# Table of Contents

Application of Internet + to Modern Ideological and Political Education and Its Significance

_Hou Tao_

Observation and Evaluation on an English Lesson - Is Volvo Swedish, American or Chinese?

_Xiaoying Xu_

Formation of Discrete Educational Models in the Developing Human Resources of Business Entities

_Svetlana A. Arbuzova, Svetlana V. Ivanova, Alexey V. Azarkhin, Leonid A. Rodionov, and Evgeniy N. Zinkov_

Study on the Strategic Alliance of Technological Innovation of Agricultural Enterprises in Heilongjiang Province of China

_Xuehong Zhao, Yajing Liu, Fang Lu_

Research on the Teaching Method Reform of the Course "Customer Relationship Management" for E-Commerce Major

_Zhao Mei, Yang Jie, Wan Yuanyuan_

Analysis of Poverty Causes and Poverty Alleviation Experience in Wumeng Mountain Area

_Mei Zhao, Qi Wang, Xiaoli Zhu_

Wang Yangming's Moral Education Thought and Its Value to the Contemporary Research

_Congyang Chen_

On the Influencing Factors of the Cultivation of Maker Talents in Higher Education Institutions

_Chen Yongqiang, Yang Yang_

The Development and Thought of Shopping Carnival under the Price Discrimination

_Xinyi Hu_

Investigation and Research on the Current Situation of Contemporary College Students' Financial Management - a Case Study of Universities in Nanchang

_Xiaoxue Lei, Zejie Liu_

Research on Accounting Application from the Perspective of Blockchain

_Xiaoxue Lei, Zejie Liu_

Management of Personnel Competencies in the Implementation of Industry 4.0 Projects

_Irina V. Burenina, Marina M. Gayfullina, Sofia F. Sayfullina_
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis of “Takeout+Courier” Common Delivery Mode under O2O Background</td>
<td>67</td>
</tr>
<tr>
<td>Xinyi Hu</td>
<td></td>
</tr>
<tr>
<td>The Application of the New York Convention in the Russian Federation</td>
<td>71</td>
</tr>
<tr>
<td>Nataliya G. Doronina, Natalia G. Semilyutina and Madina A. Tsirina</td>
<td></td>
</tr>
<tr>
<td>On Translation of Business Contract by Youdao</td>
<td>77</td>
</tr>
<tr>
<td>Pengfeng Zhang</td>
<td></td>
</tr>
<tr>
<td>Research on Characteristics of the International Tourism Consumption Center</td>
<td>84</td>
</tr>
<tr>
<td>Huang Lin</td>
<td></td>
</tr>
<tr>
<td>Discussion on the Path of Emergent Engineering Construction in the Course System of Mechanical Manufacturing</td>
<td>90</td>
</tr>
<tr>
<td>Jiangang Yi</td>
<td></td>
</tr>
<tr>
<td>Research on E-commerce Entrepreneurship Training in Higher Vocational Colleges in the New Retail Era</td>
<td>95</td>
</tr>
<tr>
<td>Xufang Hou</td>
<td></td>
</tr>
<tr>
<td>Study on the Revitalization of Humanistic Ecology in Urban Residential Community</td>
<td>101</td>
</tr>
<tr>
<td>Ting Hou</td>
<td></td>
</tr>
<tr>
<td>Pedagogical Aspects of Formation of an Adaptive Educational Environment in Preparing the Labor Resources of Economic Systems</td>
<td>108</td>
</tr>
<tr>
<td>Olga Yu. Elchanyinova, Sergey I. Atmachev, Vadim N. Goncharov, Olga Yu. Kolosova and Elena V. Goverdovskaya</td>
<td></td>
</tr>
<tr>
<td>Research on the Talent Training Model of Mechatronics Major under the Modern Apprenticeship</td>
<td>112</td>
</tr>
<tr>
<td>Junyan Zhang</td>
<td></td>
</tr>
<tr>
<td>Research on Cultivating Students' Creative Ability in College Computer Teaching</td>
<td>117</td>
</tr>
<tr>
<td>Haitao Li</td>
<td></td>
</tr>
<tr>
<td>Thoughts on Cultivating Innovative Talents in Finance and Economics Majors in Colleges and Universities</td>
<td>123</td>
</tr>
<tr>
<td>Chengbin Li</td>
<td></td>
</tr>
<tr>
<td>Research on Stakeholder Participation Behavior of Rental Housing with Collective Construction Land: Taking Wuhan City as an Example</td>
<td>130</td>
</tr>
<tr>
<td>Jieyu Ye, Yue Li, Ming Liu, Kuo Jiang</td>
<td></td>
</tr>
<tr>
<td>Research on the Innovation of College Students' Ideological and Political Education in the Context of Big Data</td>
<td>139</td>
</tr>
<tr>
<td>Honghe Wang</td>
<td></td>
</tr>
<tr>
<td>Security Management of Laboratory Door Lock Application Based on Intelligence</td>
<td>144</td>
</tr>
<tr>
<td>Wendong Zhao</td>
<td></td>
</tr>
</tbody>
</table>
Relying on “Next-Generation Information Technology” to Build the Core Competitiveness of Logistics Cost Control 148

