## **Table of Contents**

Research on Personalized Recommendation System of Learning Resources Based on Computer Big Data Technology	1
Chenyu Cui, Jian Liu	
Analysis of Factors Influencing Consumption Willingness Among Target Customer Groups in the Chinese Nostalgia Market	7
Boyuan Li, Qi Cheng, Wenjie Liao, Yuying Liang	
A Corpus-based Comparative Study between Machine Translation and Manual Translation—Taking the translation of Farewell to Cambridge as an example	13
Yueqin Wu, Hongyu Hu	
The Practice of "Eight Collaborations" for Industry-Education Integration in Cultivating Applied Talents	18
Li Du, Siyi Ji	2
A Survey on Sleep Quality and its Influencing Factors among College Students	24
Zhipeng Sun, Ye Li	
Cultivation of English Majors' Humanistic Literacy from the Perspective of Cognitive Linguistics  —Taking the Literature Reading Survey of English Sophomores in Wuhan University of Technology as an Example	30
Xiao Wei	
Optimization strategy of physical education curriculum in primary and secondary schools under the perspective of physical education integration	36
Bingbing Wang, Yuyan Dong, Yiru Wang, Xiachenhao Lan	
Teachers' Image in the Eyes of University Students: The Influence of Language Style  Yumeng Zhang	42
Analysis and Research of Tourist Appeal Based on Online Review Visualization	49
Jiaxin Hu, Mengjia Lei, Jianfeng Dong	
A Study on Smart Hotel Management System Based on Big Data	55
Jiaxin Hu, Mengjia Lei, Jianfeng Dong	
Landscape Space Creation and Cultural Identity in Rural Revitalization	60
Yangyang Zhao	

Protection and Inheritance of Cultural Resources in Rural Revitalization through Space Creation - Taking Rural Tourism Scenic Spots as an Example	67
Wen Bai	
Exploration of innovative approaches to music education	75
$An \ Di$	
A Four-Dimensional Analysis of Chinese Students' Difficulties in Distance Education and Relevant Suggestions in the Context of COVID-19	81
Dong Siwei, Wongvanichtawee Chalermkiat	
A Study on the Role Orientation and Function of Counselors in the Ideological and Political Education of College Students	88
Zhou Yuanhongyi	
Exploration of the Cultivation Mode of Information-based Teaching Abilities for Newly-Hired Teachers in Applied Private Undergraduate Colleges and Universities—Taking Yinchuan University of Energy as an Example	94
Xuexia Dai	
Teaching Exploration of Ideological and Political Education in Accounting Courses in Colleges and Universities—Taking the primary accounting course as an example	100
Guosong Tang, Mingrong Wen	
Research on Regional Economic Development and Public Policy Integration of Smart City Construction in the Digital Economy Era	109
Chang Wang, Weiyu Zhang	
Application of "feedback - guidance" teaching model based on the concept of innovative entrepreneurship education concepts in nursing courses	114
Pei Zhang, Ruowei Wang, Fang Liu	
Optimization of Real Estate Industry Chain from the Perspective of Sustainable Development	120
Wangqi Wu	
Practice and Case Study on the Integration of Digital Architecture Design and Sustainable Development Concept	126
Zhenyao Yin, Yali Liu, Xing Ren	
Innovative Mode of Talent Training Driven by AIGC Technology	132
Jie Feng	
Cultural Consciousness and Cultural Confidence Cultivation in College Ideological and Political Education from a Global Perspective	137
Xu Guan	

Teaching exploration and reflection on the integration of curriculum ideology and politics into the basic course of environmental art under the background of new liberal arts	143
Xueqi Wang	
The Potential and Limitations of Artificial Intelligence Driven Animation Character Shaping	148
Dandan Cong	
The Integration Path of Ideological and Political Courses in Universities in the New Era and Socialist Core Values	153
Aoran Di	
The Integration Path of Ideological and Political Education Curriculum and Socialist Core Values in the New Era	159
Zhujun Feng	
Innovation of University Ideological and Political Education Model with the Fundamental Task of Cultivating Virtue and Talents	164
Liyuan Guo	
Construction of Inclusive Finance Risk Assessment and Management Model Based on Big Data	169
Hao Li	
Innovation in English Language under AIGC Technology: A Reexamination of Meaning and Communication in Language Philosophy	174
Jing Li	
Innovation Mode and Management Strategy of Cultural Industry Integration	<b>17</b> 9
Ting Li	
Self Cognition and Emotional Management in Mental Health Education	184
Xuechao Li	
An Analysis of the Aesthetic Thought and Artistic Expression Techniques of Ancient Chinese Landscape Painting	190
Yuxuan Li	
Investigation of the legal framework and innovation path of FinTech supervision	196
Jiaze Liu	
Innovation of Business Administration Mode Based on Big Data	201
Kaiwen Liu, Jiena Lu	

