Abstract Book

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MOTIVATION OF ATHLETES IN ATHLETICS AT THE DIFFERENT STAGES OF THE SPORTS CAREER

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Abstract. Sports career is a long-term process, during which there are significant changes in the motivation of athletes. At the same time, despite the lack of unified motivation theory, it is practically important to know peculiarities of athletes’ motivation with regard to specific kind of sports and the stages of the sports career. Motivation is a factor on which the effectiveness of sports activities and the level of achievements of athletes depend. The aim of the research was to study the leading motives of athletes at different stages of sports career. The study involved three groups, 55 people in total - 25 sportsmen of the initial stage of sportsmanship, 11 sportsmen engaged in the stage of sports perfection, and 10 professional athletes. The study used a standardized questionnaire to study the motivation of sports activities, which included 34 statements on personal and social motivation, as well as a standardized interview. The data proving differences in the motivation within the groups, as well as motives contributing to the development of long-term motivation leading in the context of achieving high sports skills are obtained.

A NEW PARADIGM FOR THE METHOD OF THE SOCIAL SCIENCES

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Abstract. This essay begins by pointing out the pointlessness of the great theories on method, that is the abstract rationality and the observation-experimentation ones, to describe and understand social reality. Then we consider the multiplicity of alternative hypotheses and methodologies that have been directed to remedy the difficulties of the above two methods in treating social phenomena. Soon after, we set out an interpretation that bases the method of inquiry on social reality on a model privileging the organizational side. We pay attention to the classification and interaction of basic and particularly meaningful aspects of social reality, as well as on the methodological distinction between the organizational ‘necessity’ of social systems (that is, required by reasons of organizational rationality and efficiency) and ‘choice-possibility’ as centered on the civilization options and choices. This will allow the defining of an interpretative model based on the action of man as builder and organizer of social systems, an interpretation able to understand the main vicissitudes of those systems. We shall consider the deceits that the Roman Church derived from her renunciation of the medieval organizational vision, under the suggestion of the successes gained by the observational-experimental method in the study of natural reality. We shall also consider the effects of the misunderstandings above, mainly in the field of ethics. Finally, we shall dedicate some attention to the theory of social and historical processes.
NON-GAUSSIAN DISTRIBUTIONS OF RETURNS ON S&P 500 INDEX

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Abstract. Distributions of returns on market index are always assumed to be normal. In fact, many researchers argue that the distributions have tails fatter than normal. GARCH models illustrate that this non-normality is because of volatility clustering. This paper investigates the distribution of returns on S&P 500 index between 2006 and 2007. It is found that the distribution is still fatter than normal even though the heteroskedasticity has been adjusted by GARCH models. Moreover, the stable GJR-GARCH model performs better than Gaussian GJR-GARCH model.

INTELLECTUAL DEVIATION OF EGYPTIAN YOUTH: CAUSES AND TREATMENTS

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Abstract. The danger of intellectual deviation lies in the fact that it is not like the moral deviation that can be treated with words of preaching and advice, and that the danger of it can reach the point of departure from the religion because it collides with the question of belief. The spread of intellectual deviation among the youth of society may be a major cause of the destruction of society. As the youth group is the main force that is relied upon in building and raising the society and if this group perished, the society would be destroyed. And since the phenomenon of intellectual deviation of young people is an important and vital subject, therefore, the current study presents the concept of deviation and the definition of the dangerous phenomenon “intellectual deviation”. Also, the reasons for the intellectual deviation of Egyptian youth as well as ways of eliminating it have been presented in the current work.

REALIZING THE COMPREHENSIVE DEVELOPMENT OF DISCIPLINES AND IMPROVING THE LEVEL OF TALENT TRAINING—TAKING M UNIVERSITY’S CONSTRUCTION OF DISCIPLINES OF MARXIST THEORY AS AN EXAMPLE

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Abstract. How to develop Marxist disciplines thus has become a major question for China in the 21st century. According to the requirements of the Ministry of Education and the Academic Degrees Committee of the State Council, considering the history and current situation of the development of disciplines of Marxist theory of M University, the Institute of Q of the university put forward the principles regarding the selection of the organization responsible for the construction of disciplines of Marxist theories, as well as concrete opinions regarding the feasibility and countermeasures for future situations, which meet the requirements for a university operating mechanism integrating scientific and technological innovation, talent training and discipline construction.
MOTIVATIONAL STRATEGY OF ORGANIZATION OF PSYCHOLOGY CLASSES FOR SENIOR SCHOOL STUDENTS

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Abstract. Psychological class is considered a means of development of students’ needs to cognize psychological phenomena, self-cognize and self-improvement. This goal can be achieved only when the learning process is not formal, but has intrinsic personal significance for students. The article substantiates new approaches to organization and conduct of psychology classes with senior school students. The aim of the research is to provide theoretical support and recognition for senior high school students' motivation strategies in psychology classes. The motivational strategy is premised on basic ideas of humanism and positive psychology. The article expounds principles and contents of the selected stages of the motivational strategy. It presents the results of introducing the motivational strategy into the practice of a school psychologist.

VISUAL SEARCH ATTENTIONAL BIAS MODIFICATION DECREASES THE ATTENTIONAL BIAS FOR FACIAL EXPRESSION OF SADNESS AND THE RELAPSE TENDENCY IN ABSTINENT METHAMPHETAMINE DRUG USERS

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Abstract. Abstinent drug users were hypothesized to harbor attentional bias towards stimuli relevant to negative facial expressions. This study investigated the attentional bias hypothesis for abstinent methamphetamine users, as well as the effects of attentional bias modification on the attentional bias for facial expressions and its effects on relapse tendency in abstinent drug users. These possibilities were investigated by using the dot-probe paradigm and “find-the-smile” visual search paradigm in two different behavioral experiments. The results of Experiment 1 showed that abstinent methamphetamine users displayed significant attentional bias for the facial expression of sadness. The results of Experiment 2 showed that the visual search attentional bias training significantly increased the attentional bias for happy faces and decreased the attentional bias for sad faces in abstinent methamphetamine users. The research has also found that such a training program decreased the relapse tendency. These results indicate that the visual search attentional bias modification may be an effective behavioral intervention for methamphetamine users.

ETHNIC TOLERANCE AMONG STUDENTS IN MALAYSIAN PUBLIC UNIVERSITIES

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Abstract. The main objective of this study is to determine the level of ethnic tolerance among students in Malaysian public universities. The study involved 378 respondents from three public research universities and represented by three major ethnics, the Malays, Chinese and Indians. The research utilized quantitative method and the data were collected through a set of questionnaire, based upon ethnic tolerance concept developed by past researchers. The data was analyzed using the Statistical Package for the Social Sciences (SPSS) software version 22. The findings reveal that in general the level of tolerance among the students is satisfactorily high. Meanwhile, the Malay students were found to have the tolerant level of 83.0%, followed by the Indians with 71.4%, and the Chinese with 67.5%.

