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**ID:** EC178  
**Title:** The Development Trend and Problems in Application of Accounting Computerization  
**Author:** Li-jun DAI and Fang-lan XU  
**Abstract:** The “Excellent Engineer Training Plan” (abbreviated as EETP) of the Ministry of Education aims to train a large number of outstanding engineering talents who are innovative and capable of meeting the need of economic and social development. This paper introduces the EETP’s curriculum system, the training target, major orientation and teaching ideas of the electrical engineering major at Southwest University for Nationalities (SWUN). The curriculum system and teaching plan have been carried out in EETP experimental class of Grade 2011.

**ID:** EC179  
**Title:** Exploration and Analysis on Professional Financial Skill Teaching of Applied Undergraduate Accounting Specialty  
**Author:** Zhi-feng JIE  
**Abstract:** This paper analyzes teaching status of undergraduate accounting specialty which aims to train professional financial skills. Besides, according to the guidance of macroscopic education policy, this paper proposes to enhance teaching from teaching knowledge, means, assessment, teachers and social practice of professional financial skills under the precondition of constructing professional financial skill education for this specialty so as to achieve cultivation of applied financial talents who meet market demand.

**ID:** EC180  
**Title:** Disclosure of the Environmental Accounting Information Research  
**Author:** Ting NI  
**Abstract:** With the development of the economic, the environment problem has become a global problem. Let the environmental activities into the enterprise accounting system, reflect the enterprise economic activity and environmental accounting information disclosure, become a new problem of traditional accounting. This article mainly uses the method of combining the quantitative analysis and qualitative analysis, by analyzing the present situation of the environment accounting of our enterprises, digging out the problem of environmental accounting information disclosure in our country. Main contribution of this article is: according to the present situation and the existing problems of enterprise environment accounting information disclosure in our country, and research results at home and abroad for reference, at the same time, to our country environmental accounting information disclosure way of target, content, and put forward a lot of own ideas.

**ID:** EC181  
**Title:** Analysis on Spatial Distribution of Commodity Delivery Warehouses in Yangtze River Delta  
**Author:** Hong-le ZHANG, Ping SUN and Li-li MA  
**Abstract:** We take 239 commodity delivery warehouses in 25 cities of the Yangtze River Delta region as our research object to study their spatial distribution and driving mechanism.
Our research shows that: First, the spatial distribution type of commodity delivery warehouses in the Yangtze River Delta is condensation type; the commodity delivery warehouses are concentrated in Shanghai, Ningbo, Suzhou, Wuxi, and these four cities have becoming the cluster center areas; Among these cities, Shanghai City, has the highest level of significance, and has become the core area of the construction and development of the commodity exchange and the delivery warehouse in the Yangtze River Delta; Secondly, the commodity delivery warehouses in the Delta are mainly concentrated in the economic zones along the Yangtze River and the Gulf coast of Hangzhou Bay, while others are scattered along the main highways in this region; Thirdly, the Yangtze River Delta region is located in the intersection point of two major national strategy layout, "The Belt and Road", "the Yangtze River Economic Belt", so the commodity delivery warehouse space pattern in this region is influenced by geographical location, social policy and service environment, region economic development level, infrastructure construction and other driving factors.

**ID:** EC182  
**Title:** Empirical Research of VAR on HS 300 Stock Index and HS 300 Stock Future  
**Author:** Xin-xing DAI  
**Abstract:** Growing financial market creates unprecedented volatility for investors, so high attention of risk monitoring for assets is required intensively in recent years. There are several ways to monitor Value at risk for single assets or portfolio assets. This project will introduce and use standard historical simulation and trading-weighted historical simulation, variance–covariance to monitor HS 300 stock index and HS 300 stock index future. Additionally, it applies both of two methodologies to compare Value at risk of hedged and unhedged assets. In the end, it can be concluded that different methodology has its own disadvantage and advantage and it needs back testing to test the forecast of VAR model. This project uses trading weighted historical simulation and unconditional coverage to improve and test the forecast of value at risk estimated by historical simulation model.

**ID:** EC183  
**Title:** A Study of Auto Parts Industry Absorbing Funds from Venture Capital  
**Author:** Xiang-miao LIU, Jing-dong YAN and Qian-wen LI  
**Abstract:** Auto parts industry has become a new focus with the development of new energy vehicles and electronic technology. And venture capitals provide enterprises with foundations, resources of management and technology. This paper aimed to discuss the attraction between venture capital and auto parts industry, to further promote the development of the auto parts industry. This paper analyzed the correlation and elastic relationship between venture capital and automotive parts industry in Hubei province by Pearson correlation coefficient and the regression equation. Through qualitative analysis and quantitative analysis methods, the paper draws a conclusion that the development of venture capital has a role in promoting the development of the auto parts industry. And auto parts industry should seize the opportunity by some methods.

**ID:** EC188  
**Title:** Analysis of the Influential Factors of International Service Trade in China-Based on the Trade Gravity Model
**Author:** Jun MA and Wei-wei CHEN  
**Abstract:** Recently, the International Service Trade (IST) plays an increasingly vital role in the world economy. It is of great work to analyze the influential factors of IST, and to find out scientific and proper solutions to the problems in this field. This study is aimed at testifying the feasibility of applying the Trade Gravity Model (TGM) in analyzing the influential factors of IST, which suggests the amount of bilateral IST is negatively related to the distances and positively related to their GDPs; with increasing similarities in economic size of the two countries, trade in services increases; Besides, with development of their service industry of partners, the total amount of export and import in services increases. However, although the service industry in China indicates an increasingly upward trend, there is no positive relationship with the export of our service industry. Therefore, this article recommends laying emphasis on the rapid development of service industry, in order to balance the relationship between service industry and manufacture industry, promote the technology, capital, and knowledge oriented service.

**ID:** EC189  
**Title:** Impact of Board of Supervisor Capital on Validity of Monitoring  
**Author:** Hao-yang WU and Jing LIU  
**Abstract:** The paper analyses the impact of the board of supervisors capital on validity of monitoring, which includes monitoring the company finance and the behavior of harming company benefit from directors and senior management based on resource independence theory and resource-based view. The members in board of supervisors have human capital or social capital that will reduce the harm behavior efficiently. Meanwhile increasing the width and depth in members of board of supervisors can strengthen validity of monitoring finance.

**ID:** EC190  
**Title:** Research on Service Value Chain and Innovations of the Commodity Platform Economy  
**Author:** Cong-ying CHEN and Rui WANG  
**Abstract:** To help address serious "homogenization" problems and chaotic "financial” issues currently existed in the services delivered under the commodity platform economy, this paper puts forward a strategy with an innovative and integrated service model to help create new competitive advantages. Using the service value chain and innovations of the platform economy and the shared economy as the underlying foundation, and further utilizing the Internet as the modular application interface, the strategy presented in this paper would capture both the economy of scale of the commodities spot trading and the current customized transaction settlement trends. It would then provide customers with a comprehensive and convenient one-stop service experience, and bring higher profits to the company. The Guangxi sugar network, an industry leader and the subject of our case study, created an innovative platform economy by combining these elements: "e-commerce + modern logistics + supply chain financing." This practice provides customers with the most value for the services they receive.

