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ECED-E1001
Analysis on the Functional Construction of Public Service Platform in Manufacturing Industry
Run-De LU, Qian SU
Abstract. Through the research of the functional model of the experts and scholars, paper based on the functional features of platform, and established the functional hierarchy model of the website class platform. According to the functional hierarchy model, combined with characteristics of manufacturing industry informatization demand, established the evaluation index system of function, using the factor analysis method, to build manufacturing information public service platform of 15 provinces as the main research object, to carry out its function measurement and analysis. Obtain composite score for each province, and rank.

ECED-E1003
The Risk Management of Agricultural Product Home Delivery in E-commerce Company
Li-Feng WEI, Jing-Miao DONG, Lin CHEN
Abstract. ‘The Link between Farm and House’ mode is an innovation in agricultural marketing. When the agricultural products were sold cheap, and bought expensive, it appeared. While under the mode, e-commerce company has many uncertain factors in the value chain to increase the risk of home delivery, including uncertainty of supply and demand. To reduce the cost risk, on the one hand, revenue-sharing contract was studied, on the other hand, the author has put forward the proposals on building O2O personalized customized platform of green agricultural product.

ECED-E1004
Study on Sustainable Development of Tourism Resort Based on Ecological Civilization -- A Case Study of Mount Wuyi National Tourism Resort
Guang-Ming HAN, Xiu-Qin DENG, Zi-Rong LI, Chao-Zhi ZHU
Abstract. Ecological civilization provides the value orientation for the sustainable development of tourism resort. Tourism resort is a complex integration of tourism resources, ecological environment, cultural environment and social environment construction, whose sustainable development is closely related to the construction of ecological civilization that is of important guiding significance for the sustainable development of tourism resort. Through the analysis on existing problems in sustainable development of Mount Wuyi National Tourism Resort, countermeasures
and suggestions in such aspects as breeding ecological civilization values for promoting sustainable development, strengthening government regulation and enhancing eco-management of tourism resort, blending local culture into tourism resort culture and forming characteristic culture of tourism resort, strengthening regional inter-industry cooperation and building three-dimensional network of tourism industry chain, realizing resource integration and utilization and technology innovation by utilizing the achievement of ecological civilization construction are proposed, so as to promote the sustainable development of tourism resort under the concept of ecological civilization.

ECED-E1005
New Approaches to Chinese College English Translation Skills Training
Xiao-Yun TAO
Abstract. This paper aims to change the long-neglected state of Chinese non-English majors' translation skills. It analyzed the current situation of college English translation teaching in China, pointed out the necessity of improving the translation skills, explored the background and significance of LSCAT and finally drew a conclusion that the new translation item in CET and the latest LSCAT in China would undoubtedly promote the improvement of translation skills.

ECED-E1006
The Empirical Analysis about the Amount of Three Kinds of Investment Enterprises and Environment Pollution
Zhe-Lun WANG, Hai LAN, Bing FENG
Abstract. Since the deployment of the Opening-up Policy, a number of three kinds of investment enterprises have been founded in China. On the one hand, these enterprises make big contribution to the development of Chinese economy. On the other hand, they also, to some extent, cause pollution to the environment. So in this paper, with the help of System EVIEWS6.0, the foreign direct investment amount from 1998-2012, the number of enterprises and three industrial wastes, the writer established regression model to calculate the negative effects caused by the number of these enterprises in industrial fields.

ECED-E1007
Study on the Evaluation of Local Public Green Agricultural Product Brands
Fang-Xin Di, Wen-Gui An
Abstract. The local public green agricultural product brands represent the main body and image of the local agricultural product, and gradually, they grab the attentions from the local government and farmers. Nowadays, some theoretical and practical limitations are found in the value evaluation of these brands. This paper studies the value of local public green agricultural product brands from the perspective of consumers. However, based on the literature review of existed studies, few quantitative analysis are found in the research which focus on consumer perspective. And it’s hard to transform the brand value to tangible cash flow. Therefore, this paper
explores the characteristics of local public green agricultural product brands, based on which it proposes a tailor-made evaluation model.

ECED-E1008
Analysis of the Effect of the Highway Construction on the Economic Development of Underdeveloped Areas in China
Hao-Yang WU, Jing LIU
Abstract. It is a living and popular instruction for the significance of the road that “being rich begins with mending roads”. Starting with the general development situations of the highways in foreign countries, the paper analyzes the positive and advanced effects of the highway construction on the economic development. By the statistical description of present situations of the highway construction in China, we find the situations in developed areas and underdeveloped areas are exactly out of balance. Then we discuss the important effects of the highway construction on economic development in China, which is summarized that the highway construction, as a modern transportation way, has a positive leading effect on the economic development.