A Study on the Guidance of Online Public Opinion and Ideological and Political Education for College Students	200
Yanru Liu	
The Rise and Application Strategies of Virtual Idol in Brand Marketing	212
Jiena Lu, Kaiwen Liu	
The Innovative Path of Ethnic Art Education under the Background of Multicultural Education	217
Yue Shi, Chao Shi	
The Development Strategy of Ice Printmaking in the Contemporary Art Market	222
Yan Sun	
The integration and development trend of film and TV industry in the new media era  Wanli Tian	227
Innovation Path of Educational Economic Management under the Background of Informatization	233
Dong Wang	
Recognition and Practice of Socialist Core Values in College Students' Ideological and Political Education	238
Jiameng Wang	
Research and Optimization Strategy of News Communication Audience Behavior Based on Big Data Analysis	244
Ling Wang	
Interaction Design and User Experience in Digital Media Visual Art	250
Yang Wang	
Application of Digital Audio Design in Virtual Reality Art	255
Xue Wu	
Research on Film and Television Content Innovation and Audience Behavior in Streaming Media Era	259
Lin Yao	
Staff Motivation and Human Resource Management Strategy	264
Liangyong Ying	
The influence of modern dubbing technology on the performance of dubbing actors and its countermeasures	269
Liyuan Zhang	

User-centered Interactive Design of Social Media Platform	275
Weihan Zhang	
New Challenges and Countermeasures of Ideological and Political Education in Universities under the Background of Internet Plus	280
Xinxin Zhang	
The Cultivation Path of Network Civilization Literacy for Vocational College Students in The New Era	285
Mingming Zhao	
Research on Public Service Advertising Creation Based on Core Values	<b>29</b> 0
Communication	
Xiaona Zhu	
Research and Practice of Oral English Teaching Based on Blended Learning Mode	296
Wenjie Bai, Yunqi Wang, Chenqi Liang, Jieqiong Meng, Wenwen Ge	
The role of fiscal policy in alleviating regional development inequality	301
Runyu Yang	
<b>Exploring Optimization Strategies for Teaching Quality from the Perspective of Self-efficacy of Vocational College Teachers</b>	306
Na Chang, Dr Zainudin Mohd Isa	
Theory and Practice of University Management Education in the New Era	311
Zengqin Feng	
The Correlation Between Internal Control Management and Corporate Performance  Liqin Gong, Yuan Zhang, Lifan Liu, Yuchen Yuan	317
Value Evaluation and Realization Path of Ecological Products in Chun 'an County, Hangzhou under the Goal of Common Prosperity	323
Wenjie Jiang	
Analysis of on-site work and quality control methods of occupational health testing	328
Qiang Li	
Research on the Living Inheritance of Dong Ethnic Traditional Craftsmanship from the Perspective of Cultural Identity	334
Xianfei Liang	
Instructional Mode of Chinese Language and Literature Based on System Theory in the Network Environment	340
Xiaoyu Lin	

Study on the Translation Mode of Chinese Literature in Spain under the Perspective of Communication—Taking the Translation and Interpretation of Pioneer Literature in Spain as an Example	345
Ying Liu	
Community Marketing and Consumers' Purchase Intention—An Empirical Study Based on TAM Model	350
Yuan Liu	
Construction and Empirical Study of Quantitative Investment Models in High Frequency Trading Environment	356
Qirui Lou	
Innovation of Information Management System in the Context of Big Data	362
Tianlin Mao	
Optimization Strategies for Enterprise Brand Communication from the Perspective of Digital Marketing Communication	368
Xueying Peng, Lin Li	
Quality control and countermeasure analysis of highway engineering supervision in construction	374
Jianglong Wang	
Innovative Expression of Liao Khitan Culture in Three-dimensional Scene Shaping	380
Wen Xu, Bo Zhang	
Chinese Elements and Cross-cultural Dialogue in American Poetry in the 1920s and 1930s	385
Hongju Zhang	
Approaches to Improving Music Teachers' Professional Quality Based on Interdisciplinary Cooperation	390
Ting Zhao	
Effectiveness analysis and optimization suggestions of women's poverty alleviation policy in rural regional development	396
Zixuan Liu	
Cross-border Electronic Commerce's Development Trend and Challenges in International Trade	403
Sujie Wei	
Research on the Mechanism and Path of Industrial Internet Platform Promoting the Deep Integration of Advanced Manufacturing Industry and Modern Service Industry Ying Zhu	411
THIS LIN	

