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ICEM-010301

Research on Green Innovation of Traditional Manufacturing Enterprises in the Context of Supply Side Structural Reform
Feng WEI, Bo-ming FENG, Jian WANG and Yong-yi QIN

Abstract. With the government, enterprises and the public pay more and more attention to environmental protection, high energy, high emissions, and high pollution, the production cost of traditional manufacturing enterprises is rising sharply. Affected by the economic new normal, many of the traditional manufacturing enterprises are facing structural problems, such as excess production capacity, mismatch between supply and demand, insufficient competitiveness of high-tech products and so on. Combined with the theory of supply side structural reform put forward by the Central Committee of the Communist of China, this paper uses case analysis method to do a study on the traditional manufacturing industries in Liuzhou, a city in Guangxi, China, to find out a new way for traditional manufacturing enterprises green innovation direction of reform.

ICEM-010302

The Passenger Train Plan Based on Passenger Dedicated Line
Sheng-nan WANG

Abstract. The rapid development of railway and the sustained growth of passenger flow volume put forward higher requirement for railway transport organization. As a core of transport organization, the passenger train plan has naturally received the attention. This paper adopts the method of separate steps to formulate the train plan. Firstly, it determines the running section of the train. And then it determines the grade and number of the train. Finally, from the perspective of the railway and passengers, minimizing the railway department's total operating cost and minimizing the passenger's total travel fare are the two planning objectives. A multi-objective integer linear programming model established analyzes the stop scheme of the train. The model can be solved by matlab software.

ICEM-010303

Literature Review on the Proposition and Application of the Inoculation Theory
Jing-jing GUO

Abstract. Inoculation theory is a vehicle for resisting against attitude slippage, which derived from a biological analogy, helping individuals better judging the positive attitude and beliefs by giving a weakened form of an infectious virus. Based on the review of the previous literature, this study defines the main idea of inoculation theory, concludes influences which include forewarning, involvement and personal attitude, emphasizes the application achievements on customer inoculation, and finally provides some advice for the future research.
Analysis of the Survey of Social Capital for College Students’ Entrepreneurship: Based on Students in an Independent College in Chongqing
Hong-xiang GE

Abstract. Under the background of social and economic development in China, the phenomenon of university student who is going to start up business has become a hot topic in society. Compared with the common entrepreneur, the restrain in source of the fund, all kinds of information and the experience of business is more rigorous for an undergraduate. First of all, students are lack of personal fund. The fund of the entrepreneurship mainly comes from outside support. Second, the mainly activities area of the college students is in school. Relatively speaking, the information which the college students get has great limitations. The college students’ self-employment needs more support and encouragement. This is closely connected with college students’ lack of social capital. The social capital can help the college students catch business opportunities, get business resources and decrease the risk of the entrepreneurship much easier. Therefore, enhance of the social capital in college students is an effective way to promote college students’ self-employment.

Transit Network Design Based on the Bi-level Programming
Min SUN

Abstract. In this work, we study the transit network design problem on the basis of present urban road network from the perspective of programming and optimizing. So we propose a bi-level programming model to design the transit network. Considering the generation of bus lines, the number of stops along the lines, the interval of departing time, the number of buses on each line every day and so on, planners make endeavors to minimize running cost of transit system in the upper programming model. The lower level programming model is mainly from the angle of the travelers, taking travel time that is also called general travel cost, including in-vehicle travel time and transfer time, as the optimization goal. Finally, a simple experiment is performed to demonstrate the efficiency of the bi-level model above.

Empirical Study on E-negative Word-of-mouth on Products Sales
Bing-sheng YAN, Li-hua LI and Ke XU

Abstract. E-negative word-of-mouth (NWOM) usually has critical influence for consumers to make purchase decision. By collecting the data from Tianmao, we analyze in-depth the effect of negative reviews and find a cascade effect in that a threshold of negative reviews may dominate the valence of a product’s reviews. The results also suggest that the amount of negative word-of-mouth from an early period affects the sentiment of later ratings and has a more significant effect on product sales than in the later periods. Moreover the effect of negative word-of-mouth is more pronounced for experience products than for search products, and less popular products are more vulnerable while big brands are immune. The findings have
meaningful implications for e-marketers to monitor and respond to negative word-of-mouth more effectively.

ICEM-121201
On the Probability Density Function and Market Risk
Li-jiang ZENG
Abstract. In the real life, the market plays an important role to our all kinds of business. Every day we cannot leave the markets and the economy, the market investors always want to report. However, the market investment has high risk. In this paper, we studied the market risk of investment based on the mathematical probability density function, mathematical model and various viewpoints, and obtained a very interesting conclusion.

ICEM-121902
The Link of Tax Revenue and Overall Excess Burden
Jun KONG
Abstract. The tax revenue is very important for society and government. However, the increasing tax revenue can cause an amount of excess burden. Overall excess burden may lead to welfare loss of society. Therefore, the quantity link of tax revenue and overall excess burden is crucial for policymaker. To explore the rule existed in the link of tax revenue and excess burden, this study develops algebraic and geometric methods to analyze the dynamic process of tax revenue and excess burden when the tax rate is changed in a specific and a general case. It is found that more tax revenues lead to more excess burden. The increasing rate of excess burden exceeds that of tax revenue.

ICEM-121903
An Empirical Investigation of Consumer Experience on Online Purchase Intention
Li-hua LI, De-ji WANG and Bing-sheng YAN
Abstract. In order to examine which kind of consumer experience affect shopping site familiarity and then affect customer trust and consumer choice. This study found website usage and advertising to be the most influential predictor of a consumer’s website familiarity, particularly their level of subjective familiarity. E-WOM also impacts familiarity. However, only objective familiarity. Further, objective familiarity can increase trust levels, subjective familiarity cannot. These conclusions indicate the more actual know the more trust. Results also displayed that trust play an important part in the consumers’ concern to make a purchase decision.

ICEM-122702
Study on Development of New Energy Vehicles in China
You-lin ZHANG, Zhou-xia LIU, Nian-qi DENG
Abstract. New energy vehicles have a great development in China, and contribute to China’s energy structure adjustment and industrial upgrading. However, a series of
problems are exposed in the process of development. This paper mainly analyses the situation of new energy vehicles, and makes some suggestions for the future development.

ICEM-010903
An Empirical Analysis on the Contribution of Technical Progress and Technical Efficiency to Korea’s Economic Growth
Xiong-hui ZHANG
Abstract. As a typical “technically innovative” country, Korea has always regarded science and technology and education as a major force to promote economic development, and technical innovation is an important guarantee for strong innovation capability in Korea. After adopting data envelopment analysis method to research Korean economic growth, technical innovation and technical progress, it is found that: in 1970-2015, Korea’s technical progress rate is higher than the degree of technical efficiency improvement, and total factor productivity improvement is mainly from technical progress.

ICEM-011002
The Development Strategy of the Fusion of the Fictitious Economy and the Real Economy
Yu LIAO
Abstract. With the fast progress of science and technology as well as the rapid economic and social development in China, in recent years, the fictitious economy which directly relies on the financial system as the main circulation develops rapidly. One of the most influential and controversial is the Internet economy, it almost touched various fields of society, the old economic order has been broken down, and the pattern of interests has been reshaped. This article analyzed the interaction between the fictitious economy and the real economy, discussed the development strategy of the fusion of the fictitious economy and the real economy.

ICEM-011601
Impact of Institutional Investors’ Holding Ratio on R&D and Corporate Innovation ability—Based on Empirical Research of Growth Enterprise Market
Yong-chen LI, Yu-le DING
Abstract. This article is intended to explore the influence of institutional investors’ holding ratio on enterprises’ innovation, considering R&D inputs as the intermediate variable. In the study, 658 samples from manufacturing and information technology industry in Growth Enterprise Market in 2012-2014 were identified as research objects. Multivariate regression models were established and regression analysis was conducted by SPSS. The empirical results revealed that the institutional Investors’ overall holdings ratio had the forward influence on corporate R&D and innovation ability, but the regression coefficients are not high; pressure-resistance institutional shareholders’ holdings ratio had the significant positive influence on corporate R&D, while the innovation ability was not significant; the pressure-sensitive institutional...
investors have no significant impacts on corporate R&D investment and innovation ability of enterprises; the current R&D intensity has no significant effect on the one-period lag innovation ability of the enterprise.

ICEM-011602

Tripartite System Reform Based on Physicians’ Multi-site Practice
Li-na SHUAI, Jie-li LEE

Abstract. Fairness and efficiency are the two basic objectives of the health care system design and reform. The problems such as the uneven distribution of medical resources, inadequate investment in hospitals and the lag of health care prevention have led to the problems of “expensive medical treatment”, “prolonged delay in disease”, “prominent medical disputes”, and other social phenomena, making the reform of the medical system something like “press the gourd floating ladle”. The “tripartite system reform” of medical care, medical insurance and medicine is aiming to clarify the functions of the hospital, guarantee the income of physicians to be commensurate with their input, stimulate the innovation competition of pharmaceutical enterprises, and exert medical insurance to medical treatment and compensation. The establishment of physicians’ multi-site practice as the core of the income distribution system, medical evaluation system, medical development system, medical insurance and relief system, is the key to achieve tripartite system reform.

ICEM-011603

The Thinking on the Construction of WeChat Public Service for the Spread of Local Culture
Xiao-liang XIONG

Abstract. As a result of the social development and the spread of information technology, the ideas and methods about the construction of local cultures are changing and improving. The essay is based on the example of Wechat public service platform by college to spread local culture, explains the ways of services providing through the medium, analyses the problems possible, proposes solutions to find errors, and displays materials about civil cultures and local specialities. In this paper, the satisfaction and competition of the platform are also discussed. It also gives further suggestion about how to improve the platform in terms of it professionalism, management, and sustainable development.

ICEM-011604

The Effects of Enjoyment on an Enterprise Information System
Su-Tzu Hsieh

Abstract. It is time to consider enjoyment factor into enterprise information system (EIS) as young man getting used to always fun from Facebook, iPhone. This study integrated enjoyment into EIS success model of DeLone and Mclean. The study result showed that enjoyment plays a key role to EIS success model through its impact to user’s satisfaction and continuous intention. This study made contribution to academy as well as IT industry. The suggestions derived from study result also conducted.
ICEM-011605

How Do the Social Security of Migrant Workers Been Impacted by the Development of China’s National Economy in the Process of Urbanization
Dan CHEN, Xiao CHENG

Abstract. Data analysis is used to tell the relationship between the social security of migrant workers and the development of China’s national economy in the process of urbanization. 1995-2104 national economic data and the status of migrant workers survey data of 2009 and 2014 are using to study the relationship between social security reform and national farmers’ financial investment. Statistical data show that there is a correlation between the social security reform and national farmers’ financial investment, and higher correlation coefficient. However, descriptive analysis curve shows that China’s GDP growth rate is much higher than the growth rate of social security income. Statistical analysis of the data shows that the state’s financial investment of Social Security is not enough. The rates of migrant workers insurance are still low. Seen in recent years, the social security reform and the state’s financial investment in the migrant workers are both far from achieving the desired results. In such cases, we proposed to further improve the social security of migrant workers policy recommendations from the national and enterprise levels, for the relevant departments.