ECED-E1009
Research on the Path from Famous Historic and Cultural City to Leisure City: Taking Quanzhou as an Example
Xiu-Qin DENG, Zi-Rong LI
Abstract. Leisure city is now a popular destination of leisure demanders. Famous historic and cultural city has something in common with leisure city from connotation. Setting famous historic and cultural city Quanzhou as an individual case, this article analyzes problems famous historic and cultural city facing in turning unto leisure city and proposes ways and measures to complete the process on that basis, including creating leisure conditions based on different groups with people oriented, improving leisure travel conditions, protecting ancient city to carry forward leisure culture with ancient city features, building city leisure atmosphere full of human interest detailed in humanistic concern, and building a livable, touring and comfortable city environment, so as to promote theoretical and practical development in the course.

ECED-E1010
A Research on Collaborative E-commerce of Agricultural Products
Li ZHOU
Abstract. Because of the expanded application of the new enabling technologies (including mobile internet, cloud computing, big data, etc) in e-commerce of agricultural products, the e-commerce of agricultural products had been further integrated into modern business environment and formed a new business model, namely collaborative e-commerce based on collaborative innovation. Collaborative e-commerce of agricultural products consisted of multi-ports, including R&D resource port, production resource port, agency resource port, circulation resource port, governmental regulation and supervision port as well as the consumption
transaction, which was committed to making up for the deficiencies in traditional marketing mode of agricultural products such as inadequate production service, quality supervision, information asymmetry between supply and demand, thus achieving higher organizational efficiency and rate of business return through collaborative innovation in agricultural R&D, production, distribution, consumption, and governmental regulation and supervision.

ECED-E1011
A Preliminary Research on the Legal Regulation of China’s Network Information Security
Xiao-Lu NI
Abstract. With the appearance and rapid development of internet, more attention should be paid to the regulation of network security. In observance of the current legal system of network information security in China, deficiencies exist both in the phase of legislation and the implementation. In line with the beneficial experience of other countries, China ought to improve the present legal regulation from both domestic and international perspectives which target at providing a healthy and safe cyberspace for all the citizens.

ECED-E1012
Research on Collaborative Development Strategy of Port Logistics System
Fang-Yu JI
Abstract. Port logistics system is consisted of logistics, fund flow, information flow and other various elements which have organic connections with each other. By integrating all the elements, the dispersion of port logistics functional elements is set into a system so that the overall function of logistics is able to achieve rationalization. Both port logistics system co-development strategic positioning and tactical selection is the key to port logistics system coordinated development. The coordinated development of port logistics system strategy is the strategy that plans and guides the whole situation while the tactics are the ways and means of port logistics system to achieve coordinated development. On the basis of the analyzing competition main body of the logistics system .This paper comes up with strategic orientation and guidance strategies aimed at domestic port logistics system coordinated development to provide effective promotion and reference for the Chinese port economic development strategy.

ECED-E1013
The Entrepreneurship Education of College Students Based on Electronic Commerce
Tian-Yu LOU
Abstract. In the era of network economy, it is necessary to introduce e-commerce to campus and combine it with entrepreneurship education. E-commerce is an effective way for college students to start an undertaking. This paper analyzes the difficulties faced by university students who want to start an e-commerce business, and puts forward countermeasures and suggestions on e-commerce entrepreneurship education.
in colleges and universities.

**ECED-E1014**
A Pilot Study on the Prediction of Skin Lesion Using Household Thermal Cameras
Xiao-Bin LIN, Chen LIN

**Abstract.** A skin lesion is a common injury localized to skin and underlying tissues which is affecting the lives of many people. The conventional skin lesion risk assessment methods are usually criteria based expert rating systems and heavily rely on the clinical experience of the practitioners. The professional requirements of these skin lesion assessment tools have made it difficult to promote them among non-professional people. This research preliminarily investigated the feasibility of predicting skin lesions based on household thermal cameras, as the pilot study for the proposition and implementation of a deskilled and more objective modern skin lesion prediction method. A consumer grade handheld thermal camera with the capability to capture a 120x120 temperature matrix and sensitivity of 0.1 °C was selected and thermal images were taken from 17 participants to record the temperature change over a period of time as the pressure on a skin region was released. The temperature readings of these thermal images were converted to greyscale images for the convenience of intuitive observation and then a modified version of Perceptual Hash algorithm was used to compare them. The results indicate that the abnormality in blood circulation which might progress to skin lesion can be observed via the process and analysis of thermograms captured by a household thermal camera. The results also suggest that the abnormality should be determined based on the historical data of the particular skin region of the particular person due to the individual difference in blood circulation.

**ECED-E1016**
How Online Consumer Reviews Affect Our Choice?
Li CHEN, Xiao LIU, Yan-Yan XU, Zheng FANG

**Abstract.** Online consumer reviews can serve as an useful informant and recommender in the E-commerce. As an informant, online consumer reviews can provide different types of product information. As a recommender, online consumer reviews can improve the sales of the niche products. Making use of research on this topic over the past decade, this paper summarizes the current state of our knowledge about the factors determining the persuasiveness of online consumer reviews. Three factors have received much attention: involvement with the product and consumer knowledge, consumption goals and brand strength. According to the factors, the paper also puts forward some suggestions of practical implication.