**ID:** EC199  
**Title:** Analysis of GE and Lenovo in the International Market
Author: Qi YU
Abstract: I have analyzed the notable success of GE and Lenovo in the international market. Generally, I have examined its strategies and particular tactics in terms of efficiency, flexibility and learning. In this summary, I have deleted the point of Organisation in the part of Pursuit of Efficiency. In the report, the organisational analysis of Lenovo and GE is not consistent and not about the same aspect. Therefore, they have no value to be compared.

ID: EC216
Title: Investigating the Effect of Exchange Rate Changes on China’s Electronic Products Exporting to European Union
Author: Qin-yang Cai and Xin-xing Dai
Abstract: Recently electronic products exporting is one large portion in Chinese export field and with the phenomenon of emerging rising domestic companies, it is attracted much attention. While, many scholars put pressure on RMB to appreciate, for RMB appreciation could rebalance World economy even China’s trade. However, empirical evidence on effects of RMB exchange rate change would have negative effect on electronic products export which is one kind of processed export. In electronic products exporting, much value-add in final goods is importing from South Korea Japan and other East Asian supply chain countries. Therefore, exchange rate movement in these countries is rather important to investigate.

ID: EC218
Title: The Operation Status of Cross-border E-commerce in Ningbo
Author: Jing-bo NIU and Shu-yan LI
Abstract: Due to the further update of modern network system, the cross-border e-commerce in China is in a rapid development. This kind of new trade pattern is destroying the traditional mode of trade. Ningbo, as the top five export city in China, enjoys the advantages of excellent geographic position, sound commercial infrastructure, advanced port logistics, favorable development prospect and environment for e-commerce. Therefore, this paper, with Ningbo as the object of study, analyzes the current difficulties and the unparalleled advantages item by item, so as to make a little contribution to the development of the cross-border e-commerce for Ningbo and even the whole China.

ID: EC225
Title: Design of Intelligent Tourism Question Answering System Based on Semantic Web
Author: Hua HU and Shi-zheng ZHU
Abstract: In order to promote the tourism service more automated and intelligent, this paper designs an intelligent tourism question answering system through the key technology of the semantic web, which makes it easy for users to quickly and accurately acquire the query results and information from massive amounts of data on the network. Greatly improving the semantics of sentence, the algorithm posed in the system provides a new method for question matching as a fusion similarity algorithm based on literal similarity and semantic similarity.

ID: EC226
Title: Impacts of Managerial Characteristics on the Export Performance of Small and Medium-sized Firms: Review and Implications
Author: Yu-yue CHEN
Abstract: Previous research on export performance has been criticized for being a mosaic of autonomous endeavors and for a lack of theoretical development. Building upon extant models of export performance, a review and analysis of research on impacts of managerial characteristics on the export performance is developed and theoretical explanations are put forward. It is suggested that a multi-theory approach to explaining export performance is viable. Managerial behavior and perceptions for the SMEs from the review and synthesis of the literature are discussed.

ID: EC227
Title: The Research of Big Data Correlation Based on Heterogeneous Network
Author: Yue YANG and Chun-ting WANG
Abstract: Nowadays, with the rapid development of network, the information of online big data becomes more and more complex. The heterogeneous and cyberization are the other names of the big data. Therefore, traditional methods of data correlation are not fit for to analyze and manage the data based on online user behaviors. However, there are many new questions with data correlation need to be concerned and solved. In this paper, we choose two kinds of methods of the data correlation to study. The correlation of keywords and the clustering rhythms are used to analyze the big data correlation based on the online user behaviors. We first analyzed the trends and networking characteristics of current information data development. With the analysis of current information data and the dimension of the relationship, we mined the network characteristic of information data. From the networking dimension of the data, based on the heterogeneous network and social network, we studied the proposal method of data correlation to solve the problems in clustering, recommendation, querying and prediction of the big data.

ID: EC229
Title: Research on the Sustainable Development of Ningbo’s Small Household Appliance Export under the Background of "Internet +"
Author: Xin-rong HAO, Chun-yue GAO and Meng-yuan Zhu
Abstract: In recent years, with the influence of global economic recession, sluggish demand, rising production costs and foreign environmental protection requirements and other factors, the competitive advantage of foreign traditional small household electrical appliance manufacturing enterprises was weakened. The export of small household electrical appliances slowed down, and some products even appeared negative growth. With the advent of "Internet +" era, only by combine with the Internet industry quickly, can household electrical appliance enterprises achieve the transformation and upgrading of industry. This paper analyzes the problems and causes in the development of small household electrical appliances in Ningbo in recent years, and puts forward some suggestions on how to realize the sustainable development about the export of small household electrical appliances in "Internet +" era.

ID: EC230
Title: An Investigation on the Status, Problems and Countermeasures of the Commodity Market of Zhejiang
Author: Shu-yan LI and Jing-bo NIU
Abstract: With high-speed development of exported-oriented economy of Zhejiang province, international trade of commodity has enjoyed significant position in China. This paper has investigated the domestic and international commodity market, analyzed the basis conditions and advantages of Zhejiang commodity market, and proposed the basic ideas of building the commodity trading center. This paper put forward that the government should play a positive role in taking corresponding countermeasures in terms of guidance of market integration, financial tax, financial support, construction of talents etc.

ID: EC231
Title: On-line Purchase Behavior Research Design based on Ego-depletion Theory
Author: Qian XIAO
Abstract: People have more choices when they have a purchase behavior in this on-line era. Hypothesis in this paper is: If we have more merchandise to choose, it will accelerate our cognitive resources; then it will increase ego-depletion; assumption of cognitive resources and ego-depletion cause negative relation to self-control; which will lead to more purchase. The conclusion results in more goods choices leads to more purchase.

ID: EC232
Title: Research on China Regional Level of the Cooperation Efficiency and Evolution Path of Fiscal Support and Financial Support for Agriculture Based on Four Stage Window-DEA
Author: Wei-zhen WANG and Ben-zhao ZHANG
Abstract: In the paper, the Four Stages Window-DEA which concerns both environmental factor and heterogeneity frontier is built. We use the model to analyze the spatial-temporal evolution path and influencing factors of the cooperation efficiency of fiscal and financial support for agriculture. The results are as follows: (1) When eliminating environmental factor and random factors, the basic pattern of cooperation efficiency distribution is changed. After 2011, the cooperation efficiency in the central-region is better than the western-region. (2) The results of Panel SFA model show that the level of economic development and urbanization level can be considered as a favorable external environment, while the nature disasters can play as a unfavorable external environment. (3) The results of Panel-Tobit model show that management and information construction is beneficial for cooperation efficiency, while the spillover effects of agricultural knowledge and negative effects of corruption are not obvious. In order to enhance the cooperation efficiency, we propose some useful suggestion in the end.

ID: EC237
Title: The Study on US Trade Promotion Authority and the Reflections on the Treaty-making Procedures in China
Author: Shi-ze WANG
Abstract: The treaty-making is one of the most important foreign affairs of sovereign states. The power of foreign affairs laid down in US Constitution is relatively blurring and the Congress’s ratification processes are complicated and inefficient. As a result, the President has to find other methods, such as concluding executive agreements with foreign countries, so as to improve the efficiency of treaty-making. However, the Congress may boycott these executive agreements. The Trade Promotion Authority has empowered the President more
discretions and also promoted good cooperation between the President and the Congress. Through a detailed study and analysis of Trade Promotion Authority, this paper tries to make some valuable suggestions to the development trend of treaty-making in China, taking its current circumstances into consideration.