THE CONSTRUCTION OF THEORETICAL FRAMEWORK IN THE INTERACTIVE STUDY OF “WATER AND CITY”

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Abstract. The formation of delta city-groups has features of particular historical water-related origins. The location of the huge city groups is the concentration area of the ancient settlements and the city relics. Delta metropolitan reflects the characteristics of long-term stability and superposition. This paper puts forward a theoretical system for the construction of the interactive study of water and city based on Chinese ancient planning theories and western theories of urban morphology. It is expected to construct the theoretical framework in the interactive study of “water and city” for the further research.

SINGLEHOOD PHENOMENON AMONG ELDERLY PEOPLE: STIGMA AND REALITY

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Abstract. The paper presents results of sociological research into singlehood phenomenon among elderly people. The obtained results are compared with the singlehood stigmas of elderly people. The aim of this paper is to determine whether the singlehood phenomenon is observed in parameters identified for the most widespread stigmas. The literature review and a study of views of elderly people
relative to the loneliness experience allow us to clearly define the objectives of the study associated with the singlehood stigma. Empirical research is based on a sociological survey of elderly people conducted in May 2017 and a sociological database containing results of sociological survey of May 2015. The subject of this study is men and women older than 50 years who live in cities and villages of the Tomsk region of the Russian Federation. A sample of 400 people is selected from the population and considers gender, age and settlement distribution of the population for the city of Tomsk and the Tomsk region. A phenomenal approach is used to study life circumstances via self-awareness of elderly people. A sociological research method and mathematical analysis are also used in these investigations. Research results include the verification of the singlehood stigma with reality, determination of emotional sufferings of elderly people, identification of correlations between the singlehood phenomenon and such variables as the evaluation of life prospects, emotional state, gender, and living conditions.

RESEARCH ON PROMOTING THE EFFICIENCY OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF “INTERNET +”

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Abstract. For a new era of high integration of information, the Internet is infiltrating and reshaping people's concepts of life and lifestyles. “Internet +” is a new revolution in the knowledge society based on the Internet. At the same time, this new revolution in turn promotes the growth and changes of the knowledge society. Standing in the turning point of educational reform and the new normal state of “mass innovation and entrepreneurship”, the renewal of educational concepts in colleges and universities and the reform of educational approaches are particularly important. When education meets the Internet, when the line between online and offline begins to blur, when the boundary between reality and virtual is blurred, how to form new thinking to look at college education from the perspective of “Internet +”, how to use new technology to lead the university innovation entrepreneurship, these questions will be the main topics of this paper to analysis the problem of how to use new technology to lead innovation in colleges and universities entrepreneurship.

CHANGES IN PERCEPTIONS OF PARTNERING RELATIONSHIPS AS PART OF ETHNIC IDENTITY TRANSFORMATION IN CROSS-NATIONAL INTERACTION OF THE RUSSIAN

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Abstract. The transformation of ethnic identity in the course of migration transition has a profound impact on psychological adjustment of migrant to inhabitancy in a new region. The survey is aimed at studying into a gender aspect of ethnic identity transformation in the process of migration. The paper summarizes the results of the
survey on people of the Caucasian and Central Asia descent living in Russia. The techniques used include individual in-depth interviews and subsequent group discussions. New concepts into the socio-psychological discourse are introduced: “soft patriarchy”, as well as primary and secondary (basic) ethnic identity. The findings allow the authors to argue that changes in ethnic identity can be considered at two levels: formalized relations and interpersonal relations. The former is characterized by social mimicry and flexibility. They are reflected in behavior and have a certain effect on the value of basic personality. The latter is more rigid and is integral to the individual’ personality construct and basic personality principles. In the situation of interethnic interaction and transformation, the participants review some values, principles, behavior patterns of their own ethnos in favor of their comfort. If women are more inclined to discuss “soft patriarchy”, then men are more active in gaining socio-psychological benefits from double ethnic identity. It is prescribed in orient mentality that women have obligations while men have rights. These cultural beliefs about the institution of the family are quite typical of Muslim families where marriage is seen as the delegation of custodial power of a bride’ parents to her husband' family custody, hence, submission to husband and his family and protection and a sense of security in return. Women often become prisoners of these gender roles: in this culture, semantics of femininity does not imply women’s freedom and independence; close, clan-type family makes any protests and resistance useless. Any conflictprovokes social isolation and misunderstanding of the people around.

TEACHING REFORM OF INTRODUCTION TO NANOMATERIALS BASED ON FLIPPING CLASSROOM

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Abstract. In order to fit for scientific and technological progress consumption as well as embody the interactive teaching philosophy that can teach and learn from each other in the field of nanotechnology, this thesis’ author absorbed advanced teaching ideas and elements of round table teaching and flipping classroom and changed teaching posture and style. In the teaching of introduction to nanomaterials, the author tried to carry out the flipping classroom teaching methods that “Anti teaching for learning, anti learning to teach”, brought students to platform, let students talk about the latest nanotechnology knowledge they had consulted one by one, used vivid example to illustrate the strange properties of nanomaterials. Teaching practice showed that flipping classroom teaching method is an effective measure to arouse students' enthusiasm for learning, it not only changed hidebound model of teaching liked “lays down the law” of the teaching methods and made the classroom atmosphere more active, but also embodied the “nano-man effect”, which students can give full play to each student's role in classroom like nanometer particles. In the teaching, the “top-down” method of “teaching” is adopted first, and then the “bottom-up” method of “learning” is combined. That is to say, first, teachers designed teaching contents and methods of derivation, divided the teaching content into many units and modules, and then guided students to search for the latest examples of these units. Finally, it led each student to make the collected pictures and videos into a beautiful PPT with the teachers’ help, asked students to make speeches or shared in
Blue MoYun class to read. This mode guided students to intensify the cognition of small-size effect, specific surface effect, macroscopic quantum tunneling effect, “dielectric limited domain”, “Curie temperature”, “red shift blue shift phenomenon”, “Kulun blocking effect”, “lotus effect”, “house lizard effect” and a series of abnormal properties that Micro/nanometer Scaled brought by vivid visual effect, formed a whole understanding of a series of abnormal properties of nanomaterials. The using of flipping classroom improved teaching effect as well as promoted the further improvement and optimization of curriculum resources, then, sorted out videos and pictures by integrating resource. It formed a virtuous circle of teaching interaction.