**ECED-E1017**
Based on DEA Analysis Method of Chemical Industry of Listed Companies Performance Evaluation Research in Our Country
Shou-Chun LIU, Hai LAN, Bing FENG

**Abstract.** Traditional "high input, high waste, low use of "patterns of energy use is
not only causing serious waste of resources and environmental damage, and more difficult to meet the needs of sustainable development. Circular economy as the latest product of the human exploration of the road of sustainable development, this paper combine the concept of "cycle" with "economic development", use DEA analysis establish BC2 and C2R model, the establishment of relevant indicators of the performance of listed companies of the chemical status of empirical analyze, and draw conclusions for reference.

ECED-E1020
High-Speed Rail Traffic Impact on the Development of Tourism in Xinjiang
Jing ZHANG, Xiao-Yu MA, Si-Jin LI
Abstract. Xinjiang has more sightseeing resources than any other provinces of China. But its tourist income is unbecoming to its resources endowment, the relatively remote location is an obvious disadvantage of Xinjiang’s tourism compared to that in other provinces. Location disadvantage bottlenecks Xinjiang tourism development. The gray correlation-analysis-method was introduced in the paper to analysis the factors which block the tourism development of Xinjiang Province. Meanwhile, the current situation of Xinjiang high-speed railway which was opened by the end of 2014 was introduced to elucidate the amelioration of Xinjiang tourism because of the development of Xinjiang high-speed railway.

ECED-E1022
The Drivers and Impediments for Cross-border E-commerce in Chongqing
Juan-Juan CHEN, Qing YE, Dai-Jiang CHEN
Abstract. Cross-border E-commerce booming in China gets much attention globally. The paper analyzes three major drivers of test policies, industry clusters and YuXinOu railway, as well as impediments from import and export aspects, and talents shortage is discusses separately. Considering Chongqing’s unique features, the study discusses development strategy of cross-border e-commerce in aspects of business model choose, product and target market selection, mobile commerce Apps and value chain creation.

ECED-E1023
A Study of Logistics Competitiveness of City Clusters in Central China
Li LIU, Wen-Feng SI
Abstract. This paper, based on data of the six city clusters in Central China over the years from 2007 to 2013, constructs the measurement scale of logistics competitiveness. By factor analysis, we obtain logistics competitiveness measures consisting of logistics environment, logistics informatization and logistics human resources. Then, a comparative study of the logistics competitiveness in the six city clusters is made by cluster analysis. Finally, some suggestions are presented according to the conclusions.

ECED-E1027
A Filled Function Method for Non-smooth Global Optimization and Its Applications
Wei-Xiang WANG, You-Lin SHANG, Meng-Xiang LI

Abstract. This paper presents a filled function method for a general non-smooth box constrained global optimization. The constructed filled function contains two parameters, which could be easily adjusted during the process of iterations. The properties of the filled function are investigated, and a filled function algorithm is given. Finally, we provide the application of the filled function method in solving nonlinear equations.

ECED-E1028
Visualization Analysis of College English Reading Teaching in China
Xiang ZHOU, Zhu-Heng FU

Abstract. In order to study the research status of college English teaching model in China and provide reference for discipline construction and development, word frequency analysis and co-word analysis are adopted in this paper to analyze the publishing years and topics of the articles related to research of college English reading teaching during 1982-2015, and the analysis results are presented visually by using some visual software. Those results reveal that after going through the starting and developing phases the research of China’s college English reading teaching has gradually driven to maturity stage; nearly 30-year studies have given birth to 3 hot research subjects: (1) research of college English teaching, (2) research of English reading teaching, (3) research of reading skills, reading ability and reading process; generally, college English reading teaching takes on the development tendency of innovativeness, independence, and application.

ECED-E1029
An E-commerce Based Apple Information Traceability System Design
Hui LI, Yang-Yang CHEN, Nan-Xin CHEN, Qi-Fei LUO, Biao ZHANG

Abstract. The lack of traceability information is one of the main problems in fruit trading, causing great threats to fruits quality and safety. This paper introduced a kind of structure and module design based on e-commerce using RFID, 2D code, MVC framework of JSP and MySQL database to develop an apple traceability system. It was expected to solve the apple quality information traceability problem.

ECED-E1030
The Dynamic Effects of Stock Market Based on DCC-MGARCH Model
Jin-Fang LI

Abstract. This paper investigates the dynamic effects of monetary policy and investor sentiment on stock prices in Chinese stock market based on the DCC-MGARCH model. The results indicate that investor sentiment exerts greater dynamic effect on stock prices than monetary policy variables do, and that investor sentiment plays a significant role in the effect of monetary policy on the stock market. Moreover, investor sentiments are strongly contagious across different markets. Therefore, we conclude that the same movement regularity of Shanghai’s and Shenzhen’s stock prices mainly come from sentiment contagion across the two markets.
The Research on the Methods of College Students’ Entrepreneurial Talent Training
Wei GUO

Abstract. An article in the People's Daily "Burgeoning Entrepreneurial Boom" refers that can public entrepreneurship innovation compare with the major effect of the household contract responsibility system? Can it become a new economic growth engine in China, and thus promote person, promising a new situation of reform and opening-up and economic and social new atmosphere? This is a major issue, to be attached great importance to and give answers. As the forefront of entrepreneurship education in colleges and universities, and at the same time in order to encourage entrepreneurship relieve employment base, should be in entrepreneurial talent training for the new teaching goals, positive for college students’ entrepreneurial ability education.