ID: EC238
Title: Analysis of the Present Situation and the Crime Legislation of Human Organ Transplant in Europe and America
Author: Jin-guo WANG and Na WANG
Abstract: To establish scientific and rational legal system, especially the criminal law system, limiting the all benefits from the organ transplantation in the proper purpose, in response to the abuse of human organs and organ transplantation. This limitation requires legal procedures and does not objectively inhibit normal activities in the areas of organ transplantation. At present, many countries and regions in the world have systematic legislations of the organ transplantation and some countries have established laws of brain death and body donation to promote organ transplantation. It has very important significance to study these laws and legislations about organ transplantation for building of our own legislation system on organ transplants in China, especially the laws associated with brain death and body donation.

ID: EC239
Title: Comparison of Causality Responsibility Between Our Country and Other Countries in Medical Damage Compensation
Author: Jin-guo WANG and Na WANG
Abstract: Compensation responsibility of medical damage refers to the established legal causality in medical negligence and the fact that causality is detected between harmful consequences and medical malpractice. Under the premise of establishment of causality, the judge will judge whether the medical negligence is illegal according to the law, which will ultimately determine whether health providers shall be responsible for compensation. The methods of causality in law in our country include direct consequence rules, probability rules and reasons rules. The causality theory abroad has important guiding significance, which can help us understand and apply the theory of causal relationship to medical damage compensation cases fairly and reasonably.

ID: EC240
Title: The Advantages and Disadvantages of Assisted Reproduction and the Impact on Society
Author: Jin-guo WANG and Na WANG
Abstract: The application of assisted reproductive technology brought children to many families. However, limited by the complexity, particularity and limitations of assisted reproductive technology inherent, assisted reproductive technology benefits millions of infertile family, and at the same time causes a huge impact on traditional ethics. With the continuous development of biological science and technology, new ethical problems will rise. The continuous development of biological science and technology develop consistent challenges about extremity of the existing ethics and believes. On the basis of theoretical
study, the literature and the empirical research, the purpose of this study is to analyze the effect of application of the patients' informed consent in assisted reproductive technology. In view of the present effect of patients' informed consent and the absence of evaluation mechanism, we try to do some beneficial attempt and to do verification work on patients’ psychological impact by informed consent.

**ID:** EC241  
**Title:** The Current Law on Human Medical Trials in China  
**Author:** Jin-guo WANG and Na WANG  
**Abstract:** Ethical and legal regulations are important factors in regulating human medical trials. Compared with legal regulation ethical regulation is a soft approach, so legal regulation must be involved in human medical trials. In this article we mainly discuss the current definition of law on the aspects of object, means and purposes of the human body medical test. According to the literature and the current status, with strict pragmatic attitude and compensation laws, human medical test will be controlled in the legal range, maximally be eliminated its negative effects and make medical science and technology and the whole life science benefit the mankind.

**ID:** EC242  
**Title:** The Problems and Plight of Surrogacy in Our Country  
**Author:** Jin-guo WANG and Na WANG  
**Abstract:** From two aspects, we analyze the ethical issues of surrogacy. One is that a surrogacy complicates the traditional family relations, and the second is the danger of commercialization of surrogacy. Surrogacy is developed on the basis of artificial insemination and embryo in vitro fertilization. Some problems about surrogacy is actually caused by these artificial assisted reproductive technology. As a result, surrogacy is not allowed by law in our country. But there is a premise that reproductive right is one of basic human rights, which is given by the society, law and policy recognition, not beyond the organized society. Reproductive right shared by both sides of husband and wife in marriage cannot be arbitrarily deprived. From the perspective of social development, birth is not only a citizen's right, but also the duty of citizens.

**ID:** EC245  
**Title:** The Construction of Task-based English Literature Teaching Mode  
**Author:** Xiu-ye ZENG  
**Abstract:** Integrated advanced talents of foreign languages are much needed in our economic society. But the traditional teaching mode of English -Literature fails to meet the request of talent training regulated in Teaching Syllabus for English Majors because it ignores the participation of the cognitive subject in the teaching process. In order to eliminate this disadvantage, this paper proposes the task-based teaching mode based on constructivism and the theory of response.

**ID:** EC246  
**Title:** Dynamic Performance Analysis of Composite Frame with Concrete-filled Steel Tubular Columns Based on Nonlinear Beam-column Fiber Element
Author: Yi-ju WANG, Jing-xuan WANG and Bo-xiao FU
Abstract: The three-dimensional elements method is imperfect in computational efficiency to simulate the behavior of structural systems based on elasto-plastic theory. A finite element model (FEM) using beam element was performed to simulate the composite frames with concrete filled steel tubular (CFST) columns, and the separate modulus approach and the uniform modulus approach were used to the beam elements, respectively. The results from the two methods are verified with the experimental results of the CFST members and the numerical curves, respectively. The two validated models were used to perform the model analysis and elastic dynamic time history analysis under three different frequent earthquake waves for a 13 story composite frame with CFST columns, respectively. The top story displacement and acceleration-time history responses, the relative story drifts and the maximum dynamic magnification coefficients of the frame were contrasted with different two models. The results shown that the separate and uniform modulus approach are similar generally for the dynamic characteristics of composite frame under frequent earthquake.

ID: EC248
Title: Study on Ancient City Commercial Development Based on Tourism Consumption Preference—Taking Taierzhuang Ancient City as an Example
Author: Kun YANG, Jing ZOU, Ying ZHAO and Xin TONG
Abstract: With the tourist attractions in-depth development of commercial activities of ancient city, it is exposed some issues like that the business structure is irrational, business climate impact culture, business planning is confusing, and prices have been driven up in commercial development of the ancient city. And these problems reveal the contradiction between the current tourism consumers and the ancient city of scenic spots. Taking the ancient city of Taierzhuang as an example, on the basis of understanding the present situation of development, this paper explores the close relationship between tourist preference and business development through the form of questionnaires. Finally, based on the experience of other cities of the same type, the author puts forward the suggestions for future development.

ID: EC249
Title: Impact of International Standard for Management Consultancy on China’s Consultancy Service Industry
Author: Hui LIU
Abstract: Management consultancy services are an important part of modern service industry. European and American countries enjoy a very mature management consultancy service industry, while China has also witnessed rapid development of the management consultancy industry and increasing market capacity in recent years. However, there still is a large gap between Chinese management consulting enterprises and those in developed countries. Poor services and unregulated competition are major problems in China’s management consultancy service industry. An important reason for such problems is a lack of corresponding standards in the industry. The upcoming ISO20700 Guidelines for Management Consultancy Services will have positive effects on the management consultancy industry. China should take this opportunity to actively implement standardization of management consultancy and develop relevant standards for management consultancy, so as to raise the overall level of the management consultancy industry.
**ID:** EC253  
**Title:** A Study on the Legal Regulation of E-commerce System in China  
**Author:** Xiao-Lu NI  
**Abstract:** Entering into a new era of the prevalence of E-commerce, large numbers of complex issues have emerged, which gives rise to some different impacts to people’s daily lives. In order to make the situation under control, a series of laws and regulations need to be carried out and implemented by competent authority. With regard to the current legal system of E-commerce in China, it is far from flawless and deficiencies exist both in the phases of legislation and implementation. As for the solutions, both domestic and international measures should be taken into consideration, which target at improving the legal regulations system over E-commerce and providing a healthy and safe environment for online transactions.