ICEM-011606

Several Suggestions on Transformation of the Traditional Chinese Medicine Doctors Management Based on the Competency Model
Chang-min TANG, Xiao CHENG

Abstract. Suitable management mode of TCM doctors will improve the medical quality and have positive effects on the development of TCM hospitals, and promote the whole development of TCM. In this paper, through a comparative analysis of traditional management mode of TCM doctors and management mode based on competency model, it is suggested that the reform of the management mode based on competency model of TCM doctors should be carried out, including the aspects of selection, training and performance evaluation of TCM doctors, paying more attention to knowledge, skills of diagnosis and treatment on TCM, and also the professional ethics and values of TCM doctors.

ICEM-011607

Brief Discussion on Impact of Internet Economy on Accounting Theory Basis
Li-hua HU, Jun HUANG

Abstract. With the development of the times, the modern society has entered the internet economy era and the traditional accounting theory can not meet with the demands of economic development, which urges the traditional accounting theory to innovate in order to meet with the development of the times. Up to now, the traditional accounting theory still has no capability to solve the demands of internet economy which is the new economic situation, and impacts the deep research on development theory. The paper mainly researches and discusses the impact of
emerging internet economy development on the traditional accounting theory basis.

ICEM-011608

Simple Analysis of the Financial Problems Faced by College Students and Solutions
Fang WU

Abstract. It can be said that the start of the successful start up business road is usually not after graduation. To obtain the successful start up business, the most important is to have the very rich social practical experience and the solid and stable professional knowledge. At the initial stage of college students’ entrepreneurship, financial management always throughout the enterprise production management and entrepreneurship in many aspects. Individual proprietorship enterprises, partnership enterprises and limited liability companies belong to the most common three kinds of enterprises. These three kinds of enterprises all need in accordance with the relevant provisions of the financial management of the Chinese enterprises, establishing the effective accounting books, to carry out the financial accounting work. Study on the existed problems of the financial management in the initial stage of starting up business by the college students, mainly is want to make the financing and financial management of the college students’ pioneering enterprises more smoothly carry on, reasonably control the risks may appear, fully play the essential benefits of venture capital, in the aspects of policy and theory, bring the effective basis for constructing the perfect financial management model of the enterprises in the initial stage of start up business by the college students.

ICEM-011609

An Explore of Financing Source of Small and Micro-sized Enterprises Under Internet Financial Background
Fang-lan XU

Abstract. Currently China’s small and micro-sized enterprises are facing problems and difficulties in many ways. Among them financing is a most realistic issue concerning enterprises’ survival and development. From the beginning of “Internet plus” era, internet financing starts to widely serve the small and micro-sized enterprises with the feature of low-cost, mass data application and convenient usage. It makes finance more equal and flattening for small and micro-sized enterprises using its platform and resource advantage. Meanwhile, it provides new source for the small and micro-sized enterprises financing, enhancing the financing mode’s width and innovation and lowering its financing difficulty. It also contributes in the fund support and resource provision in the small and micro-sized enterprises’ future development.

ICEM-011610

On the “Five-in-One” Training Model of Vocational Key Skills for Undergraduates
Si-qin CAO

Abstract. There are five interested parties in the training of vocational key skills for
undergraduates, and they are separately educational institution, family, student, enterprise and government. If there is missing of any party, the training will be significantly impacted. The development of vocational key skills for undergraduate needs the buildup of “Five-in-One” training model, organizing all the parties involved and performing their own functions.

ICEM-011615

On Information Disclosure of Enterprise Environmental Accounting in China
Jin-mei ZHANG

Abstract. China is facing severe environmental problems nowadays which are closely related to the development of enterprises. As public’s awareness of environmental protection continuously enhances, China starts to require companies to disclose environmental accounting information, not only allowing more fully assess the comprehensive benefits and risks of enterprises but also laying fundamental foundation for how to coordinate the relationship between economic development and environmental protection. However, the disclosure starts late and develops sluggishly of domestic environmental accounting and environmental information. Therefore, the paper has important and practical significance to perfect and develop the information disclosure of enterprise environmental accounting and accelerate economic sustainable development as well as protect the environment. This paper analyzes the present situation and existing problems of information disclosure of domestic enterprise environmental accounting and puts forward some countermeasures and suggestions by drawing lessons from environmental information disclosure in developed countries.

ICEM-011611

Brain Drain of Small and Medium-sized Enterprises and Countermeasures
Xiao CHENG

Abstract. The twenty-first century is not only an era of knowledge economy growth, but also an era of high quality talent competition, so talent competition is among the world. The paper describes the basic situation of the brain drain, sorts out the basic concept of the loss of talent, and further explores the main causes of brain drain. This study mainly aims at the direction of human resource management, puts forward the transformation from the enterprise culture construction to the management mechanism, as well as the salary management, the performance management and so on.

ICEM-011612

A Study on Transformation and Development of Applied Undergraduate University from the Perspective of “the Structural Reform of the Supply Side”
Jun HUANG, Li-hua HU

Abstract. The development of regional economics and social need the applied talents, and the regional colleges and universities shoulder the arduous task of cultivating talents for the local people. Based on the background of supply side reforms, in terms
of how to promote the supply of undergraduate vocational education system and to promote to provide efficient and good-quality teaching supply which set students as the center, to form a new system of transformation and development of applied undergraduate university with the integration between production and education in full aspects, and to cultivate needed talents for local economic development.

ICEM-011613
Analysis on the Related Problems in the Tax Planning of Personal Income Tax
Yuan-yuan XIE
Abstract. In nowadays, the market economy activity is more and more active and the competition is quite violent. The main force of the business activities, namely the people pay more attention to their own economic interests and attempt to adopt a series of ways to reduce tax burden, in order to achieve their own benefit maximization. Tax planning of personal income tax is an important prerequisite for rapid economic progress and also the most important part to promote the national system to perfect degree. There are still many conditions for the implementation of current personal income tax in the of tax planning.

ICEM-011614
A Study of Financial Distress of Xuanhua Construction Machinery CO., Ltd.
Jia ZHANG
Abstract. Business bankruptcy for a certain company is an absolute affirmation of its inability to endure current operation given its current debt obligations. If the bankruptcy is expected ahead of time, investors and creditors of the company will have the ability to secure their capital and the managers could take action to reduce risk and loss of business and perhaps avoid bankruptcy itself. This study aims to examine the financial distress of Xuanhua Construction Machinery CO., Ltd. (abbreviated as HBXG) based on the financial data that was released by the company during the period of 2012 to 2015. Z-Score model, which is created by Edward L. Altman, is used as the main methodology. Having organized the data, this study compared the performance of HBXG with other 12 comparable corporations in the same industry. The findings of analysis highlight that the financial health of the company is bad and theoretically it will probably go into bankruptcy. The results are important enough to bring to the attention of users of financial information.

ICEM-011616
A Study on Financing Difficulties of SMEs in China
Wan-rong ZHANG
Abstract. Small and medium-sized enterprises (SMEs) play an irreplaceable role in China’s economy. Since the reform and opening-up, China’s small and medium enterprises have developed rapidly. Especially, they played an important role in increasing employment opportunities, promoting scientific and technological innovation and promoting economic prosperity. However, their important role was not in line with the financing difficulties, which already blocked the development of
SMEs. Therefore, it is urgent to solve the financing difficulties of small and medium-sized enterprises. The paper analyzes the financing situation of SMEs in China, analyzes the causes and puts forward some countermeasures and practical suggestions to solve the financing difficulties of SMEs.

ICEM-011617

The Choice and Reason Analysis of Measurement Model of Investment Real Estate in China

Xue-yu ZHANG, Li-jun DAI

Abstract. Pursuant to the provisions in Accounting Standard for Business Enterprises No. 3 - Investment Property (CAS3) issued on February 27, 2006 by the Ministry of Finance, China’s investment real estate follow-up measurement method can choose the cost model or the fair value model. But after investigation we found that, currently, only less than 5% of the enterprises with investment real estate projects in Shanghai and Shenzhen used a fair value model in the follow-up measurement. Therefore, in view of this phenomenon, this paper analyzes the factors influencing the fair value measurement model of investment real estate.

ICEM-011618

Research on Several Problems of Accounting Professional Ethics Education

Jing HE

Abstract. This paper analyzes the current status and problems of accounting professional ethics education from the perspective of accounting teachers. The current status of accounting professional ethics education and education problems are discussed emphatically, and the author tries to put forward a series of feasible measures to change the current situation of education.

ICEM-012101

Research on Public Relationship Strategy at Crisis Time of Enterprise in Micromedia Environment

Xiu-ping LIU, Ru-lian WU and Jun HUANG

Abstract. In micromedia environment, information communication is faster and wider. At the time of bringing about convenient, rapid and efficient development platform, it also increases difficulty of enterprise crisis public relationship (PR). The brand new media environment is affecting the PR communication strategy of enterprise crisis deeply. Through analyzing the feature of crisis PR encountered by the enterprise in micro media environment, the paper proposes the strategy to cope with crisis PR in micromedia environment, makes enterprise take new environment as the opportunity so as to get bigger development space and more opportunities.

ICEM-012102

Difficulties and Countermeasures on the Financing of SMEs

Xiao-juan GUO

Abstract. It is normal for Small and Medium Enterprises (SMEs) to develop a variety
of problems, but how do we solve these problems in the right way? In the development of SMEs, we sum up some effective measures, carry out various innovations, design a variety of modes of operation, all of these measures to some extent alleviate the plight of SMEs financing and promote the development of small and medium enterprises. In order to solve the financing difficulties faced by SMEs, to further promote the development of SMEs, better serve and promote the development of SMEs, based on the theory and successful practice, this paper puts forward the policy recommendations to solve the financing difficulties of SMEs.

ICEM-020601
**Experience of the Development of Private Higher Education in America and Its References to China**
Bi-gang HONG

**Abstract.** The development of private higher education has a long history, and the United States is one of the most mature countries in the sector of private higher education in the world. This paper discusses the successful management experience of the US private higher education in such sectors as the property right modes, the funding sources and the internal management system and aims to seek some references to our private higher education development.

ICEM-020602
**Study on Ecological Urbanization Construction in Small and Medium-sized Cities**
Qing-quan LI

**Abstract.** Ecological city has become the trend of urban development, and many cities in China have taken the construction of ecological civilization as the city development strategy in recent years. This article is based on the analysis of investigation and research of small and medium-sized cities, then it finds some problems in ecological urbanization construction of small and medium-sized cities at present, at last it puts forward that it need to build the evaluation index system of ecological comprehensive development of small and medium-sized cities to solve the problems, then taking the system as the standard to constructing ecological cities is the best choice to seek new type of urbanization and sustainable economic and social development for the modern small and medium-sized cities.

ICEM-021003
**The Intelligentization of Urban Public Service: Significance and Realization**
Jun SONG, Ju-shan SHA and Shu-fang YANG

**Abstract.** The intelligent construction and development of urban public services is an inevitable choice for coping with the rapid development of information society, coping with the rapidly changing quantity, quality and structure of urban public service demanded, coping with the increasingly obvious cross-supply of public service. The realization not only will promote urban public service supply side of the reform of an important starting point, but also achieve cross-sectoral collaboration
within the government and the government and society, citizens to communicate effectively the intermediary, link and bridge. It is of great theoretical and practical value to analyze the present situation and problems of urban public service intelligent construction and put forward relevant countermeasures and suggestions.