The Present Situation and Risk of China’s Local Government Debt
Quan-Hong LIU, Xin ZHAO

Abstract. This paper analyzes the present situation and risk of China’s local government debt, relying on the data of audit results announcement. The accumulation of local debt brought negative influence to the development of economy. We can solve the problem of local debt by reforming the tax distribution system, improving government functions and strengthening supervision and restraint mechanisms.

Offline-experience Model Research of O2O Cross-border E-commerce with LBS Technology
Yu-Hang ZENG, Wen-Jun LI, Guo-Yun ZHOU

Abstract. A novel O2O cross-border e-commerce was reported and the factors affecting the purchasing behavior of potential consumer were investigated by the Howard-Sheth Purchasing Model. The offline experience for the present offline store model was discussed, which indicates a negative experience effectiveness and convenience for consumer. Therefore, a novel offline-experience model based on LBS technology for O2O cross-border e-commerce was proposed. The model brings all citizens and products to participate the O2O cross-border e-commerce offline-experience, thus dramatically widen the offline-experience coverage and enhanced offline-experience effectiveness. In addition, other advantages related to offline-experience cost control, product sales increasing, and product brand prevailing, are obtained by both the internet seller and consumer. Furthermore, the potential risks of as-proposed model were also analyzed, and the corresponding countermeasures were studied.
The Study of Risk Assessment of Undergraduate Venture Capital Loans
Chun-Lan DAI, Zi-Mo CHEN

Abstract. Based on the experience of world’s credit development, this paper had done a lot of research, in order to solve the loan risk of college students’ pioneering loan. By using the model of loan risk degree, this paper analyzed the universality and particularity of college students’ pioneering loan. As a result, it shows that using loan risk degree measure college students’ pioneering loan could be easy. This model depicts loaner’s reimbursement ability, the formula is simple and practical.

ECED-E1039
Research Value at Risk of Shanghai Composite Index Based on POT Model
Hua QIU

Abstract. This paper based on the bull market price data in 2007 and 2014 study the characteristics of the bull market, in order to provide more effective advice for the investors which under the current market. Considering the fat-tailed features of financial data, this paper based on the extreme value theory to study the samples and focus on the characteristics of the tail of the data. This paper build POT (Peaks over Threshold) model with the generalized Pareto distribution (GDP) to fitting sample data, and use maximum likelihood method to estimate the parameters then calculate the Value at Risk under different confidence interval.

ECED-E1041
Property Right, Media Management and Corporate Performance
Yi LI, Yan HU

Abstract. This paper investigated the association of property right, media management and corporate performance. We selected 1062 listed companies of Shanghai and Shenzhen stock market as samples, and used panel data regression analysis to examine impact of property right and media attention on enterprises’ operating performance and social performance. The results showed that the number of negative reports for state-owned enterprises’ operating performance and social performance have significant positive correlation, while non-state-owned enterprises were not significant affected. The contribution of this paper also provided empirical data for the research of media management.

ECED-E1043
The Study on the Take-away Food Website Orders Volume: A System Dynamics Methodology
Yi-Jun HUANG, Hua YAN, Chun YANG

Abstract. As the typical representative of O2O module in Electronic Business, take-away food websites are on their rapidly developing stage. In this article, we introduced the model “Fixes and Fail” as the archetype to simulate the variation of website orders volume and verify the importance of three factors: delivery capacity, quality supervision and promotion strategy. Two conclusions are reached: firstly, every website can inaugurate the orders volume by enhancing the supervision on
dishes quality or enhancing the delivery abilities; secondly, more intensive promotion will generate more orders and the promotion of initial stage will work better.

ECED-E1046
Research on the Mechanism between Knowledge Team Diversity and Innovation Performance
Qiang-Guo ZHENG, Jing WANG
Abstract. Innovation is highly important for enterprises to get sustainable development capacities in the 21st century. As a new type of organization form, knowledge teams have been proved to play a very important role in improving performance and promoting innovation effectively. Based on the steps of "Team Characteristics - Inner Process - Team Output", this paper treated shared leadership as a internal interaction in teams, and built a model of knowledge team diversity, shared leadership and innovation performance. Results shows that social category diversity are likely to cause self categorization, undermine communication and cooperation, block the implementation of the shared leadership, therefore do harm to team innovation. In contrast, informational diversity would expand the scope of knowledge, assemble different skills and abilities of team members. Abundant intellectual resources create the conditions for shared leadership. It will have positive effect on innovation performance. Value diversity hinders the formation of shared purposes, and decreases innovation performance.