**ID:** EC256  
**Title:** Study on the Economy of Modernization Logistics Warehouses Fire Engineering Construction  
**Author:** Wen-hui JU and Yi-fu LIU  
**Abstract:** Modernization logistics warehouse, quite different from the traditional by varies functions, has higher fire risk, which means high investment on fire protection design. In order to make the investment more reasonable and feasible, study on the contradictions between logistics warehouse reality construction and fire department design requirements on the process of check and acceptance has been finished. Through literature research and field investigation, combined with analysis of fire cases, contradictions are found including the maximum value of building layers, fire district area, construction area, safe evacuation distance, and fires separation. Meanwhile, according with reality situation, some pointed proposal that the way of fire separation, the safe evacuation distance and the effectiveness fire-fighting facilities investment, is put forward in this paper, which may provide the train of thought of optimizing fire engineering design investment for logistics enterprise.

**ID:** EC257  
**Title:** Thoughts on Improving the Quality of French Graduate’ Employment Skills Training to Fulfill the Needs of E-business  
**Author:** Yuan TIAN  
**Abstract:** With the coming of the Internet era, e-business is replacing the traditional business. Overseas contact is constantly strengthened. The need for minority languages graduates, especially French ones, is increasing. E-business has become French graduates’ choice after graduation. Nowadays, there are many problems in the college French graduates’ education, including not qualified employment lectures and deficient major skills training. The reasons root in its inflexible education system, not enough emphasis from universities, obscure teachers’ role and unconsciousness of students themselves, etc. Because of its importance, it is strongly recommended that employment instruction lectures should be taught by those professionals with relevant working experience, employment units should strengthen their coordination with schools, teachers pay more attention to the textbook selection and consciously strengthen their relevant training skills. But there are still difficulties in the implement of the above mentioned steps. It is an arduous task and the road is long.
ID: EC258
Title: SWOT Analysis and Development Strategies on Government-oriented Regional E-business Platform--Based on the Comparison with the Commercial Third-party B2B Platform
Author: Lin-na HU
Abstract: The commercial third-party B2B platform is so far the main E-Business mode for most small and medium enterprises. Commercial third-party B2B platform has massive information about the buyers and vendors, it is the network platform of communication for travelling traders and small-medium enterprises; but it can’t fulfill the requirements of small and medium enterprises E-Business, which is now becoming more and more personalized, due to the non-difference in service mode. Regional E-Business platform is a new platform, which is leaded by the government and has regional features. By applying SWOT analysis to commercial third-party B2B platform and government-oriented regional E-Business platform, this paper provides references for the government participation in E-Business development and also for the small-medium enterprises in selecting best E-Business mode.

ID: EC259
Title: A Comparative Analysis of The Scarlet Letter from Fiction to Movie
Author: Xin-yu ZHANG
Abstract: The Scarlet Letter (1850) has been repeatedly filmed. The 1995 film version directed by Roland Joffe caused great attention and controversy. On the basis of this version, this paper dealt with the comparative analysis of both the fiction and the movie. Theme, character portrait, imagery and language of the movie text had the fundamental change. This change not only makes the novel more influential, but makes people come to research on novel text more in-depth. This again shows the enduring charm of the literary classic.

ID: EC260
Title: A Model of Orders Decision-making Cross Supply Chains Under Cloud Manufacturing
Author: Xing-jian ZOU, Xiang ZOU, Yan FENG and Zhi-jie CHEN
Abstract: For the single chain, an enterprise usually deals with the customer order by extending working hours or simply outsourcing when facing the capacity shortage. However, potential operational risks will increase as well. Considering the background of cloud manufacturing, the cluster supply chain consists of two parallel single chains, we build the basic model to assign the orders priority within each capacity. Then, considering the inter-chain horizontal cooperation, the extended model is proposed to parallel allocation of cross-chain orders as the orders exceeding one single-chain’s capacity. Lagrange algorithm is implemented, and the simulation analysis shown that the opportunity cost of rejected orders factor and cross-chain orders manufacturing cost factor have significant impacts on orders’ allocation decision, and there is a critical point in the combinations of those two factors. Through combinations, the cluster supply chain can make the acceptance decisions policy and production schedules of priority orders and cross-chain orders, so that customers’ satisfaction and the cluster supply chain’s total profits achieve the best situations.

ID: EC261
Title: The Influence Mechanism of Over Investment on Corporate Credit Risk
Author: Chao-hui XU and Zong-fang ZHOU
Abstract: This paper studies the influence mechanism of over investment on corporate credit risk, using the Chinese listed companies over the period from 2009 to 2014. The study found that over investment is positively related to the new added with-interest property debt rate, at the same time, over investment and the corporate credit risk is significantly positively correlated, the new added with-interest property debt rate have mediating effect between over investment and corporate credit risk.

ID: EC262
Title: How Can Individualistic/Collectivistic Orientation Affects Chaxu Leadership's Availability
Author: Ping WANG and Lin WANG
Abstract: Purposes: There are significant differences between Chinese social structure and western countries’, so it is necessary to study Chinese localized leadership style and explore whether it’s effective. Procedures: by summarizing current studies, we introduce the definition, origin of Chaxu leadership and why it is effective in Chinese background, then, individualistic orientation and collectivistic orientation have been presented. Conclusions: we came up of some assumptions and hypotheses for further research, discussing about how will individualistic/collectivistic orientation affects Chaxu leadership’s availability.

ID: EC267
Title: Constrained Global Minimization with Filled Function Method
Author: Wei-xiang WANG, Ping HAN and You-lin SHANG
Abstract: This paper presents a filled function algorithm for constrained global minimization problems. The devised filled function contains only one parameter which could be adjusted easily during the iterations. The properties of the proposed filled function are discussed, and a filled function algorithm is given. At the end of the paper, a few numerical examples are included to show the effectiveness of the filled function algorithm.

ID: E268
Title: Evaluation on Financing Factors of Infrastructure Construction of Transportation and Communications Industry in Kazakhstan
Author: Yang GAO
Abstract: This paper uses grey relational analysis method to study the scale of foreign investment, fiscal revenue, stock trading volume and Kazakhstan domestic bank credit risk assessment of transportation and communication industry with the grey correlation degree of the financing growth rate of the industry. The study found that Kazakhstan transportation and communications infrastructure construction financing in the scale of foreign investment and stock trading volume is the major factor of four index. Therefore, on the one hand China could continue to maintain direct investment in Kazakhstan; on the other hand, China enterprises should further broaden to Kazakhstan investment, give full play to the role of capital market, reduce their investment risk and accelerate the west “going out” pace.

ID: EC273
Title: In the Theory of Financial Accounting Professional Ethics Construction
Author: Guliyati. JIAPAER
Abstract: Age with rapid development, the current enterprise in the financial accounting has also quietly changed demand of choose and employ persons ,ability strong skilled account talents is the necessary condition ,must have good professional quality.

ID: EC275
Title: The Coordination between Tourism Industry Convergence and New Urbanization under the Background of HTDD
Author: Gang CAI and Ping CAI
Abstract: Holistic Tourism Destination Development is a new concept in tourism development, and have been used as new strategy and new model to boost economy for local government of China. Tourism industry convergence and new urbanization are two aspects of holistic tourism destination development, which need coordination to develop tourism economy as a whole and solve the problems in the process of development.