ICEM-021303
Drivers of Chinese Outward Foreign Direct Investment and the Location Choice
Ling-fang WU
Abstract. In recent years, the outward foreign direct investment of Chinese enterprises has increased significantly under the policy support, but comparing with developed countries and the newly industrialized countries such as the United States and Japan, there are still some shortcomings in the location choice. Chinese outward foreign direct investment grows fast, and the investment location is relatively concentrated, diversified investment areas. Expanding market scale, reducing production cost, attaining technology and management skill are the main inside incentives for Chinese enterprises to invest abroad. The host country and home country’s political, economic, social and cultural environment are also important factors in promoting Chinese outward foreign direct investment. Based on this, Chinese enterprises should pay more attention to culture, social environment and geographic conditions when they implement outward foreign direct investment, so that they can catch the investment opportunities and do the proper investment location choice.

ICEM-021402
Influence and Enlightenment of University Enrollment Expansion Policy in China—Based on the Coexistence of Labor Shortage and Employment Difficulty
Yun-fei PENG, Li ZHOU
Abstract. In view of the expansion of college enrollment, the shortage of labor force and the difficulty of employment, the paper shows that the expansion of college enrollment is one of the reasons for the shortage of labor force and employment. The main reason is the supply of the labor market changed for university enrollment expansion, and the lack of the ability to configure labor market human resources, and existing industrial structure solidify. By this revelation, the paper discusses that the adjustment of the higher education policy, need to deal with the relationship between “dynamic” and “fixed”, the scale and structure of higher education and industrial structure, then puts forward the policy should reduce interference of the high-level university and high-level human training, and the scale and structure of higher education should guide the adjustment of industrial structure.

ICEM-021703
Analysis on Financial Issues in Mergers and Acquisitions and Countermeasures
Yue ZHANG
Abstract. Mergers and acquisitions are a strategic decision for enterprises to expand the scale of production and operation, seize market shares and achieve rapid growth,
and financial issues in mergers and acquisitions run through them. The appearance of financial issues will endanger the interests of the merger and acquisition enterprises, and will even cause the failure in the entire merger and acquisition activities. This paper firstly introduces the meaning and causes of mergers and acquisitions; secondly, analyzes the common financial issues and their causes during the merger and acquisition course; and at last, puts forward the strategies for these financial issues.

ICEM-022702
“Production Village Integration” to Lead the Construction of Beautiful Countryside—Experience and Inspiration Based on Fenghuang Gou in Nanchang, Jiangxi Province
Hui-tian LIAO, Xiao-yong HUANG and Lei XU
Abstract. “Production Village Integration” to lead the construction of beautiful countryside is a new strategy proposed by China. This is of great significance to further promote the construction of the new socialist countryside in China. In view of this, this article starts with the analysis of the current situation of Fenghuang Gou “Production Village Integration” in Nanchang, Jiangxi Province. Then, the paper points out the main problems and proposes the corresponding countermeasures. Finally, throughout the practices of other provinces, the authors have summarized several valuable experiences for reference: set up farmer cooperative organizations, adhere to the integration development of the primary industry, the secondary industry and the tertiary industry, focus on protecting the environment, and strengthen the construction of infrastructure.

ICEM-022703
Research Focus on Supply-side Structural Reform in Northwestern Industrial City of China: Taking Baotou as an Example
Hui-lin AN, Li-na ZHOU
Abstract. Economy in China has been transformed from rapid growth to high-speed growth stage. Under the background of the new normal, China’s economic structure is in the situation of mismatch between supply and demand. President Xi put forward at the end of 2015: when moderately expand demand by following methods—decreasing productivity, destocking as well as deleveraging, deleting ineffective supply and reducing cost, we should strengthen supply-side structural reform at the same time. The quality and efficiency in supply-side structure are the power of sustainable economic growth. Thus, as the core of supply-side structural reform, cities are transforming supply-side structural reform from word to reality.

ICEM-030203
The Influence to the Construction Industry Brought by Replacing the Business Tax with VAT and Proper Recommended Analysis
Bing-lin LIU, Xiao-yong HUANG
Abstract. Since reform and opening up, the economic development of China develops by leaps and bound. With the rapid development of urbanization and
urban-rural integration, construction industry enters into a high-speed development period. Tax bearing is the focus attention of every industry and China comprehensively implemented value-added tax in 2016. In the period of transition from business tax to value-added tax, construction industry has been confronted with a series of tax issues. This thesis aims to simply analyze the influence to construction industry brought by replacing the business tax with value-added tax and put forward the corresponding suggestions under the background of transition from business tax to value-added tax.

ICEM-030301
Research on Collaborative Innovation Development of Photovoltaic Industry in Jiangxi Province
Yu-qian HE, Yun-ping CHEN
Abstract. With the rapid development of the new energy industry, photovoltaic products are more and more favored by the international market, nowadays, Jiangxi province will be one of the strategic industries photovoltaic industry. The photovoltaic industry is currently facing the problem of lack of core technology, high cost, lack of market promotion and application, only rely on independent innovation is difficult to achieve, given the market coordination which is the essential concept of cooperation innovation. Therefore, it is an effective mode of innovation by the government, enterprises, universities and scientific research institutions to rely on modern information technology to build a platform for mutual cooperation to achieve technological innovation. Collaborative innovation has strong pertinence, is an important way to help the development of photovoltaic industry in Jiangxi province. In this paper, according to the current situation of the development of collaborative innovation in Jiangxi PV industry, it can provide reference for the development of collaborative innovation.

ICEM-030905
Research on Potential Risks of College Students’ Network Application
Juan WU, Xu-dong HE
Abstract. With the rapid development of the Internet, the network is playing an increasingly important role, which has a significant impact on people’s work and life, either. Network is actually a double-edged sword, not only brings us infinite convenience, but also produces a lot of potential risks that are not easy to notice at the same time. College students are main users of the Internet who are affected a lot by the network. Thus, this thesis firstly analyzes the potential risks behind the application of college students, and then puts forward some countermeasures to eliminate the potential risks for college students in the use of the network.

ICEM-030602
Examining the Impact of Different Social Capital on Explorative Internationalization
Hang WU
Abstract. Firms can explore strategic assets in the international markets. Social capital has been recognized as an important tool for firms to promote explorative internationalization. However, existing research do not uncover the fitness between social capital and explorative internationalization. Based on the data of international manufacturing firms, this paper explores the differential impact of business network capital, governmental network capital, knowledge network capital on explorative internationalization. The results show that business network capital and governmental network capital both have positive impact on explorative internationalization, but knowledge network capital has no significant positive impact on explorative internationalization. Theoretical and managerial implications are discussed.

ICEM-030801

Study on the Cultivation of the “Double Ability” Talents of Financial Management Specialty Based on “Dual System”
Wei LIANG

Abstract. Personnel training program is the guarantee of teaching quality of higher education, and it is also an important basis for achieving the goal of personnel training. The traditional teaching system is usually emphasizing theory, but underestimating practice. With the deepening of teaching reform in higher education, the universities have reached a “theory and practice” combination of training objectives for consensus talents and the construction of modern university teaching system is relatively perfect, but it is still in the exploratory stage in the construction of practical teaching system. In this paper, the author takes application of financial management specialty construction as an example, starting from the theoretical teaching and practical teaching to analyze the main problems existing in the financial management system in theory and practice. She also starts from the development theory and strengthens the practice platform for the construction of a simulation point of view. Then she puts forward to optimize the “dual system” and the structure of “double ability construction”, which can strengthen the integration of financial management theory and practice. So that more suitable applied talents for market demand can be trained.

ICEM-031002

Considerations on Improving the Comprehensive Management of Urban Emergency Responses and Mitigation of Disasters
Bin DONG, Li-jie WANG

Abstract. In China, the comprehensive management system for emergency responses and the mitigation of disasters in urban areas in the true sense started from the 1990s. The urban disaster emergency response mechanism has been attracting an increasing amount of attention from relevant provincial and municipal security departments since the “Ten-Year National Event Regarding the Reduction and Mitigation of Disasters” initiated by the UN. The research and design of emergency strategies for domestic and overseas public security crises has topped the agenda of general urban security assurance, particularly after the “9.11” attacks. On the basis of practical experience in everyday security in combination with on-site investigations, this paper offers
suggestions for improving the general management of emergency reduction and the mitigation of disasters in urban areas in China.

ICEM-031303
Study on “Rural Tourism” and “Targeted Poverty Alleviation” Integration and Development—Based on Xinzhou District of Wuhan City
Yue-hua BAI, Ming-hui LONG
Abstract. The problem of poverty has always been a strategic issue in the process of building a well-off society in an all-round way. Poverty is concentrated in rural areas. Rural tourism is conducive to the promotion of local economic development, the redistribution of national income, adjust the local industrial structure, and improve the living standards of farmers, to achieve targeted poverty alleviation. Therefore, Xinzhou district of Wuhan City “rural poor” and “targeted poverty alleviation” combines research, to promote tourism in the poor areas better and faster development as well as precise project activity on poverty reduction, fostering new increasing point of economy in rural areas.

ICEM-031304
Unpacking International Ambidexterity: An Integration of International Business and Organizational Ambidexterity Theory
Hang WU
Abstract. Existing research has paid enough attention to international strategy, but still largely treated internationalization as a whole in empirical test. This paper systematically reviews the internationalization theory based on the explorative view, internationalization theory based on the exploitative view, and internationalization theory based on the organizational ambidexterity perspective. Based on the integration of international business and organizational ambidexterity theory, we put forward the definition and measurement of international ambidexterity, and finally come up with the research framework of international ambidexterity.

ICEM-031501
Critical Review on Consumer Behavior Research
Jun-li ZHANG, Ya-juan SUN
Abstract. Consumer behavior research is the foundation of marketing management subject system. The current research methodology and theoretical model have a series of problems: a complete consumer hypothesis for each element of body and mind is the simple combination of local process; the lack of overall research methodology across the various levels of system; static and partial phenomenon instead of overall psychological behaviors. To break through the research problems, we must integrate the intrinsic quality and external environment of consumers based on holographic theory system, build the whole system theory model of consumer behavior concept, to improve the consumer system structure and the function of spatio-temporal variation rules of body and mind.
ICEM-031502  
**Electric Current Situation of the Development of Research on Agricultural Products O2O Mode**  
Ya-juan SUN  
*Abstract.* In the increasingly mature agricultural products in the field of electricity, a new type of O2O model will become the inevitable development trend of China’s future agricultural electricity. Produce electricity O2O mode to improve sales, improve the management benefit, and promote the development of the stores, but there is also a weak infrastructure, backward logistics technology, the supply of goods is not stable and the difficulty of quality control, problem, should from the strong support from the government, to optimize raw cold chain logistics technology and equipment, establish and improve the agricultural product quality traceability system, etc, to promote agricultural development of electricity.

