Table of Contents

An Empirical Study of Mobile Learning in Promoting English Vocabulary Teaching in Multimodal Environment	1
Xiao Jing, Wang Jing	
Who is the fat one? —Comparative Research on Social Stratification and Subjective well-being in Term of individual Figure	5
Chen Jiasheng, Bi Tianyun	
The Consciousness Theory of Minority's Participation in Anti-poverty Subjectivity	12
MAO Yaping	
The Influence of Scientific Research Training Environment on Postgraduates' Research Self-efficacy—An Empirical Analysis Based on Eight Universities in Wuhan	16
Yang Yang, Aihong Zhu, Jianlan Qin	
A Tentative Study of Feedback Based on Big Data of English Test	24
Li Fuli, Ma Xingyu	
Scale Development and Validity Test of Enterprise Culture Power	28
Qiuxue Luo,Yun Dong	
Study on the Structure Change of Technology Financing Market in Wisdom Era	36
Qishui Chi, Yu Liu	
Literature review on incentive mechanism of new product R&D team	40
Zenghai Wu, Jin Yang	
The subjectivity of Folk Literary Aesthetics in Aesthetics	46
Qin lili	
Study on Categorization Recognition of Employment Relations between Internet Platform and Designated Driver	48
Huang Chen, Chai Yiqiong	
Research on the Cultivation of Vocational Spirit of Architectural College Students	52
Cai Zhiqing, Liu Jiqiang	

Research on Innovation Drive-Strategy Implementation Countermeasure of Petrochemical Industry in China	56
XIE Qin	
The Contributions of Arabic Scholars in the field of Science and Mathematics at Medical Times	61
Dejun Kong and Fei Wen	
Taking informatization as the carrier and taking scientific research as the cornerstone, competition and education fusion to promote the reform of teaching mode—Taking securities investment course as an example	71
Bao WenLi	
Cognitive Mechanism of Chinese Nominalization and Its Operation	75
Li Zhang	
Enlightenment of Taoism to the introduction of high-level talents in hospitals of Western China	82
Xu Xu, Guangjian Zhang, Jia Liu, Bingqian Wang, Nan Wu	
Innovation of mathematics teaching in higher normal universities for students with a middle school educational background based on the dialogue theory—Taking the Fei County Campus of Linyi University for example	86
Junfeng Yin	
Content determination form: the visual construction value of text, intertextuality and context in book design	90
Xiang Yunbo	
Research on the construction of personnel training program of Iot engineering in universities of applied type	94
Su MingXia	
Between "Li" and "Xin"—Wei Liaoweng 's Transcendence and Development of Zhu zi	99
Jianlan Qin, Aihong Zhu and Yang Yang	
Research on the Current Situation and Countermeasure of Health Qigong in the Local Provincial Universities under the National Fitness Strategy	105
Yin Huagen, Chai Yaping, Huang Zhi, Liu Junhua	
From Life World to Ideal Society: Emotion and Thinking in College Students' Belief Education	112
Yin Jian	

Price Discrimination in American Civil Aviation Passenger Tickets: A Literature Review	116
Lihua Zhang	
Design of a Personalized Learning Recommender System for English Learners	120
Zhang Yi	
Promoting the Revitalization of Liaoning Province with Innovative Foreign Language Education	124
Lin Wenjie, Zhang Yi	
Research on Relevance Evaluation System of College English Teaching Effect	128
Liu Xiaoyun, Zhang Yi	
Problems and Countermeasures of financial management in public institutions	132
Pei Wenjun	
Research on the integration of management accounting and financial accounting from the perspective of IT	137
Pei Wenjun	
Urban Public Service Innovation in the Era of "Accurate"	141
Ba Yongqing	
The Predicaments and Hopes of Modern Cities—the Integrative Thinking from the Perspective of General Evolutionism	149
Ba Yongqing	
The impact of the construction of high speed rail on Hefei's economy	158
Huihui Su, Peihong Chen	
All media communication of Xiaoguo Clay Figurine in Linyi	164
Yu Zhang	
Exploration of accounting teaching reform in Colleges and Universities under the background of "Internet +"	168
Yanqin Jia,Xiaoyuan Chen	
An Exploration of Undergraduates Education on Innovation and Practice of Marxism in the New Era	172
Wang Lin	
Research on the Advantages of Wechat-assisted Teaching Approach in English Speaking Class	177
Wang Yan, Wang Jun, Chen Juan	

Valuation in Cross-border M&A: Based on the Case of "CNOOC's Acquisition of Canada NEXEN"	181
Chang Yifan	
Research on the relationship between the allocation of highway resource and the development of regional economy in Shanxi Province—based on Granger causality test	189
Zhang Yidi, Chen Peihong	
Moso Teach-based Practice of Implicitly-graded Teaching Method in Higher Vocational College English	195
Yulei Gao	
"One belt and one road" boosts the economic efficiency of Shandong's cultural industry	199
Li Weijuan	
The Correlation between General Employees' Salary and Enterprise Value- Data from listed companies in the logistics industry	203
Yunjing Wang	
Evaluation of Ship Industry Agglomeration Level and Agglomeration Efficiency in the Bohai Sea Rim	209
Ru Jin, Jianke Guo and Fei Li	
Research on the Correlation between Capital Structure and Enterprise Performance of Listed Enterprises in China	216
Wentao Fan	
《Dangal》 Enlightenment to the development of sports movie in China—from the artistic	221
essence of movies	
Liu Zhiyuan,Ma Lianjun	
The Situational Mobilization Of Public Crowdfunding In The Context Of New Media -Taking Light Fundraising As An Example	226
Lichao Dai, Chuying Huang	
Research and Thinking of Accounting Teaching in Applied Undergraduate Course in the Era of "Cloud"	232
Xiaoxin Wang	
Construction of the Practice Teaching Index System of Business English Major under CIPP Evaluation Mode	236
Chen Huisi	

Construction of Vocational Education and training system for Peasant Workers in Construction Industry under the process of urbanization—Taking Dalian Construction	241
Industry as an example	
Qinrong Guo	
Environmental Impact of the Construction of University Libraries on Mental Health of College Students	245
Zhang Jing	
The Reconstruction of Cinema Time by Nonlinear Narration	249
Wang Shimiao	
On the visual expression of music—An example of the Jazz music"It an't necessarily so"	253
Zhao Ying	