FOUNDATIONS OF NONTRADITIONAL SECURITY STUDIES: A MULTIDISCIPLINARY APPROACH

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Abstract. The Cold War transformed the landscape of security comprehension and the nature of international security. The emergence of nontraditional security studies (NTSS) is also the part of this momentum which provides broader and vary research thinking. The main feature and objective of NTSS is to part from traditional security theory which refers to realistic military / political scholarship of security. The theoretical logic of NTSS lays in different paradigms of international security and international relations. The study aims to discuss the notion and features of NTSS. It also deals with the current issues of NTSS methodology within the disciplines of international security and international relations. The study analyses the position of NTSS under constructivist security studies, post-colonialist security studies, human security studies, critical security studies, feminist security studies, post-structuralist security studies and Copenhagen school, and classifies research dimensions in multidisciplinary approach. The paper reflects the depth of research problems of NTSS and gives comprehensive methodological foundation.

STUDY ON THE EVALUATION SYSTEM OF FLIPPED CLASSROOM TEACHING IN COLLEGES AND UNIVERSITIES

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Abstract. With the rise and development of open online courses such as SPOC and MOOC, more and more researchers are paying attention to how to carry out the practice of flipping class and make use of information technology to innovate teaching methods. Based on the analysis of flipped classroom teaching mode and curriculum evaluation theory, this paper explores the problems and solutions in the evaluation of flipped classroom teaching.
LOCAL GOVERNANCE IN BRUNEI DARUSSALAM: THE TUAI RUMAH OF BRUNEI DARUSSALAM

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Abstract. Governance at the lower village level in Brunei Darussalam is important but under-researched. The government recognizes the importance of maintaining community leaders, who are the only democratically elected officials of the country. While the institutions of Penghulus and Ketua Kampong are well-known, the institution of Tuai Rumah (Tuai) is not. Tuai, is the leader of a longhouse in the Iban community, a rural minority native of Brunei Darussalam. As of 2018, the government only recognizes five Tuais although ten positions are offered. Interviews found that the traditional lifestyles of the community were threatened by rural-urban migration, inaccessibility and the lack of facilities in the longhouses. It is possible that the institution of Tuai can be abolished in the next decade; however, their contribution to Brunei Darussalam’s national security is important for the government to reconsider strategies to improve and invest in rural community development.

THE FORMING CONDITIONS AND CULTURAL CONSENSUS OF THE SILK ROAD SPIRIT CORE VALUE

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Abstract. For thousands of years, the long-term friendly exchanges between the countries along the Silk Road have gradually formed a cultural consensus. The natural conditions promote the exchange of different cultures, the cooperation of different regional economies, and the Silk Road Spirit “peace and cooperation, openness and inclusiveness, mutual learning and mutual benefit”. Mutual respect and mutually-beneficial cooperation among countries are the important mechanisms for forming the spirit of the Silk Road; openness and cooperation are the preconditions and principles of the Silk Road Spirit; people-to-people and cultural exchanges, and mutual learning among the peoples of the relevant countries are the cultural basis of the spirit of the Silk Road; the peoples of the relevant countries to understand, trust and respect each other and live in harmony are the ideals and goals of the Silk Road Spirit. It is the core value that has made the spirit of the “Silk Road” rejuvenate in the 21st century and has become the ideological foundation of the common spiritual homeland in the “Belt and Road”.

THE APPLICATION OF QUESTIONNAIRE ON REFLECTION IN SPORT

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Abstract. The article substantiates new approaches to the study of factors that determine success in sport. The central position of new approach is given to social rather than psycho-physiological characteristics of athletes. In this regard, the study of
reflection of athletes is at the leading edge. The purpose of the research was to develop and test the questionnaire on studying of reflection of athletes. The girls who are the members of the team of Major League in mini-football participated in the research. In total 15 girls footballers were involved in the research. It is proved that the application of the questionnaire on reflection can stimulate the athletes to understand their goals, strengths or weaknesses in the preparation and performance in the competitions, their motives and long-term perspectives of sport activities. The application of the questionnaire also allows coaches to obtain necessary information in order to build optimal relationships with athletes and team management, which is ultimately a factor of athletes’ success. Further researches on this issue are related to the study of conditions providing the development of reflection of athletes at different stages of sport career.

RESEARCH ON ACCOUNTING AND APPLICATION OF UNIVERSITY DIGITAL ASSETS

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Abstract: As the most important institution for knowledge creation, colleges and universities have accumulated a large number of digital assets under the support of information technology such as big data and cloud computing. However, current academic research on university digital assets mainly focuses on the formation process and management development. There are few studies on the accounting of digital assets in colleges and universities. This paper focuses on the analysis of the concept, characteristics and classification of university digital assets, and introduction of accounting of university digital assets. Finally, the conclusions are drawn and the development and application of university digital assets are forecasted.

THE PROCESS OF AGGLOMERATION IN BIG CITIES: THE CASE OF THE YEKATERINBURG

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The development of economic geography influenced highly on urbanization and agglomeration theories. Yekaterinburg agglomeration is an essentially new phenomenon for Russia from the point of view of agglomeration processes management. Experience of Yekaterinburg can be successfully used in other regions of Russia and other countries with transition economies. The main purpose of the work is identification of the key economic drivers of agglomeration processes in the old industrial areas. The authors have modeled the economic mechanism of agglomeration by means of Cobb-Douglas production function; the results of this study can be used in further research, both theoretical and applied, and also in solution of practical issues of regional and urban policies. The object of the research is Yekaterinburg agglomeration which is being formed now by combining Yekaterinburg
and its nearest city-satellites.

CYBER SOCIAL MANAGEMENT
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Abstract. The structures of cyber-social computing are proposed, which are considered as components of cloud-driven technologies for exact monitoring and moral governance of the society. The main trends of the development of the cyber-physical structure presented in Gartner's Hype Cycle 2017 are described to apply them in science, education, transport, industry and state structures. Technologies of emotional-logical computing, a metric for measuring social relations along horizontal and vertical connections, rules of human behavior, focused on creating the emotional logic for modeling human behavior are proposed. A cyber-physical model of green statehood for the metric management of resources and citizens is introduced; it is based on digital monitoring and assessment of the needs of citizens, including components of social computing (relations, goals, management, personnel, infrastructure, resources), ordered by the degree of their influence on the market success.

A LITERATURE REVIEW OF INTERNAL CONTROL OF COLLEGES AND UNIVERSITIES IN CHINA
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Abstract. With the further advancement of educational reform, the management of universities is also becoming more and more complicated, so it is crucial to strengthen the internal control in Chinese universities. Based on the existing literature, this paper analyzes the elements and characteristics of internal control, and puts forward the problems existing in internal control in Chinese universities from three aspects of internal control environment, internal control risk management and internal control activities. Finally, this paper proposes suggestions for the internal control management of universities in China from five aspects: improving the internal control system, establishing risk early-warning and assessment mechanism, strengthening the implementation and supervision, strengthening the construction of control environment and perfecting the evaluation mechanism of internal control.