ICEM-031504  
**Analysis of Financing Difficulties and Countermeasures of Chinese Enterprises’ Overseas Mergers and Acquisitions**  
Jun ZHOU  
*Abstract.* The sustainable development of Chinese enterprises is inseparable from the world market. The use of various resources of the world is a shortcut to the development and expansion of Chinese enterprises. In the process of Chinese enterprises going abroad, success or failure is more or less associated with the financing and financing path, and the funds for each enterprise are scarce resources. How to effectively finance has become an extremely important basic for the enterprise. We need to seriously study and analysis. This article intends to put forward some personal views on the choice of financing path for your reference and criticism.

ICEM-031505  
**Research on Network Knowledge Management Mode**  
Xia LIU  
*Abstract.* This paper discusses the management of network explicit knowledge and tacit knowledge in detail, and thinks that it is only effective to improve the knowledge management of explicit knowledge and strengthen the identification and management of tacit knowledge so as to realize the effective knowledge of network knowledge resources management, and promote knowledge innovation.

ICEM-031602  
**Research on Products Marketing of the Ramie Enterprises in Sichuan**  
Ming-zhi LIAO, Zhu-xin WU, Ling-ling WEN, Xiao-ying DU and Jiao YANG  
*Abstract.* This paper based on marketing theory makes a study on products marketing of the ramie enterprises in Sichuan. Ramie is a kind of green herbs, and the ramie products are healthy and environmental. But the ramie products marketing of many small and medium-sized ramie enterprises in Dazhou city, Zigong city of Sichuan Province are difficult. So the author tries to research the sales status of these ramie
enterprises by market research method, citing instances method and literature method, and then finds that the ramie enterprises have many problems in producing, pricing, and selling. So they must develop an industrialization pattern to cultivate leading brands, segment the market, introduce new technology and reduce cost. Particularly the author puts forward creatively that these Sichuan enterprises should introduce online marketing model to develop characteristic products market and attract the young crowd. Then the ramie enterprises in Sichuan will go a new road for their products.

ICEM-033101
Reverse Overseas Purchasing Model for SMEs in Garment Industry of China
Wan-yue WEI, Zheng HE
Abstract. In recent years, e-commerce develops rapidly in China, which has established convenient platform to overseas purchasing business. Generally speaking, overseas purchasing contains two ways: one is the traditional overseas purchasing, referring to Chinese consumers buy foreign commodities through individuals who provide overseas purchasing service and internet website; another emerging way is that foreign customers buy Chinese commodities through internet website, which can be termed as reverse overseas purchasing compared to the first way. In this paper, we analyze several reverse overseas purchasing models in China. Taking garment industry as an example, this study shows how to explore global market through e-commerce platform like Taobao especially for Chinese small and medium-sized enterprises (SMEs) which are very difficult to implement international strategy by themselves.

ICEM-040501
The Application of Educational Ecology Theory in Cultivating Autonomous Learning Ability of Engineering College Students
Ying-xin RAO
Abstract. At present, there are problems about college students that they have no learning objectives, no learning plan, no learning perseverance, no teamwork and so on in their independent study. In this paper, from the perspective of micro educational ecology, according to different educational ecology principles, combined with the reform and practice of the College of Electrical and Automation Engineering of Changshu Institute of Technology, the author made the research and exploration on the establishment of the mechanism of autonomous learning ability of engineering students.

ICEM-040601
Public-private Partnership (PPP): Service Model Innovation for Entry-exit Inspection and Quarantine Bureau in China
Qing-qing ZHU, Zheng HE
Abstract. Under transitional economy how to improve the performance of public administration has become an urgent problem for Chinese government. The China
Entry-exit Inspection and Quarantine Bureau (CIQ) is a specialized official department that is responsible for various inspections, quarantine and related managerial activities for import-export products as well as persons and provides the corresponding inspection and quarantine certificate according to government regulations and international rules. In the paper, taking Guizhou Entry-exit Inspection and Quarantine Bureau as a case, we explore how to establish new service model to provide better and more efficient services to the import-and-export enterprises. According to the results of field survey, this paper suggests that entry-exit inspection and quarantine center should be set up to provide more value-added and customization services in which Public-Private Partnership (PPP) model can be employed to integrate the inspection activities into production processes.

ICEM-040602

Research on Influence of Electronic Word of Mouth on Consumers’ Purchase Intentions
Hua WEI, Fu-chen LENG

Abstract. Word of mouth has become market information that has a very importance influence on consumers’ judgment and decision making. By reviewing EWOM-related literature, a theoretical model is established from the perspectives of EWOM Quantity, EWOM Timeliness, EWOM Quality and EWOM Expertise to explore the influence of EWOM on the consumers’ purchase intentions. With college students as the research objects, data are collected through questionnaire survey. An empirical analysis is conducted through SPSS software and the following results are thus acquired: EWOM Quantity, EWOM Timeliness, EWOM Quality and EWOM Expertise have significant positive influence on the consumers’ purchase intentions, and EWOM Quality has the largest influence on the consumers’ purchase intentions and EWOM Timeliness has the least influence on the consumers’ purchase intentions.

ICEM-040901

The Discussion About Several Management Problems to Martial Arts Entering the Olympic Games
Quan-an GUI, Xin-ying LIU

Abstract. Though the methods of literature review, qualitative and quantitative analysis, problems discussion and countermeasures study, the paper discusses several management problems about martial arts entering the Olympic Games and summarizes the strategy choices for the management development of martial arts after analyses on the concepts, management features, and spread of martial arts in order to promote the successful entrance of martial arts to Olympic Games.

ICEM-041002

Gender Inequality in China’s Labor Market
Zhong WU, Ying-yue HU

Abstract. Gender inequality is the problem of all the countries in the world, it is also widespread in China, especially particularly prominent in the labor market. Due to the
influence of patriarchal ideology, women are particularly discriminated against in employment and the workplace. This discrimination is not only in the recruitment process and other aspects of employment, but also in occupational gender segregation, unequal wages, benefits and promotion. This paper makes specific analysis and recommendations of the issue of gender inequality in the labor market.

ICEM-040603
Research on the Influential Factors of Mobile Advertising User Adoption
Ke-ke YIN, Xue-ping HE, Ji YAO, Meng-ting ZHANG, Chuan-yong GUO, Zhang-guo SHEN and Xiao-long MA
Abstract. With the development of mobile social networking platform and Internet advertising, the problems like that flush spam and lower user acceptance have gradually emerged. Based on the research of references about mobile social advertising and user adoption and some others, the paper constructs a model of mobile social platform advertising user adoption based on UTAUT. We use the SPSS and AMOS software to analyze the questionnaire and interviews data, and the model was tested empirically. The results show that among those 15 users’ acceptance models, 13 of them embrace hypothetically tenable relationships between the model variables. Those 13 models can provide optimized solutions and the suggestion of creative show forms for mobile advertisement providers.

ICEM-041003
The Analysis of the Sulfur Dioxide Emissions and Economic Growth in China
Ying-yue HU, Zhong WU
Abstract. This paper applies theoretical paradigms of Environmental Kuznets Curve, and uses 11 provinces panel data of Eastern China to research the relationship between China sulfur dioxide emissions and economic growth. The result shows the relationship between economic growth and sulfur dioxide emissions is “N” type, and there are two critical points, each will be a breakthrough in relations between the two thresholds change. A period of economic growth is similar with the inverted “U” shaped relationship, but when further economic development, sulfur dioxide emissions will increase, environmental quality will worsen with economic growth. It also shows that China’s environmental pollution is not only affected by economic growth factors, but also by energy consumption, industrial structure and other factors. Through the research we found that the impact relationship of China’s economic growth and sulfur dioxide emissions, and provided a theoretical basis for China to improve economic growth and environmental quality.

ICEM-041102
Study on the Influence of Value-added Tax on the Project Cost of Prefabricated Buildings
Yu-ting CHEN, Xin-ying CAO and Wei BAO
Abstract. It has become the inevitable choice through promoting the development of the prefabricated construction industry to achieve the construction industry
transformation and to promote environmental protection. Moreover, the construction industry of China is going into the deductible chain and the construction will be changed with the format implementation of “replace business tax with value-added tax (VAT)”. The characteristics of the factory production and the cost change induced by VAT are different from those of the cast-in-situ buildings. Based on the cost change of some real case, the paper analyzes the effect of the VAT, and finally puts forward the measures and methods to reduce the overall cost from the enterprise and the industry level.

ICEM-041203
Social Psychological Analysis on the Phenomenon of Whether Helping the Old Who Have Fallen
Jin-yong LI
Abstract. In recent years, the phenomenon of whether helping the old who have fallen has triggered many social disputes. There are many social psychological reasons can be found to explain its occurrence, such as the weakening of traditional views on “Give and Repay”, the increasing social anxiety, and the problems on system settings etc. With those into consideration, various measures can be taken to solve the problems. We can strengthen the moral education for the public to stimulate their good mind. The government should improve the legal protection to relief people’s worries and fears when helping others. The relevant departments should correctly guide the media opinion to improve social contagion. Then the public’s moral quality can be improved and the traditional concept on helping others can be developed.

ICEM-041303
A Study on Strategic Human Resource Management and Sports Organization Performance
Qing-xuan ZENG, Liu HU
Abstract. In the era of knowledge economy, how to acquire and maintain the core competitive advantage through the human resources, and then improve the organizational performance is the key problem of organization’s survival and development. Based on the literature research, the theoretical basis and three orientations of the research on the relationship between strategic human resource management and sports organization performance are discussed, and put forward some suggestions on the existing problems of the study.

ICEM-041402
Key Issues About the Construction of Business English Major in Application-oriented College
Qing-qing FANG
Abstract. This article aims to explore the key issues about the construction of the business English major according to the guideline of the National Standards for Teaching Quality of Business English Major in College. The key issues include the
background of setting the national standard, the definition and content of the major, the goals of cultivating talents of the major, the knowledge and ability talents have, construction of the curriculum systems, construction of the teaching staff in the application-oriented college. By using the method of literature and theoretical analysis, the article comes to a conclusion, that is the complete curriculum system, the mode of cultivating talents and good quality of the teaching staff can assure the sustainable development of Business English Major in application-oriented college.

ICEM-041302

Preliminary Study on Management of High-Level Sport Training in Universities and Colleges

Xin-ying LIU, Quan-an GUI

Abstract. Recently, to respond to the strategic measures that construct multi-layer and multi-channel excellent athletes team, universities and colleges in our country start constructing high-level campus sport teams and have achieved significant progress and development in the exploration of such work to make an important contribution to the improvement of our country’s college student competitive level. The construction of high-level sport teams in universities and colleges is a complex system engineer, during which the training management levels mixes and there are all kinds of problems on training management caused by different reasons. The paper conducts a study on problems existing in the management of High-Level Sport Training in universities and colleges by means of literature study and expert interviews to find out the sticking point and put forward only practical solutions will effectively promote the stable and healthy development of competitive sports in universities and colleges.