ECED-E1047
Empirical Analysis of Comparative Advantage of Shaoxing Textile Industry and the Influence of Carbon Tariff
Rui LI
Abstract. This paper argues that the comparative advantage of Shaoxing textile industry is influenced by the tax rebate rate, the average wage rate and the loan interest rate, the average wage rate is the biggest (-0.38399), followed by the tax rebate rate (-0.05998), and the last is the loan interest rate (0.048656). Finally, the carbon tariff is assumed to be 5% and 10%, which result that the lower carbon tariff rate has no obvious positive affection for the comparative advantage of Shaoxing textile industry.

ECED-E1048
Explore and Analyse Mental Health Education of College Student in the Period
Xiao-Hong YAO, Chao WU
Abstract. The current college students generally have different degrees of psychological problems and psychological disease, to promote the comprehensive and healthy development of the college students, promoting the construction of a harmonious campus, strengthening the education of psychological health of college students has become an important part of the work of colleges and universities in our country. However, the mental health education of our country still exists some problems by far. To practically and effectively develop the function of psychological
health education, only widely depending on the various power, scientifically using various means, reasonabably opening up various channels, can promote the development of mental health education indeed and improve the level of contemporary college students' mental health.

ECED-E1049
On Chinese Non-English Major College Students’ Intercultural Communication Ability: Problems and Solutions
Yang LIU, Ling ZHANG
Abstract. This paper aims to explore the relationship between language learning and intercultural communication ability of non-English major college students in China. Based on a questionnaire survey and the data collected, this paper makes an attempt to probe and analyze the existing problems of college students' intercultural English learning and to find out a practical mode of cross-cultural college English teaching.

ECED-E1050
The Quality Problems of School Uniforms in Rural Areas
Xue HAN, Gui-Ling CHEN
Abstract. In rural areas of China, which has disadvantages relative to urban areas, there are many differences in education that is also improved timely and resolved promptly for its particularity. It is environment that leads to the uniform quality problems in rural areas. The paper studied the education in rural areas and analyzed what is the uniform quality and how to cancel it under the present environment. At the same time, there will be a number of adopted advices that can provide recommendations for quality uniforms to a certain extent.

ECED-E1052
Dynamic Evolution of Dual Margins in China’s Manufacturing Export Growth
Lu WAN, Bao-Dong CHENG, Yi-Zhong FU
Abstract. This paper discusses the dynamic evolution characteristics of the dual margins of China’s Manufacturing export growth. It constructs the industry-level decomposition framework and uses China's manufacturing industry HS8-digit exports data for 2000-2006 to calculate the extensive and intensive margins of 27 manufacturing industries towards 215 export markets. Based on the use of kernel density estimation method, it studies the distribution evolution of the extensive margin, intensive margin and export share of China's manufacturing industry, revealing the major factor for China's export growth in industry level.

ECED-E1056
Research on the Development of Electronic Commerce in the Rural Construction
Jin-Quan CHEN, Jin-Gui ZHENG
Abstract. The electronic commerce development is an opportunity and challenge to our country, it’s impact on the rural economy is constantly increasing, especially for farmers’ production and lifestyle changes are the most obvious. The paper provides a
analysis for the electronic commerce present situation and the operation mode, and explains the importance of the electronic commerce in rural construction for our country. Finally, makes recommendations on the rural development of electronic commerce.

ECED-E1057
The Analysis of Campus Express Operation Modes Based on AHP-GRAP Model ——A Case Study in University of TYUT
Xin MA, Jia-Juan CHEN, Hui LIU
Abstract. With the development of E-commerce, campus express is booming. This paper first introduces the operation flows and features of three main types of campus express operation modes as well as analyzes current situation and problems of the most common ones, then designs selection index system based on campus express market environment. At the same time, applying AHP-GRAP evaluation model to evaluate these modes; Finally, choosing out the most suitable campus express operation mode using the model above and demonstrating it with the case of TYUT.

ECED-E1059
Application of Genetic Algorithm in Channel Allocation of OFDMA System
Shou-Wen JI, Xin MA, Xia PAN
Abstract. This paper is set in OFDMA downlink resource allocation and proposes to apply genetic algorithm to the channel allocation of OFDMA system. Firstly, author establishes resource allocation model, and then uses genetic algorithm to obtain the optimal channel allocation of OFDMA system, which gives gradual optimization process for population. Besides, adding user fairness factor to improve fitness function to optimize existing genetic algorithm.

ECED-E1060
Studying on the Optimization of Materials Dispatch in the Initial Stage of Emergency
Shang-Kun YANG, Li LEI, Xin WANG
Abstract. In recent years, earthquakes and other natural disasters occur frequently in China and its surrounding countries, the timely and reasonable dispatch all kinds of emergency materials to the disaster area has important significance for disaster relief. In this paper, we study the optimization problem of emergency material dispatch in the early stage of the disaster, and establish the corresponding mathematical model. Using simulated annealing algorithm to calculate the model through VC++6.0, and find the pareto optimal path that can satisfy the optimal time and the optimal cost at the same time. Reducing the time and cost of material transportation by choosing the optimal transportation route, maximizing the effectiveness of rescuing.