Songqin Ye, Jin Huang

Research on Teaching Reform and Innovation of Veterinary Clinical Diagnostics in Agricultural Universities 152

Qiong Wu

Research on the Impact of Artificial Intelligence and Other Technologies on Urban Labor Market 157

Yanfang Zhang

An Innovative Application of “learning by doing” Principal in the Classroom Teaching—Take the Self-made Experimental Teaching Aids of RGB as an Example 163

Mingliang Jia

Discussion on Teaching Reform of Flash Animation Production Course 167

Min Zhang

Requirements for the Accomplishment of Teachers of Ideological and Political Theory Course in Colleges and Universities in Practicing Fostering Morality and Cultivating Students 173

Yan Dong, Hua Li

The Long-term and Short-term Effects of Equity Pledge on Corporate Value of SMES-Based on the Research of Company A 178

Songqin Ye, Wei Zhang

Exploration of the Transformation from Plant Protection to Plant Medicine under the Background of New Agriculture 182

Huiqin Liu, Zhaorong Chen, Yi Liu, Wenjing Fan, Xiaowei Tian, Yuanhong Wang

Exploration and Practice of the Reform of the Practical Teaching Mode of the Database Course Centered on Students 186

Jie Xiao, Fang Guo

Emergent Engineering Construction of Comprehensive Training Platform for Industrial Robot Specialty 191

Ping Xu, Jiangang Yi

Research on the Innovation of the Training Mode of Excellent Accounting Talents 196

Yanming Cao

Opinions on the Design of College Mathematics Course from the Perspective of College Students 200

Yunfeng Zhang, Zhong Guo, Sulin Zhang

Analysis and Countermeasures of Financial Management of Chinese Enterprises Based on Low Carbon Economy 205

Manping Weng, Xiaofang Wang, Dongdong Weng
Analysis and Countermeasures of Working Capital of China's Tourism Companies 210
Manping Weng, Xiaofang Wang, Dongdong Weng

Research and Design of Anti-counterfeiting Traceability System for Aba Special Agricultural Products 214
Chengbing Huang, Qian Zhang, YiHuai Xu

Research on the Integration and Innovation of College Art Education and Ideological and Political Education based on Internet 220
Yan Liu, Li Wang

The Application and Problems of Modern Educational Technology in the Reform of Higher Education 225
Miaoyan Wu

Research on the Development Model and Existing Problems of Supply Chain Finance of Commercial Banks in China 231
Xinke Wu

Research on the Influence of Friends Circle Advertisement on Consumers' Purchase Intention-Based on Technology Acceptance Model Theory 236
Liyuan Wan, Jingwen Zhang

Comparative Advantage Analysis of Jasmine Tea Production in China 241
Qinyao Wu, Jiangfan Yang

Research on Virtual Simulation Experiment Teaching Mode of Landscape Architecture Specialty Under The Training Mode of Innovation and Entrepreneurship Talents 246
Fahui Liang, Yi Liu, Hairong Liu, Yanyu Shi, Huiqin Liu

Tourism Promotion of Traditional Villages in Foshan under the Background of Supply-Side Reform 251
Chunshu Liang

Mechanism of College Students' Smartphone Addiction and Relevant Preventive Measures 262
Weimin Yao

The Second Classroom Research on the Educational Reform of "Curriculum Ideology and Politics" 267
Miaoyan Wu

Research on Modern Chinese Teaching Method 272
Xiaoyuan Tong

The Research on College PE Intelligent Management Mode under the Background of “Internet Plus” 277
Wenbo Xuan, Chuang Wang and Heng Wang

Analysis of Economic Effects of VAT Transformation Reform 282
Shan Jiang

Preliminary Exploration on the Cultivation Program of Innovative and Entrepreneurial Talents in Horticulture Major under the Background of "Internet +" Era

Yi Liu, Huiqing Liu, Fahui Liang and Yanyu Shi

289

Exploration on Virtual Simulation Practical Teaching Platform of Hydraulic Engineering

Yan Li

293

Reform Study on Examinational Method of Botany

Dan Wang

297

Discussion and Practice on the Teaching Reform of Advertising Specialty Based on Collaborative and Innovative Thinking

