## **Table of Contents**

An Empirical Study of Public Investors' Financial Information Seeking Behavior in the Stock Market	1
Lin Wang, Baoling Ding And Wei Liu	
Research on Female Entrepreneurship: Present Situation and Prospect	8
Fangyu Zhao	
An Empirical Study on the Influencing Factors of Consumers' Fresh Agricultural Products Purchase Behavior	15
Qianqian Zhuang	
Risk Analysis of China's Foreign Direct Investment	22
Bowen Zhang	
Analysis of the Trend of Extended Service in Chinese University Libraries	27
Li Zhou	
Economic Policy Uncertainty and U.S. REITs Herding Behaviors	31
Wenyuan Lin And Yuechen Li	
The Technology Research of Cogeneration/Thermal Depth Peakload Modification	37
Yong Yang, Jingjing Zheng, Fuchao Liu And Jing Peng	
A Study on Residents' Catering Consumption Behavior in Shiyan City under the Background of Mobile E-commerce	45
Lei Guo, Tianling Li, Ruijiang Nan, Na Zheng	
Research on Influencing Factors of Consumer Shopping Behavior in Online Shopping Festival	50
Yang Liu, Xuemeng Zhang, Yihe Zhang And Chunyan Qiu	
Research on the Relationship between Online Shopping Experience and Consumer Impulse Buying	58
Yang Liu, Yihe Zhang, Chunyan Qiu And Yan Ma	

Media	00
Changping Hu, Kim Jeung-Hwan	
Reform and Exploration of Database Principle Course Based on OBE Learning Outcome-oriented	70
Wei Gu	
The Reliability Optimization and Redundance Control for the Aeronautic Electronic System	76
Jiaxue Liu And Chunhong Chai	
Usage Beliefs' Change and Interaction during Technology Acceptance of Academic Information Services	82
Duanwu Yan, Jiali Tang, Beibei Xia, Guoxiao Liu	
Research on Training Path of Rural E-commerce Talents in Hubei	88
Yitang Zeng, Zhongyuan Ma, Yachi Lu, Mengxiao Wang And Li Li	
Research on Bilingual Teaching of Automobiles and Other Related Majors in Colleges and Universities	95
Hongmei Sun, Yan Liu, Minghui Chen	
Research on the Influence of Physical Education on the Students' Mental Health in Colleges and Universities and its Countermeasures	99
Ying Luo	
The Innovative Development of Mural Painting and Public Art Discipline Construction	103
Xiao Ding	
A Probe into the ISSUES Concerning Deploying Authorized Spots for Professional Master Degree Declared by New Undergraduate College	109
Lishan Xu And Yong Yan	
Discussion on Ideological and Political Education work for College Students in the "Micro-era"	113
Wenjuan Zhang	
New Exploration on the Examination Reform of Ideological and Political Theory Courses in Local General Undergraduate Colleges	117
Yong Yan And Lishan Xu	

Study on Optimizing the Input Structure of Higher Education and Improving the Quality of Higher Education in China	122
Weiping Che, Jian Xiao, Lina Wang	
Debate Teaching: The Way of Humanism Practice	129
Bo Zhang, Haiyan Liu	
The Analysis on Organization Guarantee and Long-term Mechanism Construction of the Ideological and Political Education of College Students under the Big Data	133
Lishan Xu And Yong Ran	
Analysis on the Difficulties in and Strategies for PE Teaching Reform in Higher Education Institutions in New Era	137
Ying Luo	
An Investigation on Wildlife Protection Consciousness of Middle School Students in Meizhou City, South China	141
Qihe Yang, Huiying Zhu, And Hesheng Yang	
Strengthening College Students' Network Thoughts and Remediation Education through "Counselor Blog" under the Background of Micro-era	150
Chen Xunwei, Chen Yu	
Exploration on Teaching Reform of Bioenergy Curriculum in Colleges and Universities	154
Ying Liu, Yingbin Xue, Fugaung Yang, Jianping Chen	
Deepening the Reform of the Youth Marxist Training Project in Higher Education Institutions under the Logic of General Ideological and Political Concept	160
Xunwei Chen And Yu Chen	
Research on the Relationship between Skill Competition and Daily Teaching	164
Hongmei Sun, Xin Li And Na Zhang	
The Problems and Countermeasures of English Reading Comprehension	167
Chun Dai	
Research on Innovation of Ideological and Political Work in Colleges and Universities from the Perspective of Effectuation Theory	173
Qiaoyin Peng	
Vehicle Routing Problem Based on Improved Particle Swarm Optimization	177
Chunyan Qiu, Xi Yang And Yang Liu	

Supply Chain Complex Network Optimization Model Based on Intelligent Algorithm	182
Chunyan Qiu, Song Jiang And Yang Liu	
Research on the Regulation and Control Technology of High Load Energy Load in Response to Load Loss Demand of Power Network	186
Yong Yang, Jingjing Zheng, Fuchao Liu And Jing Peng	
Research on Job Satisfaction of Grass-roots Administrators in Colleges and UniversitiesBased on a Questionnaire Survey in Ten Universities in Beijing	193
Jingxia Shi	
Literature Review of Network Organization Power Research based on Citespace	199
Yingdong Ji, Pingping Shi	
The Impact of Leader -Member Exchange Relationship on Employee Performance Appraisal Reaction: The Mediating Role of Organizational Justice	205
Lanyun Wang, Xiangdong Wang And Dan Song	
Research on Building Method of Organizational Process Performance Model in Project Management	213
Dexin Huang	
The Construction and Verification of Decent Work Indicators System Based on Questionnaires of 2000 Employees	217
Yan Xu, Dun Liu	
An Analysis of Professional Ability Building as the Core to Promote the Professional Development of the University Counselors	223
Hui Teng	
Research on the Development of Human Capital in Tianjin	229
Feng Han, Lin Zhu And Zheng Wang	
Comparative Study and Experience of Government Accounting Reform in Developed Countries	235
Qingxiu Peng And Lu Zhang	
Air Quality Forecast Based on Neural Network	239
Shengping Zhao And Jingrui Li	
Research on the Way to Improve the Service Quality of Shanxi Government WeChat	245
Zhen Feng, Liying Zhang, Tianli Shen	

Research on the Development of Farmer Cooperatives under the Background of Urban-rural Integration	252
Qingxiu Peng And Li Ding	
Discussion on the Value and Countermeasures of Construction and Development of Leisure Culture in Urban Communities	256
Fan Zhang	
Discussion on the Waste Resource Utilization and Management in the Country Based on the Observation and Consideration of Ecological Environment Development in Yiyuan Country	262
Yixiang Chen, Dulin Yin And Shengpei Su	
A Study on the Interactive Effect between Quality of Life and Sports Leisure Mode	269
Fan Zhang	
Research on the Improvement of the Quality of Rural Women in Tianjin	274
Wenyu Wang, Lin Zhu, Zheng Wang	
A Normative Analysis of the Operation of Public Welfare Crowd Funding Platform Taking "Qingsongchou" as an Example	279
Shaofen Fang	
Analysis on the Sustainable Development Value of Urban Eco-sports	285
Fan Zhang	
Analysis of Crafts Pricing Strategy	290
Xinyi Yuan	
Research on the Application of Artificial Intelligence in Human Resource Management	295
Fengxiang Jiang, Changjun Du, Tongtong Fu, Runting Xiao	