# Table of Contents

**An Analysis of the Practice of Cultural Inheritance in Colleges and Universities**  
*Ge Yu*  
1

**Brief Discussion on the Significance of Reinforce the Education of Contemporary College Students on the View of Happiness**  
*Boyu Chen*  
6

**Teaching Strategy of Middle School Physical Education and Health Course Based on Core Literacy**  
*Yuying Long, Guochang Yin*  
11

**Research and Practice on the Implementation Path of Construction of Campus Sports Culture in Universities**  
*Wujun Liu*  
17

**Carefully Create Stage Boutiques and Actively Construct a New Mode of Practical Teaching**  
*Zhan Liu*  
23

**Study on the Communication Ethics of Football News in the New Media Era**  
*Nan Yang*  
28

**The Research of Urban Governance Problems and Countermeasures**  
*Huidan Zhan, Li Li*  
33

**Construction and Practice of Competency-Oriented Programming Practice Course Group**  
*Zhiguo Zhou, Jiahui Li, Chunyan Deng, Yanwen Li*  
39

**The Enlightenment of Yan Zhitui's Moral Education Thoughts to Contemporary Education**  
*Hua Wei*  
45

**Pronunciation Teaching for European and American Students with “Occidental Dialect”**  
*Yuxian Du, Meilan Liu*  
49

**Cai Yuanpei's Thought of Promoting Moral Education through Aesthetic Education and Its Contemporary Value**  
*Xiaoyan Ying*  
54

**Research on Special Policy Plans for Poverty Alleviation: a Case Study of Yunnan Province**  
*Li Li, Huidan Zhan*  
58
Research on Drama, Film and Television Performance Teaching in Ordinary Art Colleges and Universities Based on Multiple Thinking
   Xiaoxiao Huang

The Russian Federation Primary Export-Oriented Sectors of Economy Trends
   Elena A. Zvonova, Galina A. Bunich, Alla A. Novitskaya, Irina Z. Yarygina

Factors and Prerequisites of Economic Sustainability
   Mukhadin A. Eskindarov, Elena A. Zvonova, Galina A. Bunich, Valeriy Y. Barabanov

The Experimental Teaching Arrangement under Limited Teaching Resources
   Li Li, Dongqing Bai, Hailong Xu, Zhaojun Tan, Dajuan Zhang

Research on the National Identity Education of College Students from the Perspective of Mentality Education
   Yudong Zeng

The Role of Land Development in Promoting Poverty Alleviation of Poor Farmers-Experience and Enlightenment of Wumeng Mountain Area
   Mei Zhao, Qi Wang, Ya Yue

Research on Teaching of English Writing in Higher Vocational Colleges Based on Automated Writing Evaluation with Ideological and Political Theories Teaching
   Baomei Huang

A Practical Study on the Cultivation of College Students’ Autonomous Learning Ability
   Weirong Wang

Structure of Innovation Ability Evaluation System for Industrial Design Service Enterprises in Hebei Province
   Jingyuan Han, Yuxin Zhang

Analysis of the Theoretical Bases of the Globalization Impact on the State Sovereignty
   Anna A. Bakulina, Natalia V. Sergeeva, Elena B. Starodubtseva, Stella S. Feshina

Global Risks and the Influence of Integration Trends on Them
   Anna A. Bakulina, Vladimir V. Grigoryev, Svetlana V. Karpova, Alexey V. Lukyanov, Anastasia N. Ivanova

Research on the Course System of Postgraduates with Professional Degrees Constructed by Colleges and Enterprises
   Lei Wang, Xuhui Xia, Zelin Zhang, Xiang Liu, Jianhua Cao

Research on Constructing Double Closed-Loop Control System of “Course Ideological and Political Education” in Practical Teaching of Architectural Universities
   Wei Hou

Study on the Training Mode of Grassroots Cultural Cadres from the Perspective of U-Learning Theory
   Yunchan Liu
Research on Evaluation of Reading Promotion in University Libraries 144
   Xiuming Wu

A Study on Social Responsibility Financing Decisions Based on Market Timing 150
   Maohua Li, Ping Zhong, Jiannan Zhang

Theoretical and Practical Research on Park City 157
   Zixue Wu, Guoxin Li

The Study of Social Organizations Participating in Government Management 163
   Limin Ke, Shiyin Qian, Shuang Zhang

Research on Literature Review of Doing Business At Home and Abroad 168
   Yu Liu

   Xuanchao Zhou

Course Construction from the Viewpoint of System Theory 179
   Xin Yang, Chuanwu Zhang

Exploration on Non-Common Language Teaching in Southeast Asia under the “Belt and Road Initiative” 182
   Mengwen Pan

