

Table of Contents

Innovation of Urban Grassroots Social Management under the Threshold of Good Governance	1
<i>Jianbo Qiu</i>	
Discussion on the practical problems of property division between marriage and the gift of real estate	7
<i>Yuxuan Wang</i>	
On the Development of Vocal Music Literature Courses in Colleges and Universities---Taking Chinese Art Songs as an Example	13
<i>Yu Chen</i>	
The Development Trend of Hip-Hop's Brands: Outfitting the Chinese Millennial Consumer, Kunming City, Yunnan Province, China	19
<i>Nanxin Dai, Khunanan Sukpasjaroen, Thitinan Chankoson</i>	
Research on comprehensive Perception of park Landscape based on intelligent optimization algorithm	28
<i>Xueru Zhao</i>	
New Trends in the Development of Multinational Corporations and Their Impact on International Finance	35
<i>Xiang Shao</i>	
Analysis of the Main Body's Behavior in the Construction of China's Urban Social Credit System Based on Collaborative Governance Model	40
<i>Chuo Zhang, Weilin Luo, Xinhui Liu</i>	
Sustainable Development of Cultural and Creative Products Design in the Palace Museum from the Perspective of Civil Context	47
<i>Xinlei Bai, Fei Wu</i>	
The Shift in Population Aging and the Onset of High Savings in China	56
<i>Xinhui Liu, Chuo Zhang</i>	
Construction of Ideological and Political Education in Numerical Control Technology Courses in Secondary Vocational Schools	61
<i>Huang Kai</i>	
The Impact of Intergenerational Succession on the Overseas Business Performance of Family Firms	66
<i>Xiaohua She, Haili Ren</i>	
Research on the Marketing Planning of Daily Chemical FMCG Brands in the New Media Environment—Taking Unilever as an Example	76
<i>Li Huining</i>	
Advances in Network Security and Application of Information Processing and Retrieval for Large Multimedia Data Analysis	82
<i>Yueying Li</i>	

Research on employment and entrepreneurship education of college students oriented to improve social adaptability	86
<i>Shan Cao, Ming Zhu</i>	
A Study on the Political Thought Construction of Curriculum based on the Concept of Learning Community—A Case Study of Preschool Education Major	91
<i>Xuehong Cao, Xiaochao Feng</i>	
Relevant Temporal Market Definition of Internet Enterprise	96
<i>Leshi Chen</i>	
Theoretical connotation and practical principles of high quality development of tertiary education system	101
<i>Cheng Shiting</i>	
Design and Practice of "Teaching and Learning" in College Art Appreciation Course under the New Curriculum Standard	106
<i>Weiquan Fan, Lan Guo</i>	
Classroom teaching reform based on the cultivation of computer majors' innovative ability	112
<i>Gong Fanghai</i>	
Value connotation and optimization path of political thought construction in institution of higher learning in the new era	117
<i>Hu Yanhua</i>	
Research on the Matching Perspective of Investment Fund Portfolio and Investment Strategy	122
<i>Jiong Huang</i>	
Scientific orientation and development trend of innovative and entrepreneurial education concept from the perspective of "Internet +"	127
<i>Huang Zhecheng</i>	
Research on ideology education of College Students under the guidance of Primary Party Organizations in Colleges and Universities	133
<i>Dongsheng Kang</i>	
Teaching reform and practice of elderly nursing talent training from the perspective of active aging -- Taking the digital platform as the medium	139
<i>Xuehua Lai, Biheng Zhang, Yiyang Jin</i>	
Research on the centralized bidding procurement system of drugs in China and its reform supporting measures	144
<i>Lijie Li</i>	
Analysis of mathematics teaching mode in higher vocational colleges based on core literacy	149
<i>Yehong Miao</i>	
Analysis of the Influence of Students' Learning Investment on Learning Gain in Higher Vocational Colleges	154
<i>Pan Junling, Li Xianyin</i>	

Study on the Competencies of College English Teachers under the Goal of International Talent Cultivation	159
<i>Li Peng</i>	
On the cultivation of students' core literacy in English subject teaching in colleges and universities	164
<i>Si Qin</i>	
Research on the influence of new media on College English education in the information age	169
<i>Yuan Sha</i>	
Research on the design of online teaching mode for public English courses in institution of higher learning	174
<i>Lihua Su, Hua Zhang</i>	
Research on the Construction of Credit Bank based on Complete Credit System in Higher Vocational Colleges	179
<i>Lili Wang</i>	
The deep integration of Chinese traditional family education and political thought education of college students in the new era	184
<i>Shan Xu</i>	
Research on the Reform of College Public English Teaching under the Mode of Applied Talents Training	189
<i>Hua Zhang, Lihua Su</i>	
Exploration on the Integration and Innovation Path of Ideology and Career Development Education in Institution of Higher Learning	194
<i>Shen Jie, Xu Siyue</i>	
Study on Academic Problems of Health Service Management Talents from the Perspective of Smartphone Addiction	199
<i>Miao Si</i>	
Regional Economic Research on Financial Agglomeration and Economic Growth	205
<i>Jing Wu</i>	
Preliminary study on the education reform of fermented food processing technology course under the applied talent training mode	211
<i>Yu Weiping</i>	
Research on the innovation of "online + offline" hybrid instructional mode of physical education courses in institution of higher learning in the era of big data	216
<i>Qunxi Zhang</i>	
Analysis and Management Control of Highway Engineering Construction Safety Accidents Based on Dynamic Identification of Hazard Sources	221
<i>Bin Zheng, Liang Yang</i>	