ID: EC276
Title: An Empirical Study on the Relationship between Baoding’s Economic Development and Environmental Quality --Testing Baoding’s Environmental Kuznets Curve
Author: Shu-ting GU, Qiao-zhi ZHAO, Qi HAN and Rui CHEN
Abstract: In this paper, we selected the data of Per capita gross domestic product and industrial “Three types of industrial waste” emissions in Baoding from 2005 to 2014. We analyzed the characteristics of economic development and environmental pollution in Baoding. And based on the environmental Kuznets theory, by using the Excel software to fit the environmental Kuznets curve of Baoding. The results show that between the Per capita gross domestic product and industrial “Three types of industrial waste” emissions in Baoding meet the inverted "N" relationship.

ID: EC278
Title: Research on the Risk Management of the Online Supply Chain Finance
Author: Hong LIN
Abstract: Online supply chain finance combines traditional supply chain finance with e-commerce, and it achieves Information synergy between banks and supply chain. It contributes to improve the security of bank credit and reduce the negative impact of information asymmetry through comprehensive evaluation of mass information and data online. But the development of online supply chain finance also has its new risk, the risk management should not be ignored. This paper proposes that we should strengthen the risk management from four aspects: building a scientific credit evaluation system, developing detailed operational processes, strengthening cross regional and cross-border cooperation, strengthening supervision and early warning mechanism construction.

ID: EC279
Title: Research for Current Status and Influencing Factors for Children with Certain Disabilities Receiving Compulsory Education in Hubei
Author: Zhen-yuan ZHU, Zi-yue YANG and Liang AI
Abstract: Developing compulsory education for children with disabilities is the important content of promoting education equity and achieving modernization of education. Simultaneously, it’s the important measure to adhere to the people-centered concept and carry forward the humanitarian spirit. Facing the status of low enrollment rate of compulsory education for children with disabilities in Hubei, the paper uses the method of descriptive analysis and regression analysis to research current status and influencing factors for children with certain disabilities receiving compulsory education. The results show that disability levels, average family income, living areas, life skills, rehabilitation service situation have significant impacts on children with disabilities receiving compulsory education.

ID: EC280
Title: A Review of Senior Travel Motivation Researches in China
Author: Kai-shuai WANG
Abstract: This paper reviewed the theories have been used in the research of Chinese senior travel motivation, and find that the hierarchical of needs theory, push-pull theory, and escape-seek theory are mostly applied. The previous studies mainly focused on the motivation of their personal benefits, while ignored their altruistic motive. Based on the review of related theories and motivations, this paper gives some advice for the future study.

ID: EC281
Title: The Exploration and Practice of the Characteristics Graduates Self-assessment Questionnaire Compiled Based on the Competency
Author: Xiao CHENG, Chang-min TANG and Dan CHEN
Abstract: Objective: on the basis of the existing medical marketing position competency model, we compiled self-assessment questionnaire, investigated 2015 graduate pharmaceutical marketing professional students of university of Chinese medicine. According to the evaluation results, we put forward quality education proposal for characteristics professional (pharmaceutical marketing) students. Methods: based on the investigation on 76 graduates, questionnaire overall reliability coefficient alpha coefficient value is 0.856, which is high. Conclusion: 9 people (12% of all students) under qualified, 88% of the students about their quality is optimistic, lowest two quality are “ability of plan and practice “and “ability of persistence”.

ID: EC282
Title: A Feature Based Data Structure for Efficient Index
Author: Yang LIU, Chao FENG, Carlos Cheuk-hang CHIU, Kang-heng WU and Zhi-bin LEI
Abstract: Data collected from our daily lives by mobile electronic devices always contains errors. This paper proposed a feature based data structure to organize the dictionary for correcting the errors efficiently. The key points in the method includes explicit splitting the dictionary by high frequency used elements, implicit splitting further by clustering, and a hierarchical match procedure. The numerical results indicated the proposed methods can index the input effectively while reducing the consumption in both time and RAM.

ID: EC283
Title: A Research on Experiential Education in Business English Based on Task-based
Instruction

**Author:** Dong-dong YU

**Abstract:** Experiential education is a student-centered teaching method, wherein the teacher introduces or designs a scene related to the teaching content to enhance their learning experience and hence reach the teaching objectives. Task-based instruction (TBI) has become increasingly popular in business English teaching. TBI offers students abundant opportunities to experience business knowledge and English language in class. It can stimulate students’ interest in learning the target language and contribute to students’ overall development. This article analyzes the features of TBI and based on TBI, it sheds some lights on the application of experiential education to business English course. Introduction of business knowledge being the prerequisite and language knowledge being the basis, experiential education creates experiencing situations for the students when the teacher controls the process and evaluates the task completed.

**ID:** EC285

**Title:** The Countermeasure of Cultivating and Expanding New Real Economy

**Author:** Hang WU

**Abstract:** The new entity economy should be a high integration of the Internet, virtual economy and real economy. In order to develop new entity economy, the government should innovate production service model, strengthen intelligent manufacturing, optimize the network support system, strengthen corporate credit support. Innovating production service model includes accelerating the development of OTO, R&D and design, carrying out large-scale personalized customization, and strengthening the information control. Strengthening intelligent manufacturing includes realizing machine substitutions, promoting co-manufacturing, developing service-oriented manufacturing, promoting equipment intelligentization. Optimizing the network support system includes upgrading and improving the internet infrastructure, strengthening the management of internet information security, and cultivating the public platform based on voice technology. Strengthening corporate credit support includes optimizing the total credit volume and structure, innovating financial services, and developing a new type of financial industry.

**ID:** EC286

**Title:** The Process, Capability and Mechanism of Knowledge Integration

**Author:** Hang WU

**Abstract:** Knowledge integration is the ability for firms to analyze, integrate and reconstruct existing knowledge, external technology and customer knowledge through systematic and social mechanisms. Dominant research mainly examines the process, capability and mechanism of knowledge integration. Knowledge integration process includes knowledge mining, knowledge transfer and knowledge fusion. Knowledge integration capability can be measured by systematic ability, cooperation ability and socialization ability. Knowledge integration mechanism includes such four mechanisms as rules and instructions, sorting, organizational routine, team problem-solving and decision-making.

**ID:** EC288

**Title:** Present Situation of Construction of the National Digital Publishing Industrial Bases of
China and Research on the Measures

Author: Ming YANG, Shao-zhi CHEN and Ke-meng HU

Abstract: In recent years, the digital publishing industry of China has rapidly developed. The construction of the digital publishing base is the important mode of developing the digital publishing industry advocated by the government. By now, 14 national digital publishing bases have been completed in China and the relevant digital publishing industrial cluster has been basically established. Some measures such as building of the collaborative mechanism to promote cooperation, attaching importance to the scientific and technological innovation and strengthening of the interdisciplinary talent training, etc. are presented to deal with some problems in the development of the bases such as low relevance and cooperative level, lack of scientific and technological innovation and lack of the interdisciplinary talents of the digital publishing industry, etc.

ID: EC290

Title: Prioritizing the Links on the Homepage: Evidence from a University Website

Author: Lian-lian SONG and Geoffrey TSO

Abstract: A common problem encountered in Web design is how to arrange the homepage links of a Website. Previous empirical studies have not complete systematic guidelines to resolve this problem. This paper uses a random-utility theory for studying visitors’ choice behaviors to prioritize the links on a homepage. We propose a total of three multiple-choice demand models and apply them to clickstream data collected from an educational institute over a seven-and-a-half month period. The model with the best performance is selected as the tool for constructing a metric, utility loss. Empirical results show that the proposed metric is highly efficient for prioritizing the links on a homepage and the algorithms can also be used to study the feasibility of introducing a new function in a Website.

ID: EC292

Title: Research on Anti-Poverty in Behavioral Economics

Author: Zhan-bing HUANG and Ying LIU

Abstract: Nowadays, poverty is still a prominent problem in economic and social development in China. For a long time, scholars have mainly solved the problem of poverty from the perspective of standard economics, which focuses on material giving, yet neglects changing the mind of the poor. At present, the poverty alleviation is not only with high cost, but the effect is not sustainable in China. In a word, it can’t solve the problem of poverty in nature. Dealing with the problem of poverty from the perspective of Behavioral Economics, which emphasizes that helping the poor to change the mind should be put in the first place to achieve the effective change in the behavior and long-term concept of the poor. Using CAVE method to analyze the anti-poverty experience of the villagers living in 18-hole village in Huayuan County of Hunan Province, we can change the poor’s mind by transferring their reference points under the prospect theory to help the poverty alleviation. This study will provide a new approach to the promotion of poverty alleviation based on behavioral economics in China.

ID: EC295

Title: An Empirical Research on HPWS System of Service Groups Performance
Author: Hui-jun Ni
Abstract: By analyzing relative literature and exploring a performance management model, this study defines core elements and analyses mechanism of the model. The system provides a reference for service groups.

ID: EC296
Title: A Model to Identify Evolution Phase of E-Service Industry Cluster
Author: Hui-jun Ni
Abstract: With rapid development of new generation information technology, E-Service industry in clusters accelerates evolution progress. The paper constructs a model to identify the evolution phase of E-service cluster system based on PAEI analysis. At the end, a case “E-service industry in Jinan high-tech district” is analyzed and the result helps it sustain development.

ID: EC298
Title: Futures Arbitrage of Different Varieties and based on the Cointegration Which is under the Framework of Bayesian In the Case of Soy Oil and Palm Oil
Author: Bing-ting FAN
Abstract: This paper mainly studies commodity futures arbitrage opportunities across the soy oil and palm oil. The traditional way is traders can carry into the market when the spread out of the reasonable scope. When the price back to normal levels, unwinding operation and complete an arbitrage process. However, spreads of soy oil and palm oil does not meet the stability, so we need to test cointegration model residual error after regression, combined with the maximization of expected return to determine the arbitrage opportunity. In traditional cointegration model, long-term equilibrium relationship is $y = 3070.8 + 0.50x$. When the residual absolute value is greater than 61.125, arbitrageurs may take positions into the market, until the residual back to a reasonable range. However the traditional cointegration model without considering the estimation error, and estimated parameter has high sensitivity. So we will use the bayesian method to estimate parameters, we get the Bayesian-cointegration is $y = 3071 + 0.54x$. The residual under this model is stable, Therefore, we can find arbitrage opportunities through the model. When the residual is more than 142.475 or less than -126.475 triggered buying conditions, and can gain maximum expected return.

ID: EC299
Title: The Equipment Manufacturing Industry Supply Side Reform and Innovation with E-Commerce Platform
Author: Yan TANG and Yong-min JIANG
Abstract: E-commerce has become the emerging business model, has been widely accepted by the particularity of the manufacturing e-commerce still need to study. E-commerce innovation brings new opportunity to the development of manufacturing industry, to promote the traditional manufacturing industry upgrading and adjust the structure of manufacturing industry. Facing the rapid manufacturing industry transformation, fast development of electronic commerce, electronic commerce development policy to encourage such as background, manufacturing e-commerce development innovation is on the rise, electricity to the manufacturing enterprise organization flattening structure, digital design and production,
enterprise competition mode, enterprise risk control have great influence and role. The results show that the electronic commerce enterprise product innovation affects the business performance; Market information to promote the electronic commerce enterprise product innovation, as a result of manufacturing electrical business development in China is facing the manufacturing quality problems, distribution channel conflict, lack of the inter-disciplinary talent, in this paper, speed up the development of manufacturing electric company, to promote research and development innovation, the implementation of flexible production, build brand advantage. Through theoretical analysis and empirical research, it is that a good way to promote the development of manufacturing.

ID: EC301
Title: On the Construction of Management Pattern of Informationization in Colleges and Universities
Author: Jian-yong FAN
Abstract: Educational informationization is an important means and core impetus to realize the modernization of education, and constantly strengthen and improve the construction of informatization is the key to the strategy development of information technology in colleges and universities. This paper briefly discusses the problems existing in the informatization construction and management in university, and then using the experience of informationization management of universities in the United States and other developed countries, introducing the CIO pattern. Finally, it puts forward suggestions and thoughts on the informationization management of colleges and universities.

ID: EC302
Title: SWOT and PESTEL Analysis on the Coordinated Development of New Urbanization and Agricultural Modernization in Heilongjiang Reclamation Area
Author: Xi-tao LIU and Jun-hui LI
Abstract: Heilongjiang reclamation area is the earliest and largest state-owned reclamation area in China. It is also an important commodity grain production base in China. Taking Heilongjiang reclamation area as the research object, this paper focuses on the coordinated development of new urbanization and agricultural modernization in the reclamation area, and analyzes the new urbanization of other reclamation areas. The Role of Agricultural Modernization in Coordinated Development. In this paper, SWOT analysis and PESTEL model are used to make a comprehensive and multifaceted summary of the new urbanization and agricultural modernization, and provide a clear solution to the coordinated development of the two.

ID: EC306
Title: Analysis of Optimal Hedging Ratio of Copper Futures Based on ECM Model
Author: Qing CAO
Abstract: In this paper, on the one hand, we need to prove that there is a cointegration relationship between copper futures price and spot price. Then, using the ECM model to estimate the optimal hedging resale value of copper futures contract in our country, it is based on the frequency statistics method, the optimal hedging strategy, the approach does not consider the existence of risk estimation, and the most natural way to solve this problem is the
bayesian method. So, on the other hand, we are under the bayesian framework, Gibbs sampling method is used to the Chinese copper futures market, the optimal hedging strategy has carried on the empirical analysis. By comparing the hedging efficiency, the result of hedging based on Bayesian statistics is better than that based on frequency statistics.

**ID:** EC307  
**Title:** The Study of Synergy Development of the E-commerce Enterprises in the Industrial Cluster  
**Author:** Yi-lun WU and Lei YAO  
**Abstract:** With the development of Internet technology, e-commerce and supply chain management, E-commerce and related enterprises in the industrial cluster are seeking their own innovation synergy development path. This paper takes the Xingcheng swimming suit industry cluster as an example and analysis the development of industrial clusters. Enterprises in the industrial cluster based on the concept of development by "Internet plus" and the protection of international commodity inspection certification, convenient customs clearance and financial cooperation. This paper provide the suggestions of the development of domestic and cross-border e-commerce, centralized logistics and warehousing business in the industrial cluster.

**ID:** EC308  
**Title:** Study on the Synergetic Development of New Urbanization and Agricultural Modernization in Heilongjiang Province  
**Author:** Wei WANG and Shu-yu TANG  
**Abstract:** The new urbanization and the development of agricultural modernization are the current hot issues and the future development trend. The article analyzes the status qua of the new urbanization and agricultural modernization in Heilongjiang Province, and points out that there are still institutional obstacles and uneven distribution of resources in Heilongjiang Province Problems and the development of urbanization itself, it is concluded that the new urbanization and agricultural modernization in Heilongjiang Province must establish a collaborative development platform, break the system barrier, optimize the layout of urban space and speed up the optimization and upgrading of industrial structure.