Yun Peng, Lin Zhan

301

Research Review on Trade Liberalization and Facilitation of FTZ

Lingwen Wang, Hanlin Chen

306

An Empirical Study on Oral Japanese Teaching Based on SBI Model

Huan He

314

A Survey of Tai Chi Learning Motivation for Ordinary University Freshmen

Shengxia Liu, Lelan Zhao, Yuqing Long

319

Analysis of the Influence of Tourism on Economic Growth in Shaanxi Province

Xiaojuan Cai, Ning Tian

324

Thinking on the Application of Big Data in Vocational Education

Guangliang Zhu

329

Thoughts on the Construction of Teachers' Performance Evaluation System in Private University

Liyun Han

335

To Improve the Effectiveness of the Whole Book Reading Teaching in High School Chinese-Taking Reading Teaching of Earthbound China as an Example

Caixia Zhang

340

The Teaching Mode of Combining Industry, University and Research Promotes the Reform and Development of Landscape Architecture

Yanyu Shi, Zhiwu Zhang, Fahui Liang, Yi Liu, Huiqin Liu and Kun Mu

345

A Study on the Application of the Flipped Classroom Model in Contemporary Teaching of Operatic Ensemble Courses

Ge Yu

349

Characteristic Development of Universities and Characteristic Construction of Libraries

Zhong Guo, Yunfeng Zhang, Xin Feng

354

-V-
Reform of Experimental Teaching Under the Background of New Engineering 359
Haifeng Yang, Fa Liu, Meirong Wang, Weijia Zhou

Special Civil Control in Loan, Credit and Bank Account Agreements 364
Oleg V. Grabko

Economic Evaluation of Labor Productivity of Managers in Joint-Stock Companies 372
Stanislav V. Lunin, Alexey N. Churakov, Nail Kh. Kashaev, Natalia V. Spasskaya and Yulia Z. Bogdanova

The Relationship of the Owners of the Apartment Building 376
Maksim A. Permyakov

Transformation Oil and Gas Company: Changes and Benefits 383
Alfiya E. Tasmukhanova, Evgeniy V. Evtushenko, Irina V. Burenina, Vera V. Biryukova and Gulnara E. Tasmukhanova

Socio-Philosophical Exposition of the Functioning of Large-Scale Economic Systems 393
Aibulat R. Yanguzin, Oleg A. Filippov, Albina A. Petrogradskaya, Dmitriy A. Karev and Tatiana S. Cherevichenko

The Impact of Internet Finance on Traditional Banking Industry 397
Shuo Zhang

A Preliminary Study on the Cultivation Mode of Compound Foreign Language Talents under the Post Demand of Cross-border E-commerce 402
Zhihui Ma

Analysis of the Influencing Factors of Returning to Poverty in Deep Poverty Areas 407
Yu Xingjia

Discussion on the Development of Public Aesthetic Education Curriculum in Colleges and Universities in the Perspective of Education Internationalization 412
Lin Zhan, Yun Peng

Bibliometric Analysis of International Research Situation of BCI Based on SCI Papers 417
Huang Jin, Fang Ji, Tu Wenyan

Research on Project-Driven Teaching Model of Terminology Translation 422
Jun Yu, Lu Lu and Zhaohui Wang

Research on the Readiness Index System and Measurement of Urban Digital Economy Development in the Yangtze River Economic Belt 426
Yuefeng Sun, Jianlin Zhang, Xu Yao

How can the Government deal with the Economic Policy Uncertainty? 435
Lei Jingxuan

Application of Computer Simulation Technology in the Experiment Teaching of Automobile Theory 442
Peijiang Chen, Hu Han, Zhipeng Li, Xueyin Yang and Liying Wu

Discussion on Teaching Reform of Mechanical and Electrical Specialty Based on Engineering Education Concept 446
Xuehua Jiang, Peijiang Chen

On the Improving of Instruction Transform in the Era of “AI + Education” 450
Long Fei

The Research of Micro-lecture in the Teaching of Nursing English 455
Yu Zhang, Yancui Cai, Sale Zhang, Yan Sun

Research on Flipped Classroom of Teaching Mode 458
Yongqian Li, Mei Zhao

Analysis on the Reform of Comprehensive Credit System in Colleges and Universities 461
Yongqian Li, Jie Liu

Research on the Reform of Curriculum System of Mechatronics Specialty in Colleges and Universities 464
Junyan Zhang

Research on Intelligent Attendance Management Mode Based on Finger Vein Algorithm 470
Wendong Zhao

Reflection and Practice of "Vocal Tune" in Erhu Performance 475
Shuting Xi

The History of Chinese Philosophy in New Education in China in the Early 20th Century 479
Valery Kiselev