

# Table of Contents

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

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

<b>Study on the Competencies of College English Teachers under the Goal of International Talent Cultivation</b>	<b>159</b>
<i>Li Peng</i>	
<b>On the cultivation of students' core literacy in English subject teaching in colleges and universities</b>	<b>164</b>
<i>Si Qin</i>	
<b>Research on the influence of new media on College English education in the information age</b>	<b>169</b>
<i>Yuan Sha</i>	
<b>Research on the design of online teaching mode for public English courses in institution of higher learning</b>	<b>174</b>
<i>Lihua Su, Hua Zhang</i>	
<b>Research on the Construction of Credit Bank based on Complete Credit System in Higher Vocational Colleges</b>	<b>179</b>
<i>Lili Wang</i>	
<b>The deep integration of Chinese traditional family education and political thought education of college students in the new era</b>	<b>184</b>
<i>Shan Xu</i>	
<b>Research on the Reform of College Public English Teaching under the Mode of Applied Talents Training</b>	<b>189</b>
<i>Hua Zhang, Lihua Su</i>	
<b>Exploration on the Integration and Innovation Path of Ideology and Career Development Education in Institution of Higher Learning</b>	<b>194</b>
<i>Shen Jie, Xu Siyue</i>	
<b>Study on Academic Problems of Health Service Management Talents from the Perspective of Smartphone Addiction</b>	<b>199</b>
<i>Miao Si</i>	
<b>Regional Economic Research on Financial Agglomeration and Economic Growth</b>	<b>205</b>
<i>Jing Wu</i>	
<b>Preliminary study on the education reform of fermented food processing technology course under the applied talent training mode</b>	<b>211</b>
<i>Yu Weiping</i>	
<b>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</b>	<b>216</b>
<i>Qunxi Zhang</i>	
<b>Analysis and Management Control of Highway Engineering Construction Safety Accidents Based on Dynamic Identification of Hazard Sources</b>	<b>221</b>
<i>Bin Zheng, Liang Yang</i>	
<b>Talent training mode of new energy automobile technology specialty based on mixed reality technology</b>	<b>226</b>
<i>Chang Li, Liu Jianfeng</i>	

<b>Exploration of Ways to Promote the All-round Development of Talents by Ideological Education in Institution of Higher Learning</b>	<b>234</b>
<i>Yi Cong</i>	
<b>The development path of higher education management from the perspective of pluralistic governance</b>	<b>239</b>
<i>Yuhao Fan</i>	
<b>Research on "action-oriented" education and teaching under the teaching reform of automobile specialty</b>	<b>244</b>
<i>Shunli Feng, Lingli Jiang, Jie Yang</i>	
<b>Development of higher education management under the guidance of cultivating college students' innovative capability</b>	<b>249</b>
<i>Peng Guo</i>	
<b>Construction and Integration of Teaching Mode of College Physical Education Courses</b>	<b>255</b>
<i>Yu Wang</i>	
<b>Research on the teaching mode of higher mathematics specialization in applied technology institution of higher learning</b>	<b>262</b>
<i>Yuanyuan Wang</i>	
<b>Probe into the Construction of Dance Classroom in Colleges and Universities under the Setting of Educational Informatization</b>	<b>267</b>
<i>Gang Wei</i>	
<b>Research on Optimization of Innovative Development Path of Ideological Education in Universities based on Complex Adaptive System</b>	<b>273</b>
<i>Fushou Yang</i>	
<b>Research on the Innovation and Development of Higher Education Teaching under the New Media Environment</b>	<b>278</b>
<i>Chen Yuan, Chongzhe Wu</i>	
<b>Discussion on the Impact of Low-carbon Economy on Real Estate Economy</b>	<b>285</b>
<i>Zhou Ying</i>	
<b>Comparative analysis of the content of basic education sports protection courses in different countries</b>	<b>290</b>
<i>Xiaoge Ma</i>	
<b>Innovation of Discourse Mode of Political Thought Education for Higher Vocational Students in the All Media Era</b>	<b>295</b>
<i>Yongxin Zhou</i>	