FORECASTING OF PETROLEUM CONSUMPTION IN OPEC COUNTRIES
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Abstract. Forecasting of petroleum consumption is useful in planning and management of petroleum production and control of air pollution especially in OPEC countries. In this paper, the author used a time series model as ARMA (1,3), and neural networks such as MLFF neural network, MLFF neural network with GARCH (1,1), GMDH neural network and GMDH with GARCH (1,1) to forecast the petroleum consumption in OPEC countries. Results of survey reveal that petroleum consumption despite the environmental policies rises and then air pollution in these countries increases. The comparison reveals that the GMDH neural network with GARCH (1,1) forecasting results are closer to the actual data. Therefore, as results of this paper, GMDH neural network which uses from GARCH model to extract volatility of petroleum price is good method for forecasting.

RESEARCH ON THE ENVIRONMENTAL ACCOUNTING INFORMATION DISCLOSURE OF LISTED COMPANIES IN YUNNAN PROVINCE
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Abstract. The environmental accounting information disclosure of listed companies has been a topic of great concern in academic circles. From the perspective of environmental accounting information disclosure methods, this article analyzes the multi-dimensional aspects of 25 listed companies in Yunnan Province from 2014 to 2016, including their annual reports and social responsibility reports. The study finds that although the proportion of environmental accounting information disclosure by listed companies in Yunnan Province has been steadily increasing, there is a great disparity on the number of disclosures in different methods, showing a polarized distribution; and because the relevant departments do not provide a fixed disclosure method, the environmental accounting information disclosure by listed companies is not uniform, which increases the difficulty for users to inquire. China’s listed companies only disclose environmental pollution, but substantive environmental governance work is inadequate. It is hoped that relevant authorities and government supervision departments will pay attention.

STUDY ON THE PROBLEMS AND LEGAL COUNTERMEASURES OF INTERNET RELIGION IN THE “BELT AND ROAD INITIATIVE”
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Abstract. In 2013, China proposed the “Belt and Road Initiatives” strategic to actively develop economic partnerships with countries along the route. The religious characteristics of the countries along the route are obvious. Religious culture has become the country’s cultural soft power. Religion plays an irreplaceable role in the process of the “Belt and Road Initiatives”, but also has negative and positive effects. The combination of the Internet and religion has become increasingly close, and Internet religion has become an important means for the dissemination of religious culture. In the process of implementing the “Belt and Road Initiatives”, the religious risks brought by the Internet religion cannot be ignored. Through the study of the
relationship between the “Belt and Road Initiatives” and religion, this paper analyzes the religious risks in the Internet during the construction of the “Belt and Road Initiatives”, and proposes legal measures for the smooth implementation of the “Belt and Road Initiative” so that religions can play an active role in promoting the friendly exchanges between China and the countries along the route.

ON THE OPTIMIZATION OF SPECIALTY STRUCTURE IN UNIVERSITIES BASED ON PROFESSIONAL EVALUATION
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Abstract. The essence of higher education is specialty education, so the specialties and majors should be put emphasis on in education and teaching in colleges and universities. In fact, the evaluation of colleges, universities and specialties has become the important gauge for understanding the development of higher education, and an important means to improve the quality of higher education. Therefore, it is imperative to attach importance to specialty evaluation and analyze specialty structure and the regularities in its adjustment, so as to promote the adjustment and optimization of the specialty structure in colleges and universities. It not only helps to enrich the research of relevant theories, but also is of great significance to the reform of higher education in China.

RESEARCH ON THE PATH OF IMPLEMENTING BIG DATA STRATEGY IN CHINA’S PRINTING INDUSTRY
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Ke YANG and Qiao-zhuo GAO

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Abstract. Implementing the “big data strategy” can promote cross-border integration of printing and realize industrial transformation and upgrading and leap-forward development. This paper first introduces the background and main research contents of the implementation of the “big data strategy” in China’s printing industry, then elaborates the ideas and basic methods of the implementation of the “big data strategy”, which provides theoretical basis and practical reference for the implementation of the “big data strategy” in China’s printing industry from the two dimensions of government management and market operation.

THE STUDY OF DUAL-TUTORED SYSTEM IN THE PROCESS OF CULTIVATION ON FULL-TIME PROFESSIONAL DEGREE GRADUATES BASED ON INTEGRATION OF PRODUCTION AND EDUCATION
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Abstract. The dual-tutored system is a dual-tutoring working mechanism for full-time professional degree graduates in order to make up for the lack of practical experience of postgraduates and implement the integration of production and education. The “dual-tutored” system is a brand-new cultivation method in the process of full-time professional graduates. There are still a number of problems in the process of practice. How to improve this system? This paper proposes to give full play to the leading role of government departments and the main role of colleges and universities in the process of personnel training, establish a participation mechanism for the whole process of outside tutor training, implement dual-tutored assessment and incentive mechanisms, and improve mentoring and appraisal system for professional graduates tutors, strengthen the communication and exchange between the tutors outside schools, graduate students, and the tutors inside schools.

FROM WELFARISM TO NON-WELFARISM: LITERATURE REVIEW ON THE EVOLUTION OF WELFARE ECONOMICS SYSTEM
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Abstract. Welfare economics is an important branch of modern economics. From its birth until now, welfare economics has roughly experienced six stages: the sprout of welfare economics, the old welfare economics, the new welfare economics, the relative welfare doctrine, the expansion of welfare economics, and non-welfarism. The basic power of evolution of the welfare economics system derives from the theoretical innovation of the welfare concept. Based on previous theoretical studies, this paper discusses how welfare economics advances with the development of the academic and economic from the perspective of evolution of the welfare economics theory. The rise of non-welfarism has provided a new direction for the discussion of this issue.

THE APPLICATION OF FLIPPED CLASSROOM IN ECONOMICS TEACHING IN COLLEGES AND UNIVERSITIES
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Abstract. “Flipped Classroom” reverses the traditional classroom teaching structure and teaching process, which has triggered a series of changes in teacher roles, course forms, management modes and so on. Compared with the traditional classroom, the flipped classroom helps students shift from passive learning to active learning, from
knowledge memorization to mind exercise, and it is conducive for the offline teaching mode to expand into the mixed online and offline teaching mode. In view of the characteristics and the supply and demand, college economics teaching’s optimization needs to be supported by flipped classroom. And a three-dimensional, blended and efficient teaching mode should be established, according to the course features, through knowledge transmission by the micro-video before class, discussion in class and review and application after class.

RESEARCH ON COURSE CONSTRUCTION AND TEACHING REFORM OF ECONOMETRICS IN CHINA

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Abstract. Econometrics is one of the core courses in economics. It emphasizes the use of data for quantitative analysis. In the digital era, courses are becoming increasingly important with the wide range of application, thus placing higher requirements on teaching work. Starting from the current situation of econometrics teaching, this paper finds out the problems commonly existing in the teaching process and proposes new ideas for the construction of the course of econometrics and the reform of teaching in China, so that students can better understand and apply the course knowledge.

THE SUPPORTING ROLE OF SCIENTIFIC RESEARCH IN THE TEACHING OF COLLEGES AND UNIVERSITIES

Yao-hui CHEN, Xin-yu LIU and Zhi-guo LIU

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Abstract. Scientific research and teaching are two important tasks of college education, but there are two misunderstandings in dealing with teaching and scientific research. On the one hand, it focuses on research and neglects teaching. On the other hand, it believes that scientific research has little influence on teaching quality. Teachers can play their roles in college without engaging in scientific research. In fact, scientific research promotes teaching, improves the quality of teachers, and enriches teaching content, which are conducive to developing students’ innovative thinking. In order to effectively promote teaching by research, it has to figure out that one of the purposes of scientific research lies in teaching. It is necessary to change the evaluation criteria for research and teaching, organize scientific teams to enhance the overall research level, and apply the research results into extra-curricular practice teaching.

COOPERATIVE LEARNING THEORY AND ITS POSITIVE EFFECT IN CLASSROOM TEACHING

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Abstract. Since the 1960s, the cooperative learning theory has been developed rapidly. Cooperative learning is a reform of the traditional teaching mode. It differs from the traditional mode in knowledge construction, essence of study and learning process, etc. It includes five essential elements, namely, group goals, individual accountability, face-to-face (promotive) interaction, social skills, and group processing. This paper introduces the theory and practice of cooperative learning abroad, and analyzes the essential elements and positive effects of cooperative learning, which shows that cooperative learning has positive effects in improving learning efficiency and interpersonal relationships, as well as developing social skills, hoping to provide some references for the reform of teaching mode in China.

RESEARCH AND APPLICATION OF EXPERIMENTAL FLIPPING CLASSROOM ON THE COURSE INTERMEDIATE MACROECONOMICS: TAKING THE FINANCIAL LEVERAGE EXPERIMENTS AS AN EXAMPLE

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Abstract. As the theoretical basis and method foundation for a series of subsequent core courses, intermediate macroeconomics focuses on the cultivation of students' intuition and interest in economics. Under the traditional teaching mode, the teaching effect is not satisfactory because of the complexity and difficulty of the course. The combination of experiment and the “flipping classroom” teaching mode provides the direction for the teaching reform of this course. Discussing the application of experimental economics in intermediate macroeconomics “flipping classroom”, is not only the deep thinking and practical exploration of the concrete methods and ways of the flipping classroom teaching, but also can improve the teaching effect of the intermediate macroeconomics. According to the characteristics of flipping classroom and the basic process of experimental economics teaching, the author designed the experiments. Taking financial leverage experiment as an example, this paper explores how to improve the teaching effect of intermediate macroeconomics by using experimental economics efficiently and reasonably in flipping classroom.

SURVEY DATA ANALYSIS OF EXECUTIVE COMPENSATION SYSTEM OF STATE-OWNED HOLDING LISTED COMPANIES IN YUNNAN

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Abstract. In recent year, the reform of China’s salary system has made some achievements, and initially established a systematic framework of executive compensation management in state-owned holding listed companies. With the deepening of the mixed ownership reform in state-owned enterprises, the executive compensation system of state-owned enterprises is also being perfected. However, there are still some problems in the executive compensation system of state-owned
enterprise. This article hopes to have a certain reference significance and value to the reform of the compensation system of the state-owned enterprises in China through the investigation and research on the current situation of the executive compensation incentive mechanism of the state-owned holding listed companies in Yunnan Province.

**RESEARCH ON THE INFLUENCING FACTORS AND CULTIVATION STRATEGIES OF NEW PROFESSIONAL FARMERS’ TRAINING WILLINGNESS FROM THE PERSPECTIVE OF PUBLIC POLICY SCIENCE**

**Yong-qi ZHANG**

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Abstract. The new-type professional farmers are the backbone of promoting modern agriculture. Intensifying the training of new professional farmers’ skills is an urgent requirement in solving the “three rural issues”. In this paper, a survey was conducted on 483 farmers in Baoding. The situation of peasant education and training in Baoding City was thoroughly understood, and factors influencing the willingness of new-type professional peasants were investigated. It was concluded that gender, educational level, and views on the role of science and technology in agriculture will become factors influencing the willingness of farmers to participate in the training of new professional farmers. Based on this, it puts forward the countermeasures and suggestions for the cultivation of new professional farmers in Baoding City.

**SURVEY ON MENTAL HEALTH STATUS OF URBAN COMMUNITY RESIDENTS IN XI’AN BASED ON SCL-90 PSYCHOLOGICAL SCALE**

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**Ke Men and Rong-qiang ZHANG**

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Abstract. The purpose of this study is to investigate the mental health status of 1021 community residents in Xi’an, which provides a scientific basis for understanding the mental health status of urban residents in our country, establishing a psychoanalysis model and promoting residents’ health. The community residents of 8 community health service centers in Xincheng District of Xi’an City were used as the research object from June 1, 2016 to December 31, 2016, using the SCL-90 psychological scale for their psychological status measuring. The result is that the scores of SCL-90 for community residents in Xi’an are between 1.24 and 1.67. There were significant differences between male and female in other factors except for hostility (t=1.111, P=0.267), phobic-anxiety (t=1.658, P=0.098) and psychotic (t=0.359, P=0.025),
interpersonal relationship (t=5.132, P=0.000), depression (P<0.05), and women's scores were higher than men's score (t=2.730, P=0.006). The scores of female anxiety (t=2.722, P=0.007) and psychotic (t=3.302, P=0.001) in 2016 were higher than those in the year of 1986; the study showed that the highest score was between the ages of 18 and 44 (youth group). This study can reflect the mental health of urban residents in Xi’an. The study found that the general mental health of residents in China remains steady. The concrete manifestations of women’s psychological health problems are increasingly prominent, and there is an upward trend in obsessive-compulsive disorder, interpersonal relationship and psychosis. The Chinese residents have the most severe mental health problems between the ages of 18 and 44, especially in the age group of 30-39.

ENLIGHTENMENT OF ENTREPRENEURSHIP EDUCATION IN CAMBRIDGE UNIVERSITY

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Abstract. Cambridge University is one of the earliest and the most successful schools to carry out entrepreneurship education. With a good sense of entrepreneurship, multi-party financial support, systematic entrepreneurial courses and a wealth of extracurricular entrepreneurial practice, Cambridge entrepreneurship education has achieved great success. In China entrepreneurship education started late, and there are many deficiencies. By referring to the successful experience of entrepreneurship education in Cambridge University, we can improve the entrepreneurial quality and entrepreneurial ability of Chinese college students, and then enhance the level of innovation and entrepreneurship in China.

CROSS-SECTIONAL SURVEY OF HEALTH RISK BEHAVIORS OF COLLEGE STUDENTS IN A MEDICAL SCHOOL IN XI’AN

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Abstract. By analyzing current status of health-risk behaviors and associated factors among college students, this study provides evidence for targeting to develop and implement behaviors intervention measures. In this paper, a stratified sampling method was used to investigate the health risk behaviors of 770 college students. Variance analysis, linear regression and other statistical methods were used to investigate the health risk behaviors and differences of college students. The results show that health risk behaviors among medical students affected by many factors,
including the male students more prone to health-risk behaviors who have higher family income and poor academic performance. Female students than male in unreasonable weight lose and poor diet. As the grade increased suicide also increased. In conclusion, students' health risk behaviors occur more commonly, universities should take place against situation and features of health risk behaviors of college students, to carry out targeted health education and behavioral intervention.

ON THE CURRENT SITUATION AND COUNTERMEASURES OF NATIONAL DEFENSE EDUCATION SYSTEM CONSTRUCTION IN CHINESE UNIVERSITIES

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Abstract. The national defense education in universities is an indispensable part of national defense construction. The discipline system of national defense education in Chinese universities has become increasingly mature. However, the pace of development of the national defense education in colleges and universities has always been lagging behind the pace of education reform in China. Facing some new challenges, such as military affairs innovation and information warfare, it still has a lot of problems against the socialist market economy background. This paper elaborates the status quo of the discipline construction of national defense education in universities in recent years and the problems to be solved urgently, and proposes a series of corresponding countermeasures for the current national defense education innovation and discipline construction.

RESEARCH ON THE INCENTIVE MECHANISM FOR SCIENTIFIC AND TECHNOLOGICAL INNOVATION TEAM IN LOCAL UNIVERSITIES

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Abstract. The design of the incentive mechanism for the scientific and technological innovation team is of great significance for local universities to improve the scientific research level and promote their overall development. By expounding the current misunderstandings in the implementation of team incentives in local universities, the paper analyzes the principles of fairness, efficiency, timeliness, legitimacy, competitiveness, systematicness and continuity that should be taken into consideration when designing team incentive mechanisms. It draws the conclusion that the team incentive mechanism should be established and improved by building excellent team culture, scientifically setting goals, reasonably giving powers and responsibilities, and
establishing deep trust and so on.

CONSTRUCT THE INNOVATION AND ENTREPRENEURSHIP EDUCATION PATTERN OF “INDUSTRY-UNIVERSITY-RESEARCH COLLABORATION” IN COLLEGES

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Abstract. Innovation and entrepreneurship are not only crucial ways for the cultivation of talents in colleges and universities but also important focal points for the social development. Adjusted by economic society, innovation education in Chinese universities is turning to an educational idea and talent-training mode, which begin to immense in the education process with access to all students. In response to the current problems in innovation and entrepreneurship and based on the knowledge spillover effects of companies, schools, and scientific research institutions, a new model of innovation and entrepreneurship in colleges containing “learning, practice and application” is built in this paper, which will promote the integration of social resources and the strong innovation on industry, universities and research.

ON THE SPECIAL VALUE OF ART THERAPY IN CONTEMPORARY HUMAN RESOURCE MANAGEMENT

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Abstract. The traditional HR system is too modular and stylized. acing the complex internal and external relationships and multiple needs of employees, this paper exposes the limitations of the value of human management. Art therapy is problem-oriented and uses the theoretical characteristics of mind and body medicine to help HR in the shared economy era to achieve maximum human management performance. This paper takes the model of the combination of Employee Assistance Program (EAP) and human resource management that is widely and universally used as an example, to prove that art therapy provides new power support for HR management in the era of shared economy.

AN EMPIRICAL ANALYSIS OF THE INFLUENCE OF URBANIZATION ON REAL ESTATE PRICE IN CHINA

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Abstract. In order to analyze the impact of urbanization on real estate prices in China, this paper uses Eviews7 to test the stationarity and cointegration of time series data and uses 20 for data processing and principal component analysis. According to the comprehensive analysis of the basic functions of cities and towns, the concept of urbanization has been expanded in the light of the internal and external factors in the process of urbanization from four aspects of economic development, social development, living standards, and infrastructure, including the selected eight second-level indicators that describe the speed of urbanization and the quality of development. The principal component score is obtained, and the regression model is determined by the principal component obtained. Finally, according to the results that urbanization has a positive correlation with real estate, and the harmonious development of urbanization has a significant impact on the good development of real estate, the path for China’s urbanization and real estate development is put forward.

THE STATUS QUO AND DEVELOPMENT OF THE PENSION AGENCY

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Abstract. In recent years, with the accelerated development of aging, the issue of elderly care has become a social issue of concern to governments around the world, and the demand for old-age care institutions has been increasing. After 2015, China has entered a period of rapid development of population aging. However, at present, there are problems such as low professionalism and poor service quality in China’s institutional pension, which leads to the lack of effective satisfaction of the needs of the institutional elderly. This study selected Baoding City Q Nursing Home as the research object, mainly using participatory observation and in-depth interviews to conduct on-the-spot investigation. The study found that China’s social pension service system is changing mainly by building a basic framework for the integration of community home care and institutional pensions. The construction of the social old-age service system has gradually changed from basic to developmental and from selective to universal. However, as China's social pension service system is still at a preliminary stage, there are many problems in the system construction, hardware support, personnel training and other aspects.

MULTIDIMENSIONAL THINKING OF COMMUNITY CULTURE CONSTRUCTION

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Abstract. At present, the development and construction of community culture in China is at an early stage, and there are still major defects in public services. Community activities are basically described by the words “small, narrow, and
ambiguous”; the financial support of the government departments and communities is far from satisfying the growing cultural needs of the people in the community; at the same time, the forms of community cultural activities are monotonous. Single, high-level and high-level cultural activities cannot be realized and popularized. In addition, the community culture management level has also restricted the further development of community culture: the professional quality of personnel is not high, some community activities have not been institutionalized in actual actions, or focus on “image engineering” and neglect the quality of community culture construction. The omissions and shortcomings in the process of public service management hinder the development of community culture in the process of urban development. This study conducted a survey on the communities in Baoding, Hebei Province, and conducted investigations and investigations using investigation methods, field investigation methods, literature methods and other scientific methods, and proposed countermeasures and suggestions for “community culture construction”.

**ANALYSIS ON THE MANIPULATION OF SECURITIES TRADING BEHAVIOR PROHIBITED BY LAW**

Yu-fei XIA

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**Abstract.** Market manipulation is produced in the invisible, but has a profound and lasting influence on the national economy. In recent years, with the high prosperity and development of China's securities market, the illegal behavior of securities also poses a great challenge and threat to the stability of the securities market. In this paper, the author starts with the illegal behavior prohibited by the law of market manipulation, analyzes its definition, discriminates it from related concepts, produce background and development status, existing problems and countermeasures, and further explain the market manipulation behavior.

**PONDERING OVER COMPENSATION FOR VEHICLE DAMAGE IN PARKING LOT BASED ON THE THEORY OF INTEREST MEASUREMENT IN CIVIL LAW**

Yu-fei XIA

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**Abstract.** This paper focuses on the new form of civil disputes in the development of society and economy, and analyzes the problem of compensation for vehicle damage in parking lots, mainly focusing on the application of the law and the assumption of liability. The problem of compensation for vehicle damage in parking lots leads to a discussion on the rational settlement of disputes. The author, combining with the theory of interest measurement in civil law, expounds its concept and origin, basic principles and basic concepts, respectively, which provides a new way of thinking for the perfection of the rule of law in China.
SURVEY ON THE ACQUISITION OF VILLAGERS UNDER THE IMPLEMENTATION OF COAL TO ELECTRICITY (GAS) POLICY IN RURAL AREAS: BASED ON RURAL AREAS IN BAODING

Zheng-tao PENG

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Abstract. To solve the problem of smog, China has successively introduced a series of coal-to-gas reform policies, which are being implemented in many parts of the country. In the implementation of polices, the degree of people's sense of acquisition is not high, especially the people in the rural areas are dissatisfied with the two policies of coal-to-gas and coal-to-electricity. Based on the phenomenon of dissatisfaction among farmers, this study separately investigated the implementation of coal-to-gas conversion in economic and ecological life. It explains the survey of farmers' sense of acquisition and proposes corresponding countermeasures to better promote the implementation of these two policies.

RESEARCH ON INFLUENCE FACTORS AND FORMATION MECHANISM OF GOVERNMENT TRUST: BASED ON SURVEY DATA OF COLLEGES AND UNIVERSITIES IN BAODING

Zheng-tao PENG

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Abstract. According to a questionnaire survey of university students in Baoding, This paper investigated the degree of trust of Chinese college students in the government, and further analyzed various factors affecting the trust of university students. The impact of grapevine news, authoritarian values, government performance, and related factors on the trust of residents has been explored based on match correlation analysis. Finally, it proposes some ways of improving government work and improving social capital to increase the trust of college students in the government.

ANALYSIS OF THE DYNAMIC MECHANISM OF CHINA'S ELECTRIC POWER REGULATORY SYSTEM CHANGE: BASED ON THE CONCEPT OF NATIONAL LEADERS

Yong-qi ZHANG

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Abstract. Electricity is the basic industry of the national economy to supervise electricity. It’s not only the development of electricity itself, but also the operation and development of the national economy. The reform of the power supervision system is an important task for the Chinese government to strengthen power management and enhance the level of economic development. This paper mainly uses the research method of logic analysis to explain the macro-political and economic
system generated by the national leaders' ideas in different historical periods in the power industry supervision system.

THE IMPACT OF CLIMATE CHANGE ON FRAGILITY INDEX: BASED ON FUZZY EVALUATION MODEL

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Abstract. All along, climate change has a huge impact on the development and stability of each country. It is also closely linked with the country’s fragility and even causes political ten-sions between countries. Therefore, finding the impact of climate change on the national fragility is very important for the development of China. This article focuses on how to set up a model to assess the impact of climate change on national fragilities and how to mitigate the effects of climate change through human intervention. First of all, three indicators have been chosen that measure the country’s fragility: economic factors, natural resource factors and safety factors, combined with the annual average annual precipitation to measure the impact of climate change. Through the mod-eling, a mathematical model of the relationship between the three factors and annual mean precipitation has been obtained. Based on these three factors, a fuzzy evaluation model based on analytic hierarchy process has been established to get an evaluation system of national vulnerability. Next, the effectiveness of the model across continents and cities has been tested and the conclusion is drawn that this model has a good prediction effect in the city, but more precise adjustments are needed on the continents.

A STUDY ON THE CULTIVATION OF WRITING ABILITY OF ENGLISH MAJORS IN APPLICATION-ORIENTED COLLEGES IN CHINA

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Abstract. Under the background of educational reform in higher education in China, more and more emphasis has been focused on learners’ output; therefore, English writing, as the most fundamental combination of language input and output, has gained great attention in the process of cultivating of English majors’ language proficiency in application-oriented colleges which prioritize learners’ qualified output. Based on classroom observation and analysis of learners’ writings, this paper aims at analyzing problems in the instruction of English writing, and constructive as well as feasible solutions are proposed to help English majors to develop critical writing ability.

THE INFLUENCE OF DISTANCE CUE ON LEARNING AND METACOGNITIVE MONITORING IN CLASSROOM

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Abstract. The teaching context is highly related to student’s learning process and performance. The current research explored the influence of distance cue (the front seats or the back seats in a classroom) on individual’s metacognition and performance. The results showed that when participants seated in the front seats had higher JOLs and better perform than in the back seats. This superiority is only related to the participants who believe in that “position of the seat affects learning performance”, and seating habits seem to have little impact on JOLs and recall performance. The results demonstrate that cognitive process and metacognitive process are affected by the distance cues in the classroom. Importantly, individual’s belief plays a moderating role.

PARADIGM TRANSFORMATION AND PRACTICAL INNOVATION OF INFORMATION LITERACY EDUCATION IN APPLIED UNIVERSITY IN CHINA

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Abstract. Framework for Information Literacy for Higher Education issued by Association of College and Research Libraries (ACRL Framework) is a guiding document for university libraries to carry out the work of information literacy education. “Outcome-Based Education” (OBE) is an international professional talent training model and certification system in which the whole education system is driven by undergraduate outcome quality. Through in-depth study of OBE educational model and ACRL Framework, this article tries to find common ground and joint point in professional talent training as the theoretical foundations for education reform of information literacy. Meanwhile, by practical exploration, the author thinks and summarizes the changing trends of information literacy education in higher education goals, teaching structure and teaching methods, the model of “information literacy education embedded in the whole process of undergraduate talent training” is formed, so as to provide reference for similar universities.

FORECASTING ON TOTAL WATER DEMAND IN CHINA IN 2018

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Abstract. To forecast total water demand in advance is practically important for water supply planning. The paper first made impacting factors analysis of the total water demand in China and then established three models for the total water demand forecasting by multiple regression analysis. The research shows that the fitting precision of the forecasting models is satisfactory. Through the application of the models and experts’ experiences, it is forecasted that the total water demand in China
in 2018 will be 608.04 billion m$^3$.

**ANALYSIS OF THE IMPACT OF CUSTOMER TRUST ON CONSUMERS' PURCHASE BEHAVIOR BASED ON ONLINE SHOPPING PLATFORM—TAKING TAobao SHOP AS AN EXAMPLE**

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**Abstract.** The fast-growing online shopping platform allows consumers to enjoy a wider variety of goods while enjoying more affordable products. However, in recent years, the problems in online shopping platforms, such as customer trust and the differences between reference and actual products, have led to a devastating blow to some of the merchants who have been stationed in Taobao for a long time, in which customer trust has an indispensable impact on consumer buying behavior. This article analyzes the customer trust led by some factors in Taobao shopping and consumer purchase behavior, explores the influence of online customer trust on consumers’ purchasing behavior based on questionnaire design, and proposes marketing suggestions to improve business operations.

**RESEARCH ON TAXATION ISSUES IN PUBLIC HOSPITALS IN CHINA**

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**Abstract.** The purpose of the study is to reveal the taxation policies and problems faced by public hospitals and provide advice and support for the improvement of taxation in public hospitals. Descriptive analysis method was used to analyse the changes in the taxation system of public hospitals and the current taxation policies. The results show that the connotation of some taxation systems is not definite; the taxation awareness of public hospitals is weak, the interpretation of taxation policies is low, and the implementation of tax incentives is insufficient; the level of tax collection is not high, and the supervision is not reliable. Finally, some suggestions are put forward based on the conclusion: improve the level of tax legislation, formulate and improve tax laws and regulations; learn from foreign experience, handle the tax collection of public hospitals after the “competition reform”, and improve the financial information and tax information disclosure system.

**AN ANALYSIS ON THE OVERSEAS INVESTMENT STRATEGY OF CHINESE REAL ESTATE ENTERPRISES**

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Abstract. The rapid development of the real estate market in China has resulted in many powerful real estate enterprises, whereas become increasingly saturated. It is urgent to open up the international market while opportunities and challenges coexist in the globalization process of real estate enterprises. Furthermore Chinese real estate enterprises lack experience in international investment, and it is of great practical significance to formulate a reasonable overseas investment strategy. This paper introduces the current situation of foreign investment in Chinese real estate enterprises, and applies SWOT analysis to carry out research on the overseas investment strategy of real estate enterprises in China, which will inspire and help many of the real estate enterprises in China to growth continuous and healthy.

COLLEGE STUDENTS' INTERPERSONAL COMMUNICATION FROM THE PERSPECTIVE OF SOCIAL EXCHANGE THEORY

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Abstract. Adolescent college students are in a period of rapid growth of psychology and physiology. They are separated from the original family and participate in collective life for the first time, making them one of the most active groups of interpersonal communication, which affects the personality and socialization of college students. From the theoretical perspective of social exchange theory, analyzing the interpersonal communication mode of college students plays an important role in discovering and solving the problems in college students' interpersonal communication. Relying on social exchange theory, this paper proposes improvement strategies from four aspects: successful propositions, stimulating propositions, satisfying propositions and value propositions, promoting college students to build stable interpersonal relationships, and promoting the normal development of interpersonal communication.

THE CONTRADICTION BETWEEN LOW COGNITIVE LEVEL AND HIGH SATISFACTION DEGREE OF GOVERNMENT PURCHASE OF OLD-AGE SERVICE

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Abstract. It is an inevitable choice for the government to purchase the old-age service, and the scientific evaluation system is of great significance to the government to purchase the pension service. However, the contradiction between the higher satisfaction degree of the elderly and the lower cognition level of the government to purchase the old-age service is significant, which greatly hinders the construction and
perfection of the effective evaluation of the old-age service level system. In this paper, based on typical sampling, two embedded community nursing homes are selected to investigate and interview. It is found that there is a great contradiction between the elderly's satisfaction with the government's purchase of pension services and their cognitive level, and the phenomenon of high satisfaction and low cognitive level is prominent.

RESEARCH ON THE DETERMINANTS OF TOURISTS' RURAL TOURISM DECISION-MAKING BASED ON NETWORK AND FIELD SURVEY

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Abstract. The article aims to study the influencing factors of rural tourism decision-making and the correlation between the major factors. Based on the literary analysis and tentative interviews, it mainly talks about eight factors, which are the positive recommendation, marketing, price levels, local features, environmental atmosphere, safety and sanitation, traditional psychological tendency and rural cognition of the reference groups. According to reliable evidence, there is a significant correlation among the eight factors, which can be divided into external factors and internal factors. Finally, a series of counter measures are taken for tourists to make a better rural tourism decision-making.

A DISCUSSION ON THE INNOVATIVE TEACHING SYSTEM OF BUSINESS ENGLISH IN HIGHER VOCATIONAL EDUCATION

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Abstract. Taking the cultivation of Business English major as the research object, this paper mainly discusses the effective ways and channels to train students to gain the service capabilities concerning foreign business affairs and professional qualities. On the principle of systematic construction, highlighting features and achievements, emphasizing quality, higher vocational colleges should carry out a series of undertakings to overcome the long-standing disadvantages of Business English teaching, making the breakthrough in work-integrated learning, enhancing professional abilities and professional qualities.

SENTENCE FRAGMENTS IN CHINESE EFL STUDENTS’ WRITING

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**Abstract.** Based on corpus, English sentence fragment belongs to one of the four major types of syntactic errors committed by Chinese students in their English compositions. It is found that sn2-1, sn2-3 and sn2-4 are three the sub-types of sentence fragments committed most frequently by Chinese EFL students. The negative transfer of the native language habits and differences in thinking modes between the two cultures might be the major factors for the frequent occurrence of sentence fragments in Chinese EFL learners’ writing. A further classification of sentence fragment errors followed by an in-depth analysis of the underlying factors is significant for both EFL teaching and learning in China.

**THE APPLICATION OF HISTORICAL MATERIALS TEACHING METHOD IN HIGH SCHOOL HISTORY CLASS**

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**Abstract.** In the new curriculum reform, historical materials teaching at home and abroad after the period of educators’ study and exploration has formed a system gradually, and is becoming more and more important in middle school history teaching. Felicitably applying history materials to teaching is one of the important approaches of developing students’ history ideation in high school history education, but there are still various problems in history teaching in practice. This paper analyzes the practical significance of historical materials teaching, and points out the problems that should be paid attention to in the teaching of historical materials. Through the analysis of some teaching cases, it can provide practical experience for the better use of historical materials in the future.

**BINDER-STYLE TEXTBOOK SOLUTION**

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**Abstract.** Existing Chinese textbooks show more or less regional, school-based, collective, and personalized writing concepts and style limitations. The textbooks that can basically meet the universal needs, and have unprecedented and far-reaching significance have not been developed. This paper analyzes the reasons and concludes that the required Chinese textbooks should follow the diversity and application based on general conditions. Good teaching materials are open-ended, with extensive coverage, showing the characteristics of advancing with the times, continuous development and perfection. Therefore, in the era of big data, in today's information-based, networked world, a binder-style textbook program has been proposed. Its characteristics are: selection, combination, application and development.

(To be continued.)