Table of Contents

Influencing Factors of Regional Tourism Industry Economic Performance in China Based on the Theory of Industry Integration	1
Fang Zhou	
Research on the Opportunities and Challenges for Chinese Cross-Border E-Commerce Companies in Southeast Asia Market	6
Rong Wu	
An Analysis of Financial Business Integration and Financial Management Function Transition of Enterprises Based on Value Creation	10
Jun Liu	
Study on the Operating Model of Social Entrepreneurship of Shanghai Non-profit Sports Organizations	15
Chuanlei Li	
An Empirical Analysis of Direct Financing on Agricultural Economy	23
Kun Song	
Research on Financial Supervision and the Perfection of the Legal System of Market-oriented Debt-to-Equity Swap	28
Guan Xin	
Information Sharing Incentive Model of Ganzhou Agricultural Product Supply Chain under the Background of Cloud Computing	34
Yongming Lu	
Tax Risk Analysis of Teachers' Individual Income Tax in Private Colleges and Universities	39
Yang Dangpu	
Problems and Countermeasures of Textile Export in Guangdong Province	44
Ji Bin	
Present Situation of China's Business Administration under the New Economic Situation	49
Ying Wang, Xiong Qi	

Research on the Delicacy Management Model of College Counselors in Students' Work in the New Era	54
Jialin Tan	
Research on University Cultural Management Mechanism based on System Dynamics	60
Yulei Liu, Quanchen Dai	
Thoughts on Perfecting Building Regulations in Construction Market	64
Hongli Wang	
Research on Effective Innovation Measures of Enterprise Economic Management Based on Innovation Ability Training	69
Gao Yuping	
Product Visual Communication Design and Management under Multi-brand Marketing	74
$Si\ Li$	
Innovation Research on Enterprise Management Mode in the Era of Big Data	78
Shengnan Zhang	
Construction of "Internet +" E-commerce Practice System	82
Shiyun Sun	
Research on Innovation of Information Application in Financial and Economic Management	87
Ye Lvyuan	
Study on Challenges and Countermeasures of China's Energy Economy	92
Yue Haosheng	
Analysis on the Financial and Tax Processing of the Income Tax of Agricultural Products plus Deduction	97
Fan Mei	
Research on the Reform of Public Management under the Background of Big Data	102
Xinhang Ke	
Research on the Interactive Relationship between Regional Economy and Industrial Upgrading	106
Liqiang Gao	

Study on the Legislative Perfection of China's Supervision for Foreign Banks under the Mode of Mixed Operation	110
Liu Hongfeng	
Status Evaluation and Countermeasures of Shaanxi Talent Highland Construction Based on "Silk Road Economic Belt"	115
Yuan Shi	
Research on Flexibility of College Student Management System	119
Jinxu Chen	
The Path of Accounting Practice Innovation from the Perspective of Knowledge Economy	124
Yingnan Yang	
Changes and Development of Financial Accounting Theory and Practice in the Era of Electronic Commerce	128
Limei Deng	
Research on Technological Development and Economic Benefit of International Communication Satellite Based on Information Consistency	132
Xiaoxi Liu, Yifeng He, Nan Ye, Rui Zhang	
Cold-chain Logistics Optimization of Fresh Agricultural Products Enterprises Based on Internet of Things	137
Weng Chuanfang, Huang Haibin	
Research on Financial Management of SMEs	142
Haiping Wang	
Study on Energy Consumption Status and Influencing Factors of Energy Variety Selection of Farmers in Sichuan Province	146
Yanqiu He, Siyu Zhu, Rou Chen, Jie Xu, Fang Wang	
Research on Crop Industry in Hot Zone to Promote Poverty Alleviation—Taking the Mango Industry of Panzhihua as an Example	153
Feng Huiling, Chen Wenkuan, Tang Jin, Luo Luxi	
The Mode of Smart Tourism Management under the Background of Big Data	160
Wenya Li, Ying Cai	
Systematic Risk Measurement of Financial Institutions in China	164
Dou Zhenjiang	