ICEM-041403

Analysis on the Roles of the Chinese Government in the Cultural Creative Industry Based on Public Expenditure Policies

Tian QIN, Xing KANG

Abstract. The Report at the 18th CPC National Congress explicitly incorporated “cultural soft power” into the important goal of complete the building of a moderately prosperous society in all respects, and one of the important ways to improve “cultural soft power” is to accelerate the development of the culture industry. In recent years, the cultural creative industry has won increasing attention from the Chinese Government by virtue of its specific advantages of promoting economic growth, increasing employment and so on, and becomes an emerging key-developing industry. The paper, mainly based the ten steps of public expenditure projects in the expenditure policy theory, analyzes the current roles of and influences from the Chinese Government on the cultural creative industry, explores the main functions and positioning of governments in the field, and then puts forward corresponding policy suggestions for helping local governments in China better plan and develop their local cultural creative industry.
ICEM-041404
Suggestions on the Improvement of County Financial Ecological Environment of Hubei Province
Meng QIN, Ying-yue HU
Abstract. The study on the problem of county financial ecological environment is playing an important part on the scientific outlook on development and the overall harmonious socialist construction theory and practice. Hubei is an important province in the strategy of rising central China. An encouraging development of county finance plays a vital role in the development of regional economy and society. In recent years, Hubei Province has had a great development of county finance. But the development of county financial ecological environment is imbalanced greatly, which hindered the sustainable development of county economy and society. This paper puts forward some suggestions on optimizing the financial ecological environment from 4 aspects: building the harmonious county financial environment, building a sound county credit environment, optimizing the county financial and ecological environment policy, and construction of a sound county financial operation system. A stable county financial ecological environment includes the harmonious economic environment and financial environment, high quality legal system, credit environment, and the harmonious social environment. For the current situation and problems of county financial environment, this paper puts forward the following measures and suggestions according to the above analysis.

ICEM-041405
Inward FDI Influences Posed on Chinese Exports
Zhi-yuan LIU
Abstract. Simply viewing FDI and trade as either alternatives or complementary modes of internationalisation can be biased. Therefore, this paper aims at answering the question of how inward FDI influences a country’s trade. The case of Singapore shows inward FDI facilitate trade and economic development subject to specific contexts. During the miracle economic development process of China, what kind of roles that the inward FDI has played has to be answered. This work statistically examined the data between China and OECD countries from 1988 to 2012, and proved that there is a complementary relationship between inward FDI and exports of China.

ICEM-041406
Research on Talents Cultivation of Sports Economics and Management Major Based on Sports Industry Development Service in Hubei Province
Zhi-chao MA, Yun-jian XIA
Abstract. The study puts forward that talents cultivation for regional sports industry. This paper takes the analysis of current satiation and tendency of sports industry in China as the logistic starting point, discusses the evolution of sports economics and management major as well as the characteristics, paths and ways about talents cultivation of the major. At last, the paper reaches the following conclusion: the
talents cultivation should focus more on the regional and application needs to make cultivation mode have high pertinence and become more flexible.

ICEM-041407

Suggestions on the Construction of Credibility of Charitable Organizations in China from the Perspective of Social Capital
Liu HU, Xing KANG

Abstract. The thinking of charity can be traced back to the early years. Laotzu regards “charity” as the first merit of the “three treasures”, love thought of Confucius, benevolence advancement of Mencius and Mocius’s concept of universal love are China’s simple charity thoughts. The creeds of the Confucianism, Buddhism and Taoism all present thought of charity. Confucianism focuses on kindheartedness. Buddhism focuses on charity. Taoism focuses on retribution of good and evil. All shows that China’s charitable culture has been inherited so far with its long history. In the guidance of this charity culture, China’s charity has developed so rapidly that more and more charity organizations have appeared, and the scale of the organization has gradually expanded, to bring our charity initial progress. While with the successive exposure of charitable organizations credibility crisis, China's charity organizations are facing a major test in the development process, whose credibility has suffered a great fall. Credibility is the foundation of the development of charity and the source of development. Without credibility, there is no guarantee on development of charitable organizations, and charity will be difficult to carry out. And the credibility of charitable organizations is one of the compositions of social capital, and the improvement of the credibility will increase the social capital stock. The social capital can be converted into other forms of capital in certain conditions, which is essential for the development of charitable organizations. It is a constructive choice to improve the credibility of charity organizations, to excavate the potential social capital, to reorganize the existing social capital, to cultivate the new social capital, and to continuously improve the social capital stock. Social capital mainly consists of institutional norms, social trust and participation in the network. So, the paper will explore countermeasures and suggestions to strengthen the credibility of charity organizations through the following three aspects.

ICEM-041408

Some Problems and Suggestions in the Construction and Management of Laboratories for Economics and Management Teaching
Yong-rong WENG

Abstract. The laboratories for economics and management teaching in universities act the role of a fortress for practical talents training in China higher education nowadays. The paper tries to make an analysis on problems arising from the daily management of these laboratories, and attempts to find solutions to prompt the construction and management of the laboratories for economics and management teaching in China.
Insight into the Decision-making System and Think Tanks in Feudal China
Qian ZHANG
Abstract. As a part of the political system, the consulting system for decision-making in feudal China is inevitably influenced by the political system prevailing in the dynasty concerned. This paper analyzes the characteristics of the political systems in various dynasties and found that there is an internal connection with the evolution of the then-current think tanks. The study concluded that think tanks originated in the Spring and Autumn Period, rose in Qin, Han, Sui and Tang Dynasties and were prosperous in Ming and Qing Dynasties.

Construction of Optimal Management Strategies on Energy Saving and Carbon Reduction for Kaohsiung International Airport
Ta-chen LIN, Yu-heng CHANG
Abstract. Energy saving and carbon reduction (ES & CR) has become global issues. All governments and private industries work hard together to make great efforts on ES & CR. The aviation industry that bleeds CO2 to the atmosphere directly is an important one of the industries. The airport is one of the key parts of airway transportation, because they caused most of energy consumption, that they become the one of key factors on ES & CR. In this study, the SWOT analysis, TOWS matrix cross-analysis and expert interview were used to analyze the key factors of management strategies of ES & CR in case study of Kaohsiung International Airport (KIA). The results showed that four strategies of SO, ST, WO and WT were proposed firstly. Then, four strategic aspects with sixteen strategic executions were established through expert interview. It can not only provide the management strategies for the international airport in response to international competitive environment, but also can achieve the sustainable development.

Research on the Content of Credit Indicator of Bicycle-sharing
Shi-wen SHANG, Yu-han WANG
Abstract. In the rapid development of Internet banking, “13th Five-Year” planning proposals put forward the development strategy in economic support network sharing. One of the most important reasons for the rapid development shared economy is that it can provide a kind of development strategy for the environmental deterioration of China and the world. The basis of shared economy lies in the mutual trust between the two sides, and if lacking this foundation then shared economy would fail as well. In China, the bicycle sharing has just started to develop and needs much work. There are significant gaps in both of the theoretical aspects as well as the execution and practice. Take for example the rapid development of sharing bicycles. Although this is a form of sharing, there is a significant loss rate, which is detrimental to users. The enterprise that continues to support this is also affected, and both parties adhere to no true benefit. In order to educate the users, and to make shared bicycle out of the vicious
circle, this paper puts forward the establishment of the content of the credit indicator of shared bicycle. By reviewing and summarizing the share of single market, our discussion of financial shared economic and market development trend, with the comparison of the content of sesame credit set up, will help determine a shared bicycle system and even shared economic industry.

ICEM-041705
On the Application of “Meticulous Management” in College Student Management
Sheng-xian GU
Abstract. With the continuous development of management concept, “meticulous management” concept has been widely used in the business community. Meticulous management mode can help to solve the practical problems in the work from the root of the problem. Applying meticulous management philosophy and university student management work, its importance is self-evident, could set the meticulous management idea, from establish specialized talented person troop, perfect student management mechanism, using such as ways to promote students’ management practice.

ICEM-041803
Study on Land Law Enforcement Practice of Yunnan Province
Qiong-li MA
Abstract. The content of the paper is from the survey on land law enforcement of Yunnan Province entrusted by Yunnan Province Land and Resources Department and undertaken by the author independently in 2015. The objective of the paper is to organize the land law enforcement status of Yunnan Province, analyze difficulties and problems in land law enforcement, and then put forward solutions. The paper adopts literature analysis and field survey approaches to develop the research, and the main content is from actual survey results. The paper holds the opinion that the land law enforcement dilemma of Yunnan Province is caused by many reasons, and we need to take positive measures from the aspects of system, mechanism, legal system, reward and punishment, so as to improve the efficiency of land law enforcement.

ICEM-041901
Research on the Integration of Buyback Contract and Revenue Sharing Contract
Jing ZHOU, Hua WEI
Abstract. With the acceleration of economic progress, the management method developed, the supply chain management (SCM) have been gradually accepted by the manager, and the supply chain contract have become one of the most important management method. Meanwhile, e-business has been the main platform of business, which reduce the distance between the upstream member and the downstream member of the supply chain, and the electronic supply chain (E-SC) become the hot spot of the SCM research. The paper will discuss the integration between the buyback
contract which is always used in the traditional supply chain and the revenue sharing contract which is much more used in the e-supply chain based on the research of the supply chain’s expected profit, analysis the relevance of the two contracts on the supply chain coordination effect, and find the conditions under which the two contracts will make the same effect on supply chain coordination, and integrate the two contracts.

ICEM-042102
Research on the Financial Problems in Marketing Channel Management of Enterprises
Feng-sen SONG, Guang-ling ZHANG
Abstract. Nowadays, the enterprises pay more and more attention on the management of marketing channel. How to deliver the goods to the consumers quickly or provide them with convenient and high quality service directly affects the profitability and development of the manufacturing enterprises and distributors. Only the enterprises with high-efficiency, large-scale, low operation cost and flexible marketing channels have the initiative to win in the fierce market competition. Marketing and financial management are the twin pillars of the current enterprise management. Analyzing the income, cost, efficiency and management level of marketing channel in the perspective of financial management to realize the interaction and infiltration of the two pillars will effectively improve the management level and competition ability of the enterprises. As a result, it is of enormous theoretical importance and practical value.

ICEM-042403
Study on the Method of Selecting Juvenile Jockeys Under the Background of Cooperation Between Hubei and Xinjiang Cooperation
Cheng YANG, Yi LI
Abstract. Interrupted by historical conditions for several decades, modern horse racing in China also witnessed a late start. As a consequence, the mass base for this sport is still weak, exerting more setbacks in jockey selection. At present, most of the jockey coaches evaluate and predict the jockey candidates based on the past successful experience, which can be shown in the following aspects. Firstly, 15 years’ old teenagers in rural or distant areas would be selected as a priority to be trained as jockeys, rather than those grown up in urban areas. The reason lies in the requirements of personalities for jockeys, such as perseverance, tenacity, strong willpower and responsibilities. Secondly, teenagers from the Mongol nationality or Manchu nationality would be preferred thanks to their profound history in horse riding and archery. Therefore, most teenagers there enjoy good foundations in horse ride. All in all, this experience-oriented method of selection makes sense to some extent as it helps coaches to sparkle their speculations and conduct independent thinking, thus forming their own judgments and critical thoughts. However, this method is limited in its subjectivity and contingency. Although it comes from the daily facts, it is lack of scientific proof and abundant practice. What’s more, teenagers
from rural areas, distant areas or ethnic minorities suffer from low level of education and insufficient horse racing heritage, as a result, jockey coaches always face some communication barriers while imparting relevant knowledge to students.