ECED-E1061
The Problem of Emergency Material Sending Quantity under Uncertain Demand
Li LEI, Shang-Kun YANG, Xin WANG
Abstract. In recent years, there have been many unexpected events such as
earthquake and tsunami in the world. Because of the uncertainty and the damage of the emergency, the time and quantity of material demand in disaster areas are random, the time and quantity to send supplies is also random. In order to solve the problem of random emergency demand, using the method of system simulation, it provides a reasonable solution to the problem of the random demand. In a period of time, through the statistics of daily material consumption in disaster area, deducing the mathematical laws that are generally obeyed, and ultimately calculate the best amount of transmission per day. Combined with an example of the daily distribution of the earthquake relief, using computer programming simulation, getting the best daily amount of transmission.

ECED-E1062
Research on E-marketing Strategy for Publishing Enterprises in Digital Age
Bao-Ling LI
Abstract. As digital publishing is developing, market competition for traditional publishing industry is becoming fiercer. Online marketing shows its great advantages over the traditional marketing, and becomes the most important part of the whole marketing strategy in publishing industry. It has a great impact on the survival and development of publishing companies in digital Era. However, the current situation of online-marketing implementation in publishing industry is not as expected due to people's misleading understanding .The paper discusses the connotation and advantages of online marketing in publishing industry and purports some reader-focused strategies based on 4Cs theory.

ECED-E1063
Research on the Distribution Mechanism of the Interests of the E-commerce Express Enterprise Strategic Alliance
Shou-Wen JI, Quan-Fei WANG
Abstract. At present, along with the rapid development of economy, more and more ecological and environmental problems are attracting attention. Ecological construction is not only necessary but also feasible. To strengthen the construction of ecological Shandong, ideas should be changed, and more measures should be taken simultaneously, vigorously developing the ecological culture of the civilized city. More important, the local government in the ecological construction should have the courage to shoulder the responsibility. The resultant force of all the people can make our environment more beautiful, ecology safer, and our country more beautiful, to realize the sustainable development of the Chinese nation. Abstract. This paper analyzes the influence of express enterprises strategic alliance interest distribution in four factors: tangible resources, intangible resources, the degree of risk-taking and effort. AHP (analytic hierarchy process) is used to estimate the contribution of each alliance enterprise in four aspects, and finally determine the distribution proportion of the overall interests of the alliance among the members. This article aims to provide some ideas for the distribution of the interests of the express delivery companies and to promote the long-term development of electricity suppliers express.
ECED-E1064
Exploring factors that influence the Tourists’ Pro-environmental Behaviors
Yan-Ju JIA

Abstract. This study explores the antecedents of tourist s’ pro-environmental behaviors. It proposes a model in which destination specific attributes, personal involvement, and place attachment with respect to the destination experience shape tourists’ pro-environmental behaviors. These relationships are explored for a sample 381 recreational tourists on the city of Xiamen in China. The structural model indicates that: (1) the specific attributes of destination has significant positive effect place dependence ;(2)personal involvement has significant positive effect on place dependence, place identity;(3)both place dependence and place identity have significant impact on tourists’ pro-environmental behaviors;(4) the relationship between place identity and place dependence of place attachment has been found. The findings offer important implications for tourism destination sustainable development practice.

ECED-E1066
Demand Forecast of Beijing New Airport Express Park Based on Exponential Smoothing Method
Fang LI, Shou-Wen JI

Abstract. In recent years, express industry is developing rapidly in Beijing, Tianjin and Hebei regional and express quantity is keeping rising rapidly. Beijing new airport is to be in construction soon. And in this paper, express park demand forecast will be studied based on Exponential Smoothing Method. Taking Beijing city as an example, this paper analyzes the growth trend of the express quantity data in year 2002-2014 and establishes three exponential smoothing model to make an empirical forecast. This model can be applied to the short-term forecast of the express quantity well and can provide data support for the planning and construction of Beijing new airport express park, and promote the stable development of the park.

ECED-E1067
Study on the Operation Plan of China Yangtze River Delta Express Freight Train
Rui-Qi TIAN, Li LEI, Jian-Bo DU, Xin WANG, Hai-Tao ZHANG

Abstract. Firstly the paper establishes the express freight train operation plan based on a mathematical model to maximize the benefits of transport and uses the Lingo software to program the model and solve it. Then the paper selects five cities on the Beijing-Shanghai railway line of Yangtze River Delta as the OD points of the freight transportation and implements the Yangtze River Delta express freight train operation plan on the Beijing-Shanghai railway line with the established model. The results verify the validity of the model. This paper provides references for the railway transport enterprises to formulate the express freight train operation plan. The results verify the validity of the model. This paper provides references for the railway transport enterprises to formulate the express freight train operation plan.
The impact of RMB Exchange Rate Movements on China’s Balance of Payments: Based on the Exchange Rate Pass-through Effect
Xin-Hua QIU
Abstract. The extent of transmission of RMB exchange rate fluctuation on China's export prices denominated in local currency and other price level is a key factor to improve the exchange rate of China's international balance of payments surplus through. This paper uses the unit root test, co-integration test and Granger causality tests to analyze RMB exchange rate pass-through effect on China's exports. It shows that the pass-through effect of RMB exchange rate movement on the price of Chinese export products is actually incomplete and the pricing power of Chinese exporters is relatively weak.