Research on Social Responsibility Leadership Education for College Students	410
Beiyan Liu	
The Difficulties and Countermeasures of International Intellectual Property Protection in the Network Environment	425
Xinyi Deng	
Spatiotemporal analysis of Population aging based on Geographically and temporally neural network weighted regression	430
Zilin Shen, Xin Fu, Fan Wang, Duodan Chen	
The Importance and Practical Methods of Introducing Japanese Culture into Japanese Language Teaching	437
Leqi Chen	
The Construction of Community Care System for Urban Elderly from the Perspective of Social Work	443
Lili Chen, Wen Huang, Furong Gao	
Research on construction of classroom teaching quality evaluation system of university teachers under OBE concept	452
Cuiting Gao, Dawei Zhou, Jing Zhou	
Promotion of Reform and Innovation in University Students' Ideological and Political Education within the Emerging Media Environment	459
Yuzhen Guo	
Research on green and low-carbon development paths under the dual-carbon background	465
Yaping Han, Jintao Hu, Lei Zhao, Yuan Luo, Yangke Ying, Keke Han	
Promoting Innovation in Ideological and Political Education through Cultural Education in the New Media Era	470
Huang Chuxing	
Analysis of Financial and Economic Benefits of Enterprises and Risk Prevention Measures	475
Liuxi Xie	
The Path of Ecological Civilization Construction in Rural Areas of Western Jilin Province under the Background of Rural Revitalization	480
Jin Lijing	
Practical Path of Integrating Party History Education into Ideological and Political Education in Universities	485

Chunxia Leng

Innovation and Development of "Dual Teacher" Team Construction in Universities from the Perspective of Human Resource Management	491
Chuan Liao	
A Review of Research on Chinese Language Learning Task Groups in Primary and Secondary Schools from 2017 to 2024	496
Qiao Fang, Yang Lin, Qiao Yanna	
An Empirical Study on the Construction of a Model of Entrepreneurship Competence for University Students from the Perspective of Craftsmanship Spirit	501
Hongqing Qin, Songtao Wang	
Construction of Local Ecological Circle for High Quality Training of Food and Drug Testing Talents in Vocational Schools	507
Jingjing Shi	
Analysis of the impact of consumer purchasing preference behavior in the Internet market based on conjoint analysis method	512
Shuting Wang	
Promotion of Rural Revitalization Strategy Implementation in Cultural and Rural Development Environment	518
Yu Xia	
A Study on the Path and Mechanism of Cultivating Psychological Quality of Post-2000 College Students Based on Positive Psychology	524
Haiyan Xue	
Research on the Practical Path of Building a Talent Training System for Physical Education Majors from the Perspective of Five Education Integration	<b>53</b> 1
Huan Yang	
Integration and innovative development of the relationship between stage environment and character design in the new era	537
Fan Wang	
Innovation Path of Ideological and Political Education in Universities from the Perspective of Big Data	543
Han Zhang	
Practical Research on Innovative Reform of Mathematics Education in Higher Education from the Perspective of Educational Reform	548
Yanfen Zhang	
The Application of Guidance Techniques in Live Streaming Programs  Song Wei	554

Thinking on the application of "smart forestry" in forest resource control	559
Haixia Liu	
Women's Access to Leadership Positions in the Political Sphere in Iran	566
Hsiang Chi Chen	
The Study on Interactive Relationship of Heroic Images and Folk Beliefs - The King of the Bronze Drums and Beowulf	573
Lu Hu, Jia Ren, Lingling Zhang, Baiding Gong	
A Study on the Regional Cultural Characteristics of Piano Works	578
Zhang Yi	
A Study on the Balance of Emotions and Techniques in Modern Piano Performance	582
Lv Xinkai	
Analysis of Strategies for Improving Rural Governance Capacity under the Background of Rural Revitalization	586
Songtao Huang	
Strategies for the Construction of Enterprise Management Innovation Space under the Influence of Multivariables	<b>59</b> 1
Zhanzhi Ding	
Discussion on the Reform of Teaching Content of Architectural Engineering Technology Specialty in Universities	590
Li Ling	
Construction of Food and Drug Safety Emergency Management System From the Perspective of Public Health Emergencies	602
Ning Pang	
Media Elements and Their Applications in Graphic Design from a Humanized Perspective	608
Zhiyuan Ying	