ICEM-042702
Construction Project’s Price Foundation Adjustment and Countermeasures Under “Replacing Business Tax with Value-added Tax” Policy—A Shaanxi Province Case
Jian-feng LI, Jian-feng ZHAO
Abstract. After the launch of “Replacing Business Tax with Value-added Tax” (hereinafter referred to as RBTWVAT) policy, all provinces began to adjust their construction project’s price foundation so as to calculate the VAT output tax. Taking Shaanxi Province as an example, this paper analyzes the differences after the adjustment and offering suggestions to its policy. Changes in tax have been known by a practice case’s calculation in this paper too. Therefore, from the point of view of the construction enterprise, this paper puts forward some countermeasures, such as the management of the VAT input tax amount, the coordination of the direct parties, the government preferential policies, and the strengthening of staff learning.

ICEM-042801
Research on Human Genetic Resources Sharing Mechanism
Qi CAO, Wei ZHAO and Xiang-long WANG
Abstract. Human genetic resources are important biological resources of genetic and environmental factors to analyze the genetic structure, institutional conditions, disease incidence and medical research of specific groups in the region, which have high scientific research and application value. Currently, as to the application of resources, China’s human genetic resources platform uses a high degree of a public welfare sharing mechanism, and to their own intellectual property protection investment is inadequate, resulting in poor resource value recovery, and poor value of resource collection and management processes. This not only has a negative impact on the sustainable operation of China’s human genetic resources platform, but has also affected the effective use of human genetic resources. This paper puts forward the research on the sharing mechanism of human genetic resources, with focus on the analysis of resource-sharing cooperation mode, the market-oriented mode of resource development, and the construction of the economic model of resource application. According to this, the paper gives rational application suggestions, and provides a more viable fundamental plan to achieve full value of human genetic resources.

ICEM-050201
Bibliometric Analysis of CSSCI Journal Papers Published by Faculties of Yunnan Normal University from 1998 to 2015
Fei LI, Wei WENG, Yi LIU, Yun-tao LEI and Ren ZHANG
Abstract. Using CiteSpace as tool, this paper analyzes CSSCI journal papers published by faculties of Yunnan Normal University (YNNU) from 1998 to 2015
from five aspects (distribution of disciplines, distribution of years, research hotspots, distribution of journals and contributions) and draws conclusions, so as to put forward some suggestions to promote the development of humanities and social sciences research of YNNU, at the same time provide a reference for normal universities and colleges to establish a more objective and fairer humanities and social sciences research evaluation system.

ICEM-050401
Analysis on Economic Benefit of Industrial Enterprises in Yunnan Province Based on Principal Component Analysis
Li LI, Lei XIAO
Abstract. This paper collects the data of 19 listed industrial companies in Yunnan province, and constructs the comprehensive evaluation index of industrial development what is suitable for the situation of Yunnan province and the actual development situation. Considering the solvency, profitability, management and development ability, this paper uses the principal component analysis method to transform the multidimensional index affecting the economic efficiency of the enterprise into several comprehensive indexes, and analyzes the main factors affecting the economic efficiency of the enterprise, and puts forward relevant suggestions for enterprise management.

ICEM-050402
Analysis on the Development Trend of Per Capita GDP in Yunnan Province Based on Quantile Regression
Yong-sheng YANG, Li LI and Lei XIAO
Abstract. Per capita GDP is an important index to measure the level of economic development and comprehensive economic strength of a country or region. In this paper, the quantile regression method is used to analyze the temporal data of per capita GDP in Yunnan province, and the quantile regression model of per capita GDP development in Yunnan province is established to comprehensively analyze the economic development of Yunnan province. The results show that with the increase of the quantile level and the number of prediction periods, the relative error of the quantile regression model is gradually reduced, the model fitting effect is better than the linear regression model and the time series model, and the quantile regression has good ability of prediction.

ICEM-050403
Changes of Consumption Structure of Urban Residents in Yunnan Province Based on Factor Analysis
Li LI, Lei XIAO
Abstract. Consumption structure of residents is an important indicator of the improvement of people's life quality and socio-economic conditions. In recent years, the economic development of Yunnan province has made great strides forward. In order to further study the trend of consumption structure of urban residents in Yunnan
province, this paper uses the factor analysis method to analyze the changes of consumption structure of urban residents in Yunnan from 1993 to 2012. The study finds that urban residents gradually shifts to the needs of medical care, residence, transportation, communication and entertainment and cultural services after meeting the basic needs of eating, wearing and using. The trend of changes in consume is to survive and to protect necessities shifts to promote development and enjoy.

ICEM-050404
Evaluation and Analysis of Life Quality of Residents in Yunnan Province
Li LI, Lei XIAO
Abstract. This paper evaluates the life quality of residents in Yunnan from six aspects: economic development, social harmony, living standard, democracy and legal system, culture and education, resources and environment, and compares with the life quality of Chinese residents. Finally, according to the statistical regression equation, this paper analyzes the impact of economic development on the life quality of residents in Yunnan province.

ICEM-050405
Forecast of Consumption Price Index of Yunnan Residents Based on ARIMA Model
Li LI, Lei XIAO
Abstract. In this paper, the monthly data of consumption price index in Yunnan from January 2000 to December 2014 is selected as the sample, and the ARIMA (12, 1, 10) model is established to forecast the consumer price index of Yunnan residents. This model fits the sample data, the prediction error is small and the precision is high. Then the model can be used to forecast the consumer price index of Yunnan province in 2016. The results show that the indicators in 2016 remained stable with a slight increase, which provides a theoretical basis for the government to formulate economic control policies.

ICEM-050804
A Study on the Influential Factors of College Students’ Satisfaction with Movie-viewing
Guo-ping CHEN, Xiao-xuan WANG
Abstract. This paper takes the movies “Mermaid” and “The Man from Macau III” as comparative references and adopts the method of questionnaire survey of college students’ experiences and their satisfaction impact factors of these two films. Through SPSS analysis, it has been discovered that film product’s quality, reference factors and viewing environment have significant impacts on college students’ viewing satisfaction. Among them, the influence of film product’s quality on satisfaction is the most significant one; Satisfaction has a direct positive impact on the intention to recommend. It also has been discovered that the role between college students’ gender factors and the degree of viewing satisfaction is not significant. According to the research results, the marketing strategy implication of the film industry development
and the corresponding cultural industry development has been pointed out in the end.

ICEM-050802
Analysis on the Advantages and Disadvantages of PPP’s Application in the Development of Public Rental Housing
Jian-feng LI, Jian-feng ZHAO
Abstract. Government’s priority among priorities over the improvement of people’s living environment is to solve the problem of the under privileged, one of the best solutions is to develop Public Rental Housing (PRH). As Public-Private-Partnership (PPP) is prevalent in China, using it to develop PRH is feasible. Advantages, like government’s support and the match between PRH and PPP etc., are analyzed. Also, countermeasures are provided to face the disadvantages, such as underdeveloped frame of law system and inefficient share of risks. All these are trying to make reliable contributions to the future development of PRH.

ICEM-050406
The Situation Analysis of Beijing-Tanjin-Hebei Collaborative Innovation from the Spatial Economic Perspective
Zhi-wei YANG, Hao FAN
Abstract. The collaborative development among Beijing, Tanjin and Hebei is an important strategy of regional planning in our country. For their collaborative development, it needs to focus on the collaborative innovation of industry adapted to the region from the spatial economic perspective. This paper chooses to combine the theory of space economics with the collaborative development and innovation among Beijing, Tanjin and Hebei. At present, their collaborative innovation has become a new power. As the center of capital radiation, Beijing plays a leading role and is radiating an increasing influence on Tianjin and Hebei. At the same time, we can find from the patent data that the patent transfer situation among Beijing, Tanjin and Hebei is not suitable for the strategic positioning of their collaborative development. It needs to observe the collaborative development among Beijing, Tanjin and Hebei from the strategic and overall perspective. In order to serve their respective strategic positioning and realize new scientific and technological cooperation among Beijing, Tanjin and Hebei, the resources allocation for regional scientific and technological innovation needs to be improved and the scientific and technological innovation elements needs to be shared in regions.

ICEM-050503
The Empirical Analysis of the Effect of Circuit Breaker on China Stock Market
Shao-yi LIANG
Abstract. Since the circuit breakers were carried out in China Stock Market on January 2016, there was sharp fluctuation in the stock market, which forced CSRS to halt the circuit breaker. In order to analyze the influence of circuit breaker on stock market, GARCH model was conducted. It is found that after the carrying out of circuit breakers the fluctuation was significantly larger; the stock market was easily affected
by the previous shock; the stock market was more sensitive to the negative shock.

ICEM-050801

Farmers’ Participation in Innovative Social Network: A Study on the Construction Model of Maker-space in Rural Areas
Xiao-tong LIU, An YANG, Zhen LI and Li-kun WEI

Abstract. With the development of the Internet and China’s social economy, rural areas are no longer as remote as the past, and the social networks and experiences of farmers are no longer limited to cultivated land. On the other hand, returned migrant workers, college graduates also return to innovation and entrepreneurship stage in rural areas. This paper analyzes the influencing factors and the process model of the construction of the Maker-space in rural areas through the literature collecting and investigating, and provides a reference for the construction of rural agriculture.

ICEM-050803

Comparison of Science and Technology Innovation Policies Among China, the United States and Japan and Improving Path of Science and Technology Innovation Policies in China
Jing ZHAO, Ling-nan QU

Abstract. Policies play an important role in innovation and development. This paper makes a comparative study on innovation policies of the United States, Japan and China from the perspectives of supply, demand and environment. It is found that the innovation policy systems of the United States and Japan are relatively mature, and the system of China still needs to be improved. Based on the experience of the United States and Japan, corresponding improving path of science and technology innovation policies are put forward, targeting at solving the problems of innovation policies in China.

ICEM-051103

The Study on the Effect of Population Age Structure Change on Economic Growth in Chongqing
Jia-yan YI, Xiao-qin LI

Abstract. The data of the sixth population census showed that Chongqing city has already entered the old society. The population age structure showed that the proportion of children continued to decline, the proportion of elderly and the proportion of working-age population kept rising. This article introduces the Cobb-Douglas production function model and internalizes the total dependency ratio, children dependency ratio and old dependency ratio into the labor input factors to expand the model furtherly and analyze the influence of the change of the population age structure on economic growth. The analysis finds that the contribution of the effective supply of labor force to economic growth is very large, and the impact of dependency ratio on economic growth through labor supply is also significant and suggestions can be put forward based on this.
Consumers’ Redemption Behavior of Mobile Coupons: the Role of Cognitive Trust
Qing TANG, Hong-yi MAO and Hong-wei WEN
Abstract. The formation of trust and the impact on information sharing behavior have been widely studied. However, how cognitive trust affects users’ trust in SNS mobile coupon recommendation is still unknown. This study investigates the effects of swift trust, knowledge-based trust, and their interactions in the mechanism of enhancing trust in social recommendation. Except perceived similarity, swift and knowledge-based trust is positively related with recommendation trust. Moreover, the familiarity with the retailer is complementary with expertise of the recommender, and substitute with trust propensity in enhancing recommendation trust. Theoretical and practical implications are discussed.

Research on the Job Burnout of Professional Managers Among Universities and Colleges in Tianjin
Wen-bin HU, Xiao-fang WANG and Ying YANG
Abstract. The author uses MBI-GS to make a research on the professional managers among universities and colleges in Tianjin. Conclusions are as follows: (1) professional managers have higher job burnout; (2) job burnout is not affected by sex, working life and so on; (3) job burnout is affected by job title and working life engaged in management. Based on the conclusion, the author puts forward suggestions: strengthen the psychological monitoring on professional managers and offer them psychological counseling.

Construction and Practice of a Smart Laboratory Based on “6+1”S Management Model
Gang LIU, Min-hong PENG
Abstract. University laboratory plays a distinctive role in education and research, meanwhile, how to improve its management level is becoming more and more important. This paper focuses on construction and practice of a smart laboratory using advanced technologies. It puts forward a new method based on “6+1”S management model to manage laboratories and serve for the university and society. The result supports the usefulness and efficiency of this approach. It is concluded that the new model not only upgrades the practicability and effectiveness of management, but also promotes cultivation of talents.

A Research on Development and Influence Factors of Airport Economic Zone Construction in Zhuhai City
Jun TAN
Abstract. It is clear that the construction of airport economic zone in Zhuhai city...
plays an important role in rapid development of Hengqin FTA and upgrading industries on the western part of Guangdong province. The advantages and the natural location in Zhuhai city can be combined with the policy called “The Belt and Road Initiative” in China by cooperating with Guangdong province, Hong Kong and Macao. With the joining of international competition, undertaking international division of labor and making a close connection, the region can push its globalization and boost local economy significantly.

ICEM-052403
An Investigation on the Current Situation of Sexual Education in Urban Junior High School Students in Jilin City
Ying-lin CHU, Jun-yi CHEN and Ling GAO

Abstract. This study is to understand the status quo of sexual physiology, sexual psychology, sexual attitudes and acceptability of sexual education of urban junior high school students in Jilin City, and to analyze the potential causes, so as to provide references for juvenile sexual health education. A random stratified cluster sampling method was used to extract 500 students in four middle schools. A questionnaire survey was conducted, and analyzed by SDS scale. It is relatively late to acquire sex knowledge; the level of sexual knowledge is relatively low; the way of sexual knowledge acquisition is based on the network media; self-protection consciousness is strong; awareness of adverse effect of puppy love is not enough; sexual concept is more open. The urban junior middle school students in Jilin City have a certain degree of sexual knowledge, but the degree of sexual education is low, the timing to accept sexual education is late, sexual attitude is relatively open, sexual education is less popular, and lack of professional education personnel and way.

ICEM-051005
Medication Safety Management Among Elder with Hypertensive in Community
Xue-wei WANG, Qin-lan LIN and Ling GAO

Abstract. This paper reviews the research on the safety management of elderly patients with hypertension in the community in China and abroad. The research involves the concept of elderly hypertension and medication safety, the characteristics of patients with elderly hypertension in the community and some problems with the safety management of them in the community. Based on the above-mentioned research results, this paper draws a conclusion that community hypertensive patients must implement effective drug safety management measures and briefly puts forward some suggestions.

ICEM-051101
The Study on the Promotion of College Students’ Extracurricular Activities by University Library
Meng-xi ZHANG

Abstract. University as a one of the second classroom activities for college students plays an important role in college education. This paper starts with the current
situation and existing problems of university library, probes into the rational and efficient utilization of library from the deep theoretical research and presents some proposals to promote the effective ways of the second classroom activities of university students.

ICEM-051102
A Brief Analysis on Utilizing Religious Customs as the Legal Origin of Civil Law
Yun WANG, Peng NAI
Abstract. The Civil Code is the expression of unified spirits and ideology of the ethnical people. In the procedure of making the Civil Code, the legalization of religious affairs is inevitable, and cannot be overlooked. It should be acknowledged that in the process of legalizing religious affairs, the religious tradition and customs have a certain degree of value and status in the history of civil law. This article reviews the transformation of attitude toward the value of religious customs per civil law legal origin, it also reasons the legitimacy of existence of China’s civil law legal origin based on the importance of religious customs, the historical development of religious customs and their parts in the making of civil law, as well as making rules for religious customs as a pre-requisite of civil law legal origin in the procedure of legalizing religious affairs.

ICEM-051104
The Comparison of Regional Population Resources Endowment: Taking Shandong and Guangdong Provinces as Examples
Xin-ying LIU, Shen-ying-jie ZHANG
Abstract. Resource endowment is an important factor in the economic growth of a country or region. This paper chooses Shandong and Guangdong Province as the sample of analysis, calculates the population resource endowment coefficient, and compares the data of the two regions. Based on the analysis, the thesis comes to the following conclusion: population resources have a certain impact on the regional economic growth, thus Shandong should continue to take advantage of the land, energy and natural resources and other aspects in the future, so as to optimize the allocation of labor resources to achieve economic growth.

ICEM-051105
The Analysis of the Export Trade Structure Change and Influence Factors of China to the “One Belt and One Road” Countries: Based on the Technical Added Value Perspective
Pei-zhi WANG, Xin-yi PAN
Abstract. This article, starting from the technical added value of export products, dividing export products into four technology types, selecting the data of China to 60 countries along “One Belt and One Road” during 2010-2015 to analyze the change of technical structure of export trade and using Seemingly Unrelated Regression Estimation to explore the influence factors of different technology value-added exports. The study found that China’s GDP, partners’ GDP and FTA significantly
positive influence on all kinds of products exports, the distance between the two countries significantly hinder the export, partners’ trade openness and the national price effect differently on different technology value-added products.

ICEM-051106
The Credit Rating of Listed Company Quality Inspection in China: Based on the Perspective of Corporate Profitability
Sheng ZHANG, Guo-gang HAO
Abstract. Using a sample of bonds issued by non-financial listed companies during 2007-2015, we study the credit rating quality from the perspective of profitability. Results show that credit rating in China has a weak riskiness discriminatory power on company’s profitability and it affects differently amid various sectors. Central state-owned companies have a strong riskiness discriminatory power, whereas this power is comparatively lower among local state-owned companies and private enterprises and other sectors needed to advance funds in the early stage, such as the real estate sector.

ICEM-051107
Investigation and Countermeasure Research on Perceived Value and Willingness to Medical Treatment of Traditional Chinese Medicine Service by the Public
Gui-min DUAN, Jia-wei LI, Sheng LI, Deng-hui DAI and Hong-mei YU
Abstract. The objective of this paper is to study the conditions of perceived value, trust and willingness to medical treatment of Traditional Chinese Medicine (TCM) service, and to explore the influence of perceived value and trust on medical treatment intention. The data were collected by questionnaire survey, using reference sampling and convenience sampling, and the data were analyzed by SPSS. 97.33 percent of respondents received TCM service, traditional Chinese medicine treatment was given priority to, the ratio as high as 85%, acupuncture, massage and cupping project; the public trust of TCM evaluation score for 4.16 (maximum 5 points) at a high level; perceived function value, economic value and time value of TCM were 3.84, 3.42 and 3.09 in medium level; perceived function value (b = 0.398, P = 0.000), perceived time value (b = 0.319, P = 0.000) and perceived economic value (b = 0.173, P = 0.000) have a positive effect on their willingness to medical treatment. Chinese public have a higher degree accept to TCM, but the service utilization is unbalance; public have high trust in TCM, but the perceived value has no obvious advantage; perceived value and trust have positive impact on intention to accept TCM.

ICEM-051109
Study on the Evaluation and Promotion of the Service Quality of Travel Agencies in Harbin
Jing SUN, Yi-xin ZHANG
Abstract. In this paper, the measures of improvement to the service quality of the travel agencies in Harbin are proposed. Through the survey of tourist satisfaction rate, the questionnaire data were collected to obtain the quantitative analysis of the service
satisfaction provided by tourists. Then the data is statistically analysed using SPSS21.0 software to give the mean satisfaction rate of each aspect in regard to the service of the travel agencies. From which, the final improvement strategies for the service quality of the agencies in Harbin City are derived.

ICEM-051501
Research on Tourist Satisfaction of Local Cuisine Based on IPA Analysis Method—Case Study in Heilongjiang Province
Yang ZHAO, Jia-xing WANG
Abstract. Local cuisine in Heilongjiang province is called as Longjiang cuisine, which is an important part of tourism catering in the province. This paper made a survey on the tourist satisfaction of local cuisine in Heilongjiang province with IPA analysis method. With the questionnaires to tourists, 22 variable factors were extracted to survey their satisfaction and importance for Longjiang cuisine. The results showed that tourists were more satisfied with good dishes color, dishes aroma, dishes taste, raw material freshness, local characteristics and the price level, therefore these factors belong to dominant area; the richness of raw materials, the size of dishes, the types of dishes, food utensils and restaurant style belong to maintain area, which tourists’ evaluation was beyond expected; modelling of dishes, nutritional value, menu making, restaurant layout, food explanation, and public facilities belong to the repair area, which still has large space for improvement; culinary arts, service attitude, sanitary conditions, dining environment, and diet culture belong to the vulnerable area, that is the major disadvantage of Longjiang cuisine. Based on the existing problems of Longjiang cuisine, this paper puts forward some countermeasures and suggestions for the perfection of the dominant area, the proper regulation of the maintenance area, the active expansion of the repair area, and the improvement of the vulnerable area.

ICEM-051502
Countermeasures of Informationization Construction Under the Theory of Cost-Benefit
Qi HU, Hai WANG
Abstract. In the depth development stage of informationization construction, especially we need to apply cost benefit theory to make full use of the characteristics of network economy and its economic effects, which mainly refers to network effects, learning effects, information and knowledge accumulation and transfer effects, and linking economic characteristics of network economy, non-scarcity of resources, and refinement of division of labor. With the top-level design mode suitable for national conditions and its subject suitable for overall planning, the paper develops the integration strategy of informationization construction, in order to optimize the cost benefit of informationization construction. Through an empirical analysis on the related research of archives informationization construction, and the investigation in other fields, the paper obtains some suggestions which can be used for reference in other fields. Its concept is universal.
ICEM-051602
The Evaluation Methods and the Empirical Study of Energy Saving Performance for the Thermal Power Enterprises
Ze-shuang LIU, Xin-ping WU
Abstract. Thermal power generation enterprises are the key objects of energy saving and emission reduction in China. The performance evaluation of energy saving and emission reduction has become a necessary means to measure the effectiveness of energy saving and emission reduction. This paper constructs the evaluation index system from five aspects of resource consumption, pollutant discharge, resource recycling, environmental management and scientific research management, according to the principle of scientificity, keyness, operability and comparability, to determine the index weight by using analytic hierarchy process, to comprehensively and quantitatively evaluate the energy saving and emission reduction work of enterprises using the efficiency coefficient method, and verifying the scientific and feasibility of this method by empirical analysis.

ICEM-051603
Research on the Key Influencing Factors of Opening and Sharing Based on Science and Technology Resource
Yin YANG, Yue LI and Tong XU
Abstract. During the using process of science and technology resources, openness and sharing are two crucial conditions. The question that how to conclude the key factors of opening and sharing and the examination about the impacts on ways that how the opening and sharing are realized, have become the research’s concentration in the field of science and technology resources. Based on the research objects, setting that the influencing factors are the moderating variable, the model thus is constructed to assess the effects on the opening and sharing. Research results show that there is an evident positive relationship between the management systems, capital guarantee, talent management, interest-driving, network technology and science and technology resource opening and sharing. On the basis of results, related policies and suggestions are put forward to further spread of science and technology resource opening and sharing.

ICEM-051803
Compromise and Breakthrough: Path Choice of Reform on Judge Salary Mechanism in China
Lei LI
Abstract. With the reform of the judicial system, especially the deepening of the reform of the category system, the judge’s salary growth rate and specific system have already attracted the attention of the academic and judicial circles. This paper takes the salary system of Chinese judges as the object of study, probes into the path of judge’s salary increase from the angle of political economy, and finally puts forward some reform measures for the lack of wage market competition judge remedial measures from macroscopical and microcosmic two respects.
On the Function of Patriotic Education Bases in Beijing Against the Background of New Media
Ren-he YAN

Abstract. At first, the article introduces the basic situation of patriotic education bases in Beijing. Against the background of new media, this paper probes into the problems existing in the function of patriotic education base. The appeal and influence of the patriotic education bases needs to be enhanced. The use of new media is inadequate and modern science and technology innovation is insufficient in some patriotic education bases. Public good of patriotic education bases is inadequate. Finally, some suggestions are put forward to make full use of patriotic education bases against the background of new media, including realizing propaganda model network to publicize the bases, excavating thought connotations and enhancing the propaganda of the base of the network memorial, giving full play to the feature advantages of the bases and making pioneering with modern technology and new media, and increasing infrastructure investment to satisfy the demands of public cultural undertakings.

Development Strategies for Cultural Creative Tourism of Heilongjiang Province, China
Zi TANG

Abstract. The emergence of “cultural creative tourism” reflects the growing integration among tourism industry, culture industry and creative industry. Cultural creative tourism is receiving an increasing amount of attention in China. Although there are rich tourism resources, cultural creative tourism of Heilongjiang Province is in initial development stage. This study explores development foundations of cultural creative tourism in Heilongjiang Province. Furthermore, the eight critical strategies were proposed to enable sustainable development of cultural creative tourism at the strategic level for Heilongjiang Province. The strategies can not only enhance local government’s effectiveness and but also provide references to other regions.

Research on Improving Countermeasures of Human Resource Management of Hotel Industry
Chang-bo SHI, Jian WANG

Abstract. The emergence of “cultural creative tourism” reflects the growing integration among tourism industry, culture industry and creative industry. With the booming development of the hotel industry in China, the hotel’s human resource management is also facing many challenges. There are some problems in the human resource management of mid-Sale hotel, including lack of career planning for hotel’s staff, no enough emphasis on employee training, imperfect compensation benefit and incentive mechanism, defective hotel performance management system, loose hotel labor relations management, and so on. Therefore, some countermeasures should be applied in hotel’s human resource management, such as correctly guiding employees
to plan their career, paying attention to employee’s humanistic management, focusing on the advantages of resources and open up more channels, establishing a sound and complete training incentive mechanism, scientific and effective hotel performance management, strengthening the construction of democratic management system in hotels, etc.

ICEM-052502
Exploring Knowledge Domain and Evolution of Human Resource Management Research: a Bibliometric Analysis
Xiao-rong HE, Ying-yu WU
Abstract. The main purpose of this study is to reveal the current status and future development trends of the researches on human resource management (HRM) by adopting bibliometric techniques and information visualization technology. The research data are based on 5380 published documents which were retrieved from the three famous retrieval systems SCI-EXPANDED, SSCI and A&HCI with the topic search of “human resource management”. Based on CiteSpace and bibliometric techniques, we construct the document co-citation network to screen out the highly representative document and explore the popular topics on HRM. The research results of this study can undoubtedly provide help for future works on HRM.

ICEM-052503
The Relationship Between Ethical Climate and Pro-social Silence
Chun-ping LI, Teng ZHANG and Yu-qing QU
Abstract. Based on the theories of organizational climate and employee silence, this paper studies the relationship between the organization climate and all variables of social silence, large number of studies have shown that pro-social silence is influenced by organizational ethical climate. We find that caring climate, law and code climate, rule climate and independence climate are positively associated with pro-social silence; instrumental climate is negatively associated with pro-social silence; at the same time, a high degree of obedience to authority will strengthen the rules climate and pro-social silence positive correlation.

ICEM-052504
An Analysis of the Cultivation Path of Core Socialist Values from the Perspective of Marxist Human Theory
Jie LIN
Abstract. The ideological and political education of Core Socialist Values is an essential part of the ideological and political education in colleges and universities, an important path of the realization of the Chinese dream, and it has to go through an inexorable process from individual spontaneity to social consciousness. This paper is based on the perspective of Marxist human theory, and explains the idea that Marxist human theory is the guiding thought of the ideological and political education of Core Socialist Values for university students from three aspects: human nature, human value and human development. Then, it presents its own thinking about the cultivation
path of Core Socialist Values from three dimensions: value choosing, value integration and value reconstruction.

ICEM-052601
Comparisons of the Employees’ Ego-identity and Job Involvement Between Chinese and Americans
Jing WU
Abstract. During 2013 - 2014, a questionnaire survey was respectively done both in China and the United States, in order to clarify the relationship among the employees’ Ego-identity (EI), Perceived Organizational Support (POS), and Job Involvement (JI). The research questionnaire includes items for the Ego Identity Process Questionnaire (EIPQ), Job Involvement Factorial Structure of 20-Item Scale (6-item short measure version) and the Survey of Perceived Organizational Support (SPOS). In this study, an online survey was conducted: 109 of the 111 surveys collected in the United States were valid, 256 of the 281 surveys collected in China were valid, so there were 365 valid questionnaires. The survey found that the average score of Chinese employees’ EIE (Ego-Identity Exploration) score was 59, and the average of Chinese employees’ EIC (Ego-identity Commitment) score was 45; the median score of American employees’ EIE and EIC were both 62, while the median score of total 365 employees’ EIE was 60 and the median score of EIC was 51. This paper shows the conclusions of the survey.

ICEM-052603
Literature Review of Occupation Well-being
Teng ZHANG, Chun-ping LI
Abstract. Since the 1990s, the study of occupation well-being has become a hot topic for domestic and overseas scholars. They have deeply discussed the occupation well-being from different aspects and till now, a huge amount of valuable theoretical and practical research results have been formed. This thesis analyzes and combs the literature from the perspectives of connotation, measurement and influencing factors of occupation well-being and then puts forward the future research direction.

ICEM-053103
A Study on the Current Situation and Problems of Family Finance
Lian-xin WANG, Yu-jie ZHANG
Abstract. With the rapid development of Internet finance and disambiguous finance, the financial industry development and innovation are changing with each passing day. The financial industry has entered into a mixed operation and a new era of comprehensive management. Family financial management has become a necessary tool for wealth management. The public has constantly set up investment and financial management has become a new boom in current financing market. But there are still some errors about the public’s understanding of financial management; a scientific and rational financial concept has not been established; in the absence of professional knowledge of financial management, investment banking blindly follow
the trend; the lack of long-term planning of family wealth management, pension, medical education; children’s rigid planning is not enough. Based on the theory of life cycle, through the empirical investigation and analysis, the paper puts forward some countermeasures and suggestions for the current situation and existing problems of family financial management.

ICEM-053105
A Survey of Metacognitive Strategy Use in English Classroom by High School Students
Li-hua TANG
Abstract. Language learning is a complicated process involving a lot of individual factors; therefore, language learning effects vary greatly among individual learners. The research intends to examine the frequencies of high school students’ metacognitive strategy use in BaiTa Middle School and to discuss whether it is necessary to propose an effective metacognitive strategy training model targeted at them.

ICEM-053106
Information Security Governance in Colleges and Universities
Jia WANG
Abstract. With the continuous progress of information construction in colleges and universities, the problem of information security is becoming more and more serious, so it is urgent to strengthen the information security governance in universities. This paper first briefly introduces the connotation of information security in colleges and universities, and then briefly analyzes the current situation and causes of information security in universities, and finally puts forward suggestions and ideas on information security governance in colleges and universities.

ICEM-053107
Study on Mode of Progressive Cultivation on College Students’ Innovative Ability Based on Industry Demand
Qiang-tian LI, Wei LIU
Abstract. Development of improvement of college students’ innovative ability is strategic need of wealthy and powerful people, as well as the core content of reform and innovation of current higher education. Based on the industry demand, this paper takes the cultivation of innovative ability of college students as its focus, organically integrates various elements of cultivating college students' innovative ability, tries to construct progressive cultivation mode of college students’ innovative ability, so to improve its effectiveness.

ICEM-060103
A Study of Application of WeChat in Translation Teaching
Huan YU
Abstract. Nowadays the WeChat intercourse platform has quickly become an
important channel for people to socialize and get information. In many areas in universities, WeChat is also widely used and accepted. However in the field of translation teaching, the traditional model has been unable to adapt to the needs of the new era and the use of new technologies is urgently needed. After analyzing the trend of translation teaching reform, the author tends to integrate the interactive functions of the WeChat to construct a WeChat-based interactive mobile model in translation teaching in order to get rid of the time and space constraints in the traditional model and improve the effectiveness of translation teaching.

ICEM-060502
The Pricing of Small and Medium-sized Enterprise Collective Bonds with Embedded Option Based on the Copula Function
Kan ZHANG, Yi LIU, Yu SHEN, Xiao HONG and Lin-zi CHEN
Abstract. Because of collective bonds of small and medium-sized enterprises have several sub-issuers, the method of pricing is different from common corporate bonds to a great extent. In this paper, the Copula function is used to compute the united default distribution of the sub-issuers of small and medium-sized enterprises collective bond, and the option of the bond is being considered in the modeling, so the bond’s credit spread and price can be calculated correctly.

ICEM-060501
Risk Assessment of Enterprises Information Security Based on Fuzzy Set and Entropy Weight
Yi WANG, Jia-hang YUAN, Jian-ye ZHANG and Cun-bin LI
Abstract. With the accelerate development of information, enterprises are becoming increasingly dependent on information systems, therefore, ensuring information security becomes the core work of enterprises information management. The tradition risk factors are classified into three aspects of asset, vulnerability and threat. This paper adds the security prevention measures as the fourth aspect. After analyzing the four aspects based on the fuzzy set theory, then constructs the membership matrix of factors corresponding to the judge set. The weights of the risk factors are calculated with the entropy theory to reduce the subjectivity bias, integrating the comprehensive risk results to output the risk rating. An example application proves that the method is a feasible and effective method of assessment, the results will have a certain theoretical significance and practical value.

ICEM-060504
Discussion About Combination of Medical Care and Social Care from the Aspect of Community
Wei-xia LIN
Abstract. Combination of medical care and social care is an effect way to solve aging problems, strengthening community construction is especially necessary. This paper makes an introduction of Qingdao pilot experience in detail and then tries to do SWOT analysis of combination of medical care and social care oriented by
community. Finally, this paper presents the practice of Japan, the US and the UK, hope that it can provide experience for China.