SLP-based Layout Planning of Ying Kou Port Trading Logistics Park
Wen-Xiu ZHAO, Shou-Wen JI, En-Mei ZHENG, Jian-Guo BI
Abstract. Port is a key node of international trade chain, where constructing trading logistics park can promote the development of commerce and logistics industries. Based on the trading logistics park of Ying Kou Port, this paper analyzes the demand of Ying Kou Port and establishes the function system of the park. Then, it calculates the interrelated degree between functional regions and utilizes Systematic Layout Planning (SLP) to design the layout of functional regions in trading logistics park. The results can provide references for the layout planning of other trading logistics park in port.

An Empirical Analysis on the Risk of Stock Index Futures Based on VaR Method
Li-Shi WU
Abstract. This paper introduces the GARCH-VaR method to measure the risk of stock index future of China, and makes an empirical analysis on stock index futures contracts IF1312. The results show that the stock index futures return series does not follow a normal distribution, showing a characteristic of peak thick tail. By comparing the GARCH and EGARCH regression results on normal distribution, t distribution and generalized error distribution, we found that the fitting effect of EGARCH(1,1)-GED model is best and the estimation of VaR can cover the day absolute decline value basically.

Information Mining System Research Based on Bayesian Algorithm Poisson Distribution
Yu LIU, Ji-Ya JIANG
Abstract. This paper proposes an Information Mining System based on Bayesian algorithm Poisson distribution. The system's core technology codes are open source
architecture. Automatic classification implementation is based on Bayesian algorithm Poisson distribution. The intelligence mining system is for researcher's individual needs and targeted to periodically and automatically tracking the latest journals, and does these Papers hotspot analysis. When the system finds a new paper has been published under the theme concerned with the user, it can automatically push the article to users.

**ECED-E1073**
Cointegration Relationship of High Frequency Data Based on Bayesian Theory
Ping LAN, Gui-Bin LU

**Abstract.** With the development of high frequency data, traditional cointegration test is not suitable for severe changes of high-frequency financial data. This paper constructed a bayesian kalman filtering model with high-frequency financial data and estimated model parameters using bayesian knowledge, getting the cointegration regression residual sequence, and then put forward bayesian cointegration test method based on high frequency financial data. We provided empirical evidence from high frequency financial data of Chinese stock market. The research results showed that the kalman filtering method conforms to the severe degeneration of high frequency data, that bayesian method is suitable for regarding high frequency parameters as random variables. The bayesian kalman filter cointegration method of high frequency data can update parameter information, avoiding the problem that the OLS estimates are biased, getting a more realistic conclusion.

**ECED-E1074**
A Discussion on the Definition and Classification of the Forestry Service Trade
Yi-Zhong FU, Yuan-Yuan XIU, Lu WAN, Yan YANG, Rui-Zhe JIA

**Abstract.** There have been considerable discussions and researches on the trade of forest products, while attentions over forestry service trade are scarcer. With the rapid development of modern forestry, the value of forestry service begins to be recognized. Forestry service could not only give a boost to the trade of forest goods, but also help explore new market, set up new channels of finance, and fulfill the national target on green growth. This paper started from the discussion on the definition of service sectors of forestry and made further talks over the definition and classification of forestry service trade. This would contribute to the advanced research in this area.

**ECED-E1075**
Research on Payment Method and Performance of Listed Enterprise Merger and Acquisition in China
Cheng-Dong Xing, Zi-Sheng SUN

**Abstract.** From the perspective of enterprise’s internal control and governance and based on the data of 2011-2013 listed enterprises in which merger and acquisition events occurred, this article is to research the impact of merger and acquisition payment on the performance. It is found that the stock payment has a better
performance than cash payment, which was mainly caused by the change of the shareholding structure. In case of stock payment, the proportion of majority shareholders will decrease while the right of minority shareholders will increase. Thus, the internal control and governance will be improved and the merger and acquisition performance will be strengthened.

ECED-E1077
The Influence of “One Belt One Road” on RMB Internationalization
Wen-Bo LU
Abstract. “One Belt One Road” strategy is the key to the economic development of our country in the future, and also to the internationalization of the RMB. From the perspective of two "three step" from the internationalization of the RMB, this paper considers that “One Belt One Road” is not only an important opportunity and carrier for the asianization of the RMB, but also the realization of the function of the international settlement, investment and reserve currency of RMB. From the point of view, “One Belt One Road” drives RMB internationalization mainly from the RMB trade valuation, settlement and RMB foreign direct investment, loan perspective. This paper also points that China needs to develop its financial market system in order to coordinate with the composition of a sound RMB circulation mechanism.