Research on Audit of Engineering Materials 188
   Shouchun Xiong

Application of Multi-Dimensional Communicative Flipping Classroom in the Teaching of Commercial English 195
   Li Jiang, Houchun Ding

A Study on the Application of Big Data in Sales Forecast 201
   Xiaohui Ying, Janaka Low

The Construction of Foreign Language Learning Ecological Environment Based on Computer Network 206
   Qiaomei Zhao

Research on the Relationship between Green Development and Fdi in Jiangxi Province 210
   Zejie Liu, Xiaoxue Lei, Wenhui Lai, Zhenyue Lu, Yuanyuan Yin

Reanalysis of Empirical Research for Return to Schooling: a Weak Instrument Variable Problem 217
   Zefun Jiang, Ke Lyu

Research on the Path of Quality Education for College Students by College Student Associations 224
   Chuhan Jiang

-III-
Study on Enterprise Management from the Book of Changes  
Jiafu Hu  
229

On the Training Mode of Modern Agricultural Science and Technology Translation Talents  
Li Xin  
235

Protection of Housing Rights and Interests of Migrant Workers in Permanent Cities  
Xun Liu, Guomin Li  
240

Application of Blue Ink Cloud Class in College English Cooperative Learning  
Yan Lu  
246

A Comparative Study on Clothing Majors in Higher Education: between China and the United States  
Xiangling Meng, Kan Liu, Tianqi Yang  
251

Exploration of Innovation and Entrepreneurship Education of College Students from the Perspective of Ideological and Political Education  
Jianfu Chen  
255

Boston Confucianism “Self-Cultivation” Concept as Socio-Cultural and Worldview Competency Tool in Liberal Arts’ Education  
Chernykha Varvara Igorevna  
261

Research on Mixed Ownership Reform, Executive Corruption and Corporate Performance  
Songqin Ye, Sitong Hu  
264

“Profession and Entrepreneurship Integration” Strategy of National Tsing Hua University and Its Enlightenment  
Houchun Ding and Li Jiang  
271

The Advantages and Implementation of Situation Simulation Teaching Method in the Teaching of Customer Relationship Management  
Mei Zhao, Yuanyuan Wan, Rong Ma  
278

Research on Job Satisfaction, Organizational Commitment and Post Selection Intention of Armed Police Financial Personnel  
Ronghui Zhang, Yuting Zhao, Chao Wang  
282

The Research on the Costs of Military Supplies’ Emergency Protection in the Pattern of Civil-Military Integration  
Ronghui Zhang, Jianjun Han, Haiyu Zhang, Chao Wang  
289

The Current Situation and Problems of Commercial Banks Serving the Real Economy  
Junyu Yao, Xuehong Zhao, Ziwei Xu  
295

Design and Implementation of Personalized Learning Platform Based on Big Data  
Xueming Bai  
302
Research on Regional Public Brand Construction of Qianjiang Crayfish under the High-Quality Development Strategy of Jianghan Plain

Xue Zhen, Yang Limao

Reform of International Settlement Teaching Content under the Background of “One Belt and One Road”

Chengbin Li

Study on the Reflection and Model Construction of Innovation and Entrepreneurship Education on Colleges

Shanhai Zhang

Research on the Application of Correlation Model in Keyword Optimization of e-Commerce Data Operation

Jiquan Wen

The Enlightenment of “on the Cultivation of the Communist Party Members” to the Moral Education Methods of College Students

Fan Wang

Research on the Construction of Yunnan Cross-Border Economic Cooperation Zone under the Background of “One Belt and One Road” Strategy

Zhao Mei, Feng Lu, Yue Ya

Practical Significance and Methods of Training Multidisciplinary Practical Talents in the Vr Field

Wenzheng Cui, Dunjong Yang, Zhixin Fang, Ming Cai

Causes and Countermeasures of Cold Violence in Middle School Classroom

Jianxiang Xu

A Comparative Study on Primary School English Teachers’ Professional Identity of Korean Nationality in Urban and Township Areas

Cong Qi

The Enlightenment of Shaanxi Academies’ Development in Ming and Qing Dynasties to Modern Private Education Development

Weimin Li, Xinyue Wang, Bingbing Yin

The Assessment of the Effectiveness of the Counter Drug Trafficking Mechanisms on the Northern Route in Eurasia

Natalia A. Sadovnikova, Vitaly G. Minashkin, Svetlana G. Babich, Maria O. Grigorieva, Ekaterina P. Samarina

Eu Foreign Policy Decision-Making Process: the Case of Refugee Crisis in Europe

Magomed Esenidirov, Kanan Dadashov, Shamil Yandarbaev, Zara Gevorkian, Liana Gabdrakhmanova