**ID:** EC309  
**Title:** Study on Dynamic Joint Optimization of Inventory and Transportation Processes of Online Shopping Supply Chains Based on Shared-Savings Contracts  
**Author:** Fu-chang LI, Wan-lu XUE, Xiao-hui HU and Wei-LU  
**Abstract:** In this paper, inventory and transportation joint optimization can help reduce the logistics costs and improve logistics efficiency, and realize the optimal efficiency of the whole supply chain; shared-savings contracts is an effective way to achieve dynamic optimization between inventory and transportation, which is conducive to achieve mutual benefits for the participating parties and mobilize the enthusiasm of cooperation. This paper successively constructs a benefit model of policy-making bodies under inventory and transportation integrated optimization and an income distribution model of policy-making bodies under revenue sharing and a bargaining game process of inventory and transportation under the dynamic environment, and also verify its feasibility by numerical examples
analysis.

**ID:** EC310  
**Title:** Look at the Supply Side Reform of China's Production Side from the Purchasing Tide  
**Author:** Xi-tao LII and Zhi-peng LI

**Abstract:** With the rapid development of China’s economy, people's level has been significantly improved, but also on the type of goods, have a higher level of performance requirements, and domestic goods and crudely made species poor has been unable to meet the market demand, and because of the popularity of the network, e-commerce as the main platform for overseas purchasing industry produce like bamboo shoots after a spring rain and rapidly, however it also brings enormous pressure to the domestic market, resulting in domestic products the backlog, resulting in an imbalance between supply and demand. The supply side reforms to supply, enhance the competitiveness of the production side, through the liberation of productive forces, and to meet the demand, promote economic development.

**ID:** EC311  
**Title:** Analyze the Mechanism of Establishing Regional Brand Competitive Advantage of Chinese Characteristic Agricultural Products under the Background of Supply Side Structure Reform  
**Author:** Yan YU

**Abstract:** Based on the construction of regional brand of Chinese characteristic agricultural cluster, the article analyses the mechanism of the characteristic agricultural cluster constructing regional brand advantage, and regards the grape cluster in the Turpan as the example. The investigations are significance for the supply efficiency and quality improvement of the distinctive agricultural product in China under the background of supply side structure reform. Results shows: Resources and environment foundation lays the geographical advantage of the regional brand formation. A learning society network provides a specific industrial culture and innovation support for cluster organization. The cluster supply chain management of brand oriented improves operation efficiency by organizational innovation and provides central enablers with establishing unique brand value and giving an advantage. The government policy support and intermediary organizations service constitutes the supporting system of regional brand. Therefore, building the regional brand of agricultural product depends on the shape of geographical features, the optimization of social capital, the innovation of cluster supply chain, the government system and collaborative innovation.

**ID:** EC312  
**Title:** Research on Management Innovation of Chinese Professional Basketball Club with Internet Thinking  
**Author:** Si-da XIE and Kai-xiao JIANG

**Abstract:** With the rapid development of the Internet, network thinking, cloud applications are deeply changing our life. The promotion of technology brings people into the big data era. In all ages, sport has inseparable connection with data treating. Following the mainstream and paying attention to sports data exploration are very necessary. The Chinese professional basketball club is the target subject of this essay. Through literature analysis method, the first part made a review of research status on both Internet and sport fields. The following parts
have a discussion on how the Internet thinking could efficiently apply in the CBA club’s regular management and then sum up some innovate results. The study content is about the user thinking, social thinking and big data technology.

**ID: EC315**
**Title:** Research on Adaptive Information Retrieval of Educational Resource Library Based on Web Knowledge Discovery  
**Author:** Ning JIANG and Xiao-dong ZHU  
**Abstract:** Based on the collaborative thinking of the digital campus information system using two design ideas, embodied in the collaborative matrix model and gear interaction model. Through these design ideas, you can integrate a variety of applications and information together, so as to achieve a smooth flow between each other and coordinated management.

**ID: EC316**
**Title:** Innovation Research on Cost Accounting of the Private University Education under Big Data Background-Taking a Private University in Zhengzhou as an Example  
**Author:** Lin ZHU  
**Abstract:** The private universities and colleges are different from the public ones, almost none national financial capital is invested in the process of its birth and development, the education management and the infrastructure construction are completely relied on the tuition income and self-raised funds, so conducting fine teaching cost accounting has become the core work of the financial management of the private university. While education cost accounting is still in the stage of the academic research, and how to find an applicable approach for our national college education cost accounting in the practical work has become the urgent expectation of the government monitoring department, the accounting theory circle and accounting practitioners. A private university in Zhengzhou establishes a big data platform of “Internet + education cost accounting” to integrate the teaching management, financial management, asset management, HR management, logistic support and other related business to realize specifying and fining the teaching cost accounting by information, which is an innovation research.

**ID: EC327**
**Title:** A Survey of Electronic Commerce Tax Collection and Management  
**Author:** Jing-huai SHE, Fan GUO and Shan ZHANG  
**Abstract:** Electronic Commerce(EC) tax collection and management has been a hot spot that is concentrated on by governs,specialists and scholars around the world with the EC rising increasingly.This article,along with a basic thought of the problem rising,analysis and revolutions ,summarizes the government practices and academic viewpoints concerning the EC tax collection and management.And then we make prospect,based on the shortcomings of existing research,such as inadequate theories,single research and weak practical operation,about the problem analyzed deeply and practical direction in the future in EC tax collection and management.

**ID: EC328**
**Title:** Longing for the Blue Sky - with Green Building to Resist Haze
**Author:** Xin LI, Xin-yu MA, Ji WANG and Fa ZHANG  
**Abstract:** At the Fifth Plenary Session of the Eighteenth National Committee of the Communist Party of China, the "Five Development Concepts", including the Green Development, have been established, which fully embodies the ecological civilization of our party under the new situation. In this paper, based on extensive research, from the energy structure of China to start, get coal is the main source of haze pollution, especially in winter haze. Through the analysis of energy-saving environmental protection industry, in the "13th Five-Year" period, energy conservation and environmental protection industry will maintain nearly 20% of the high-speed growth. The use of green building to resist haze, through the active promotion of new energy technologies in green building applications, to accelerate the implementation of "green building action program" and the Internet + green building a new model to help strengthen the haze governance, improve air quality.

**ID:** EC329  
**Title:** On the Application of Cloud Computing in Educational Informatization  
**Author:** Jian-yong Fan  
**Abstract:** With the rapid development of network and information technology, cloud computing has become a frontier subject in today's world. Cloud computing is a new Internet service model, with a broad application prospects. Cloud computing provide a new way of thinking and development opportunities for the construction of information technology in colleges and universities. This paper first elaborates the concept, characteristics and deployment mode of cloud computing, then analyzes the key technologies related to cloud computing, and finally discusses the application of cloud computing in educational informatization.

**ID:** EC330  
**Title:** Industrial Structure and Water Use in Beijing-Tianjin-Hebei Region: a Multiplier Analysis  
**Author:** Xiao-xia LIN, Jing-hua SHA, Rui-ju JIANG, Jing-jing Yan and Shuai ZHONG  
**Abstract:** This study investigates the regional economic structure of Beijing-Tianjin-Hebei region with focus on the impacts of water resources on the regional economic development. The multiplier model is used to analyze the effects of the regional water sector on the other accounts. The results show that 1) the regional water sector has limited effects on the regional economic output and on the other sectors, and 2) the region has a relatively reasonable economic structure regarding water use, but 3) the structure shows a labor- and capital-intensive economic feature rather than technology intensive feature. The policy implication is that the integration efforts in Beijing-Tianjin-Hebei region, which aimed at alleviating water scarcity stress and increasing regional sustainability, should concentrate on industrial structure adjustment towards technology advance.

**ID:** EC331  
**Title:** Research on the Application of E-commerce in the Field of Education and Training  
**Author:** Xiao-dong ZHU and Ning JIANG  
**Abstract:** With the development of society and the progress of science and technology, the education and training market is developing rapidly. Both adults and children are individual
needs. They form a huge market for education and training. Education and training industry is one of the most dynamic rising industry in twenty-first Century. This view has become the consensus of more and more people. At the same time, the rapid development of the telecommunications industry, mobile value-added services more and more attention by everyone. How to build a more scientific and reasonable application model of mobile value-added services has become the focus of research. The construction of the mobile e-commerce application model in the education industry, not only to meet the needs of people's education, but also create new opportunities for mobile value-added services. This is a win-win situation for the education and training industry and the telecommunications industry.

ID: EC332
Title: Study on the Indicators of Coordinated Development of Heilongjiang Province New Urbanization and Agricultural Modernization
Author: Wei WANG and Ming-yang GUO
Abstract: The 18th Congress of the Communist Party of China made it clear that it is necessary to promote the coordinated development of new urbanization and agricultural modernization. This paper takes the Heilongjiang Province, a major agriculture province, as an example, constructs the comprehensive evaluation model by multi-factor method, and analyzes the degree of coordinated development of new urbanization and agricultural modernization from the angle of growth rate of development level. The research shows that, on the macro point of view, from 2006 to 2014, the development of them is becoming more and more coordinated. On the micro point of view, the coordination situation can be divided into four stages.

ID: EC335
Title: Optimal Hedging Model Based on Gibbs Sampling
Author: Xin-yi JIN
Abstract: For estimating the optimal hedging model of futures and possible risks, In this paper, we use the static method of ordinary least squares model (OLS model) and dynamic generalized autoregressive conditional heteroskedasticity model (GARCH model) to analysis. And based on the Gibbs sampling method to make empirical analysis of the rebar futures market’s optimal hedging model. The results show that dynamic hedging is better than static hedging. Statistical model based on the Gibbs sampling better than the average frequency. Finally, according to the analysis results, this paper gives some suggestions for the future hedging of rebar futures.

ID: EC336
Title: Inventory Investment, Financial Leverage and Firm Performance: Evidence from Chinese Listed Companies of Real Estate
Author: Shuo HUANG
Abstract: According to the descriptive statistical analysis and empirically test based on samples of 2007-2015 Chinese listed companies of real estate, I find that the inventory accounted for more than half of the total amount of assets and increased heavily; the inventory investment turnover is slow, the asset-liability ratio is higher; ZZR, ZFZ and YXFZ have a
significantly negative effect on ROA; SYXY and YHXY have a significantly positive effect on ROA; CTC, ZFZ, YXFZ, SYXY and YHXY have a significantly negative effect on TBQ; ZZR has a significantly positive effect on TBQ. These findings show that the "destocking" and "deleveraging" will help to improve the financial performance and market performance of Chinese listed companies of real estate.

ID: EC345
Title: Risk Analysis of Online Lending Platform Based on Bigdata Technology
Author: Guang-xuan CHEN, Li-ping DING, Guang-xiao CHEN, Pan-ke QIN, Guo-ming ZHOU and Qiang LIU
Abstract: In recent years, online lending platforms have emerged a lot of insecurity events. How to judge the security state and health degree of the online lending platforms are becoming the most concerned problems for the investors and supervision departments. In this paper, we’ve adopted the massive data acquisition technology, Spark distributed computing, machine learning and other bigdata technologies to analyze the risks of the online lending platform. Then, a risk early warning model based on factor analysis method was proposed. Practice has proved that the model can help to improve the accuracy of the risk prediction to online lending platforms.

ID: EC346
Title: Research on the Cultivation of Tea High-end Brand Prototype Based on Origin Marketing
Author: Fo-bao CAO, Ze-dong LAI and Jian-zhou YANG
Abstract: Brand Prototype is the general knowledge of consumers about a major brand, which reflects consumer expectation about How should brand. Tea is a regional characteristic agricultural product with natural endowment, historical and cultural characteristics. Origin element is an important part of tea brand marketing, therefore, to cultivate high-end tea brand Prototype should pay attention to the origin brand elements. Besides enterprise brand building, tea high-end brand Prototype cultivation compromises brand elements such as country of origin image, natural ecological conditions, and historical heritage, cultural customs etc. and collaborative management mechanism should be established.

ID: EC348
Title: A Study on Supply Chain Trade-in Decision Making of Retailer with Considering New and Old Customers
Author: Hong-yuan LI
Abstract: From the perspective of supply chain, the decision making of retailer which carries out Trade-in is studied. The impact of market segmentation and depreciation of old product on decision making and supply chain efficiency are analyzed. It is found that product price and supply chain efficiencies are affected by the old customer proportion, the old product loss degree and offset price by returning old goods. The offset price in the trade-in model can attract more old customers for the retailer, but retailer’s profit is reduced as the old customer proportion of the market increases. When the old customer proportion increases, in order to win the market, retailer will reduce the price to attract more old customers. When the depreciation of old product increases, retailer will raise price to take more profit. The
The conclusion of this paper has certain theoretical significance for enterprises to implement the trade-in policy in the supply chain environment.

**ID:** EC349  
**Title:** Analysis of the New-type Urbanization Path in China's West Provinces Based on the Perspective of Interaction between Urban and Rural Areas--Evidence from Gansu Province  
**Author:** Jun-quan DING and Hong-mei ZHANG  
**Abstract:** The New-type Urbanization is the key step for responding to the requirements of urbanization construction and accomplishing the historical mission of Chinese modernization construction. Gansu, a province in west China, whose urbanization has got great attention and has also enjoyed the support from the state government. The selection of its future path is a top priority, on the basis of drawing on the successful urbanization experience in developed provinces. Based on the elaboration of current development of Gansu Urbanization, this paper is trying to analysis the exposed problems during the process, and make some policy suggestions for promoting the healthy development of the new-type urbanization construction.

**ID:** EC352  
**Title:** How to Cultivate Medical Graduates by Ideological and Political Education in Shaanxi’s Universities  
**Author:** Xiao-jing DONG  
**Abstract:** Now there lies in an employment problem. In Shaanxi, on the one hand, medical graduates cannot find a satisfactory job, on the other hand, medical workers are seriously short for counties and towns. How to solve the problem, the author randomly selects medical graduates in four colleges to observe their employment idea, psychology and employment ability. Using questionnaire, interview and Epidata, the paper shows their backward ideas, high intention and lack of employment ability. Finally the paper concludes that we must strengthen graduates employment education and construct the entire employment education guidance system, try to change the employment concept, strengthen the employment competitive power, to realize the smooth employment, trying to put forward some countermeasures for constructing the long-term effective mechanism of medical graduates to the grassroots employment advice, to offer reference for our province university students' employment.