ECED-E1078
Research on “Logistics Finance” Service Mode on Logistics Information Platform Based on IDEF0
Shou-Wen JI, Fang LI, Song-Bo ZHANG, En-Mei ZHENG, Jian-Guo BI
Abstract. “Logistics Finance” refers to effective organization and adjustment of movement of monetary funds in the field of logistics through application and development of various financial products. This paper mainly takes the Yunnan ASEAN public logistics information platform as an example to research the service mode of “Logistics Finance” of logistics information platform, and through introducing its service functions (regulatory service, query service, analysis service, collaboration service) and using the IDEF0 to model the service functions process to make the whole service process more clear.

ECED-E1079
A Research into the VMI Model of Railway Fuel Stock Control
Shou-Wen JI, Ge WANG, Li LEI, Yi TAO, Xin WANG, Xiao WANG
Abstract. Vendor Managed Stock (VMI) is a method of management that could be applied in supply chain integration, which has developed in recent years. In the context of reformation of fuel supply, considering VMI’s characteristic that the supplier can independently make decisions on purchase time and procurement scale, in this paper we have established a double model, one is fuel procurement volume model which is based on China’s refined oil price mechanism, the other is fuel allocation mode which is based on quantitative order model, finally we obtained the optimal order batch, safety stock and total stock cost. This paper took GUANGXI
coastal railway as a case, and show the role of VMI in reducing stock cost.

ECED-E1080
Research on the Service Mode of the “Online Store” Electronic Commerce Platform Based on IDEF0
Shou-Wen JI, Rui-Qi TIAN, Song-Bo ZHANG, En-Mei ZHENG, Jian-Guo BI
Abstract. In recent years, the e-commerce online store has developed rapidly, while the research on its service mode is relatively scarce. The paper takes the “YaPinHui” for example to introduce the platform and its service function: the foreground service functions (registration and login module, promotion function module, product display module, shopping cart and order module), background service functions (user management, product category management, commodity management, order management, distribution management and review management). Finally, the paper uses the IDEF0 to establish the model of the foreground and the background of service functions, so as to make the entire service process platform more clear.

ECED-E1081
Community-based Drug Abuse Prevention and Intervention Strategy
Shu-Liang ZHAO, Xue-Fei DU, Gao-Lei LI
Abstract. The purpose of this paper is to reduce the harm caused by drug abuse at community level. Through the analysis of the present status of drug use and preventive intervention within community, this paper advocates people to explore patterns of health education about drug abuse prevention to strengthen the effect of drug abuse control and launches community within the individuals, families, groups, social service agencies and various organizations to enhance people's awareness of drug abuse prevention/ and to actively participate in activities related to drug abuse prevention and intervention. Strategies of drug abuse prevention and Intervention includes combine national drug control laws and regulations, enhance autonomy organizations in community, establish family support system and focus on high risk and susceptible population, change his / her attitude and high risk behavior.

ECED-E1082
The Analysis of Cross-border E-commerce Industry Chain And Service Platform Modes in China
Jia-Juan CHEN, Hui HUO, Wei WANG
Abstract. In recent years, the cross-border e-commerce has been developing rapidly and vigorously in China and has become a new growth point of the national economy. The cross-border e-commerce service platform has played a very important role in the industry chain of cross-border e-commerce. This paper analyzes the industry chain of cross-border e-commerce, and focuses on the analysis and summary of three cross-border e-commerce service platform from the aspects of concept, construction bodies, service objects, construction significances and relations: cross-border e-commerce clearance service platform, cross-border e-commerce public service platform and cross-border e-commerce integrated service platform, expecting to
promote the development of cross-border e-commerce through innovation and guidance on mode.

ECED-E1083
Research on the Design of Yingkou Port E-commerce And Logistics Information Platform Based on SOA
Hui HUO, Jia-Juan CHEN, Wei WANG
Abstract. With the proposal of “the Silk Road Economic Belt and the 21st-Century Maritime Silk Road” (hereinafter referred to as “the Belt and Road”) strategy, Yingkou Port, as an important node of Maritime Silk Road, will receive more development opportunity than ever. Combined with the background of Yingkou Port, the system function framework of the platform which includes industry information system, e-commerce system, logistics service system, e-government system, decision support system, data exchange system, background management system and safety management system is developed through the user structure analysis of Yingkou Port e-commerce and logistics information platform, and each function system is described. In order to realize all the functions successfully, the multi-tier application architecture based on SOA (Service-Oriented Architecture) is designed to integrate the various information resources, thus providing a reliable theoretical support for the construction and development of the platform.

ECED-E1084
Research on Forecast of Container Rail-sea Intermodal Transport Volume of Yinkou Port Based on Principal Component Regression
Qi-Min FU, