and Practice Path of the Construction of Dormitory Civilization in Universities .......... 684

Lina Du

Big Data Analysis on Behaviors of Students of Hainan College of Economics and Business: Data Accurately Support the Double - High Construction of Vocational School ................................................................. 689

Longsheng Fu

Research On The Reform Of College Public Physical Education Curriculum From the Perspective Of Curriculum Ideology And Politics .......................................................... 693

Xinyu Fu, Yazhong Yao

The New Problems and Solutions in Higher Vocational Public English Education under the Background of the “Belt and Road” ............................................................................................................ 698

Qin Guo, Jinfeng Liu

The Region-Specific Variability of Economic Growth in China .................................................................................. 703

Xiangdong Guo, Ruiping Zhang

The Effect of Stock Refinancing on Company Performance of Listed Companies-Evidence from China ................. 708

Jiunan Ji

Exploring the Captivating Virtual Instruction for Training Distributed Teaching Practice System in Journalistic Education .......................................................... 713
Xin Jin
The Teaching Design of English Wisdom Class in Higher Vocational Education under the Era of Education Information 717
Jinfeng Liu, Qin Guo

The Construction of Virtual Community in Marketing Scene 722
Yuqing Liu, Juangqiong Gou

On the “Buddha-Like” Mentality of Contemporary College Students 727
Xin Luo

Analysis of the Current Situation and Countermeasures of College Students’ Motivation to Join the Communist Party of China 731
Xin Luo

The Application Research of Traditional Culture in College Ideological and Political Education 735
Lang Meng

Probe and Practice of 3c Teaching Objective of Hospitality English Course Based on Cross-Cultural Communication 740
Xiaorong Teng

Quality Analysis of Edible Oils in Markets of Hainan Province 745
Yujie Wang, Yaoting Wu, Nana Zhou, Gang Wang, You Chen, Yonghang Tian, Suping Feng

Based on the Empirical Analysis of the Factors Influencing Ipo Discount Rate in Shanghai Stock Market 751
Huijie Xu

The Research on Internet Enterprise m & a Risk and Its Control 755
Jia Xu

Analysis on the Situation of the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia 760
Peipei Yang, Huaiwen Shi

The Discussion on College English Course Design and Teaching Practice Based on Obe 765
Wei Zhou

Shadow Banking and Policy Uncertainty 770
Yifan Zhang, Chao Pan

-XIII-
How to Realize the Educational Function of Ancient Chinese Teaching under the Background of Course-Based Moral Education 776

Chen Rui

Research on the Construction of Digital Learning Resources for Continuing Education under the Background of “Internet +” 782

Wu Xiang

A Study on the Transformation of Preschool Teachers and the Curriculum Construction of Preschool Education in China 787

Zheng Yuan, Cai Long

A Brief Talk on How to Cultivate Modern Financial Talents in Financial Practice Teaching 792

Sun Ying

The Enlightenment of Xi Jinping's Youth Education Thought on the Work of Communist Youth League in Colleges and Universities 797

Zhou Jingmin

Study on the “7s” Management Mode of University Canteen under the Background of New Crown Epidemic 802

Qiu Tao

On the Transformation of Higher Education Based on the Supply and Demand Situation of Popular Talents 808

Zhang Xiaoyan

Value Creation and Model Innovation of Smart Retail in the Context of Big Data 813

Chen Ying

Research on the Characteristics of Film and Television Arts Majors in Comprehensive Undergraduate Colleges under the Background of “Double First Class” 818

Wu Xiaoyan

Research on the Rise and Development of Sino-Foreign Joint Ventures in China 823

Mansi CAI