Work Type, Enterprise Nature and Household Asset Allocation	169
Liu Fengyu	
Research on Population Aging and Social Security System Construction	178
Le Deng, Jianbao Chang	
Probe into the Financing Problem of SMEs Based on Financing Lease	182
Zhang Jianhui	
Analysis of the Relationship between Online Consumer Behavior and E-commerce Service Quality Based on Similar Trust Degree	186
Shigao Feng	
Analysis on the Influencing Factors of University Management Performance Based on Knowledge Management Concept	191
Shi Gaofeng	
Research on the Reform and Innovation of Higher Education System Based on Artificial Intelligence Technology	196
Yin Yanlin, Han Rui	
Research on Early Warning Index System of Enterprise Marketing Management Based on Consumer Behavior	201
Jianping Yang, Xiaofang Bian	
Study on the Development Model of Logistics System in Shaanxi Free Trade Zone	206
Wang Yuanyuan	
Research on Evaluation Index System of Nursing Safety Management in Elderly Nursing Hospitals Based on Demand Orientation	211
Ning Kexue, Zou Li	
Incentives for the Quality and Safety Crisis of Regional Brand Agricultural ProductsBased on multiple case studies	216
Xu Zu, Jiao Yi, Fuliang Dai, Zhengjie Zhang	
Research on Brand Construction from the Perspective of Global Tourism	224
Bian Zhigang	
Review on Localized Brand Personality in China	229
Fuliang Dai, Junming Li, Xu Zu	

Study on Impact Measuring of Internet Finance on the Profit of Commercial Banks—Construction and Analysis of Measurement Index System	233
Hongman Guo	
Study on the Circulation Patterns of O2O Electricity Businesses in Agricultural Products	237
Xiaoyan Jia	
Research on the Application Countermeasures of the New technology in TV Programs	241
Yong Shang	
Research on the Impact and Construction Strategy of Campus Football Culture Based on Big Data Era	245
Xuewei Yang	
Research on the Management of College Physical Education under the "Micro-Platform"	250
Haihua He, Shaofan Liu	
Research on Risk Control of P2P Network Lending Platform Based on Blockchain Technology	254
Wenjing He	
Research on the Market Operation Mode of Policy Agricultural Insurance under "Internet +"	260
Zhou Yanqi, Fan Suqing	
The current situation and Innovation of Human Resource Management in Higher Vocational Colleges in the "Internet +" era	265
Pinde Qin	
Study on the Development and Protection of Rural Landscape from the Perspective of Ecotourism Attraction	270
Yongliang Sang	
Analysis of Financial Accounting Risk and Preventive System Construction of Commercial Banks	273
Liufeng Zhu	
Seeking the Way of Vitalizing the Country from the Angle of Seeking Your Own	277
Jian Hongying	
Discussion on the Efficiency and Benefit of Government Procurement in Colleges and Universities	284

Analysis and Application of International Trade Income Model	289
Yongmei Zhang	
A Model Study on the Regional Economic Impact Factors of Belt and Road based on Spatial Correlation	298
Hong Lv	
Deep Integration Development of Folk Hotels and Forest Tourism Based on Environmental Protection Conditions	307
Tian Yuan	
Innovation of Ideological and Political Work in Higher Vocational Colleges under the Environment of Self-media	312
Yu Jie	
Research on technological progress in the field of regional medical supply	317
He Fang	
Research on Sharing Economy Deepen the Reform of Supply Side	322
Cheng Li, Xi Li	
Research on Consumer Behavior Change and Enterprise Coping Strategies in Network Marketing Environment	329
Hou Jun	
Research on the Formation and Effective Training of Basketball Teams in Higher Vocational Colleges	334
Liang Linfei	
Analysis on the Development of College Track and Field Teams and the Development Path in the New Situation	339
Lu Changchun, Jiang Hongying	
Development Ways of Sports Tourism Industry under Intelligent Sports	344
Liu Gang	
Research on the Influencing Factors and Measurement of Micro-blog Marketing Effect of Small and Micro-enterprises	349
Wenjing Wang	
Research on Sports Injury Prevention in Sports Training Based on Competitive Ability	354
Hailong Cen	

The Principles and Ways of Constructing the Rule of Law in College Student Education Management	358
Liu Weimin	
Construction of the Sunlight Physical Education in Colleges and Universities	363
Jianping Chen	
Building a First-class Professional Research Based on the Diversification of Demand	367
Shi Yali, Liu Youyao	
Research on the Precision Employment Service Model of College Graduates Based on Big Data Analysis Technology	372
Xiaorong Yue	
Research Status and Development Trend of Modern Logistics System Technology	376
Chen Yinghua	
Necessity of Dance Resource Management System Platform Construction under the Background of Big Data	380
Li Ran	
The Development of Rural Tourism in China from the Perspective of Creativity	384
Sun Lin	
Research on Index Construction and Path Optimization of College Students' Entrepreneurship Ability Based on Analytic Hierarchy Process	389
Wang Bin	
Construction and Application of Enterprise Human Resource Planning Model Base Based on Strategic Flexibility	393
Wei Yanna	
New Development of Educational Management Informatization: Towards Intelligent Management	398
Zhang Qiying	
Research on Collaborative Innovation and Development of Professional Groups and Industrial Clusters in Higher Vocational Colleges	402
Chaomin Zhang, Shu Tan	
Study on the Global Tourism Development of Ganquan County	407
Fu Tieyan	

Human Resource Management Innovation of Enterprises in the Mobile Internet Era	412
He Zhenhua, Ma Jinjing	
New Media Marketing Strategy of Cruise Tourism	417
Cui Bo	
An Empirical Study on the Choice Factors of Third-Party Payment Means under Internet Finance	421
Zhiguang Guo, Jianing Gan	
Research on the Role of Superior Developmental Feedback on Employee Innovation Performance	425
Lili Jin	
Analysis on the Impact of Internet Finance on College Students' Consumption Behavior and Financial Concepts in the New Era Using Mathematical Statistical Method	429
Changpeng Lin	
Thoughts on Promoting Innovative Development of Rural Tourism in China by "Culture + Tourism"	433
Lingzhi Peng	
Analysis on the Problems of Enterprise Management Mode in internet plus Times and Countermeasures for Improvement and Innovation	438
Tan Lin, Liu Jiankang	
Research on Promoting Energy Generation Efficiency	442
Tian Yingjie, Guo Naiwang	
Study on the Management of Literature Reading Room in Private University Libraries	446
Wu Yingjun	
Research on Intensive Management Model of Village Banks in China	451
Wu Yuyu	
The Impact of "BT Reforms to VAT" on Financial Management of Enterprises	455
Xiang Meiying	
Research on the Development Strategy of Traditional Media from the Perspective of Community Economy	460
Yan Qian	

Research on the Path of Technological Innovation of Small and Medium-sized Technological Enterprises	465
Yang Juchao	
Analysis on the Development Mode of Business Administration in the Era of Network Economy	470
Ye Leifeng	
Management and Use of Campus Card	475
Yin Xiyuan	
Research on the Development Path and Countermeasure of Cultural Industry in Ethnic Areas from the Perspective of Whole Industry Chain	479
Zhang Ying	
Research on the Construction of Management Accounting Information with Cloud Computing Platform as the Core	483
Xia Li	
Research on the Innovation of Student Management Mode in Colleges and Universities based on the Development of Student Subject	487
Yue Ni	
Causes and enlightenment of stampede on the bund of Shanghai	493
Liu Jia	
Present Situation and Countermeasures of Edible Fungus Industry in Jilin Province	496
Guofeng Zhang	
Discussion on Application of Substance over Form Principle in Accounting Practice	499
Jiaqi Duan, Tingting Zhu	
Development Path of Urban Planning Exhibition Hall: From the Perspective of Knowledge Production	503
Wenting Wang, Rui Zhang	
Research on the Influencing Factors and Model Innovation of the Development of Traditional Wholesale Market under the Background of "Internet Plus"	507
Rui Zhang, Ran Wei	
Landscape Evaluation of Green Space of Yunnan University Based on Sd-Sbe Method	513
Xiang Kai Guo Kaih Han Han and Guan Peng	

Study on the Problems and Countermeasures of Rural Migrant Workers' Integration into Cities and Towns	517
Zhang Yanhui	
Study on the Construction of Airport Economic Zone	522
Hangxing Zhou, Chunguang Wang, Xiujuan Liu	
Cataloguing and Management of CD Attached with Books in Library	528
LI Yanjie	
Cognition and Discussion on the Effect of Comprehensive Adjustment in the West of a Block	533
Ling Li	
Construction of Tax Planning Model in the Development of Commodity Circulation Enterprises	537
Fan Xinkui	
The quality of discharge in the perception of anxiety disorders patients	541
Ruian Liu, Qiuying Xu	
A survey of the awareness of palliative care among community medical staff in Chengdu area	548
Mo Linqi, Peng Aonan, Wang Xinyue, Zhang Zehua	
Research on Innovation and Development of Small and Micro Tourism Enterprises from the Perspective of New Media	557
Yang Mao	
Study on the Design of Greenway Network Leisure Space in Mountainous CitiesTaking the Southern Area of Chongqing as an Example	562
Peng Weiyan	
The Predictive Analysis of Concept Stock Yield Based on GAS Model	567
Ding Qiang	
Current Situation and Trend of Research on Application of Blockchain Technology in Logistics Field	572
Xudong Li, Fang Wang, Xiaojian Zou	
Construction of Logistics Information Management Mode Baesd on Blockchain Technology	582
Xudong Li	

A Comparative Study of Chinese and Western Accounting Standards Analysis Based on Development History and Development Environment	592
Xin Liu	
Research on the Separation Model of Three Powers in the Reform of Public Gymnasiums to Enterprises in China	601
Wenjie Lu	
A Research on the Quality Management Maturity of E-commerce Platforms	609
Yujie E, Hongtao Wang	
ICSID's Jurisdiction over Arbitration of Transnational Investment Treaties of State-owned Enterprises—From "Beijing Urban Construction Group v. Yemeni Government" Case Concerning Jurisdiction	616
Xiangxiu Wang, Yawen Zhang	
Market Competition, Business Model Innovation and Enterprise Innovation Performance	622
Qing Xu	
Border of Security Responsibility of Primary and Secondary Schools Based on Fuzzy Comprehensive Evaluation	635
Xin Zhao, Ping Cao, Limei Meng	
Entropy-Based Fuzzy AHP Crisis Management in the University Student Apartment Application	645
Yunchong Hua, Tiejun Ci	
Research on Economic and Trade Relations Between China and Indonesia	651
Jiahe Wu	
Is There a Gap on Female Entrepreneurship Research in China and Worldwide?	658
Jing Liu, Xiaokang Zhao	
Investigation on Internal Management Environment in Private Enterprises	673
Wenjuan Lu, Dongbo Wang, Yanhe Chen	
Relevance between Regional Industrial Economic Development and Higher Education Based on Industrial Development	679
Fang Zhou	
The Current Situation and Countermeasures of Yunnan Agricultural Products Business Development under the Background of "Belt and Road"	684
Rong Wu	

Environmental Accounting Information Disclosure: A Summary	689
Yunqing Nie	
A Study on the Strategy of Sustainable Development of Energy Economy in the Context of the New Period	694
Yue Haosheng	
Application and Practice of Neural Marketing Theory	699
Bian Zhigang	
Financial Management System and Management Mechanism of Enterprise Group Based on Value-driven Thinking	70 4
Jun Liu	
The External of China's Equipment Manufacturing Industry Analysis of the countermeasures of capacity cooperation	70 9
Yan Zhang, Jiamin Wang	
Analysis on the Influencing Factors of Tax Increase in China	717
Ding Jiawen, Wang Yaqin	
The Significance and Path Choice of Financial Innovation Strategy of State-owned Commercial Banks	723
Gao Shangjun	
Research on Risk Management and Quality Control of Medical Devices Based on Humanized Concept	731
Fu Li	
An Empirical Study on the Mediating Effect of Competence-based Human Resource Management Effectiveness	736
Lai Xiahong	
Research on the Evolution Method of Public Management Paradigm Based on Life Cycle	741
Fan Youjun	
Housing Property Tax Reform	746
Hou Jinduo	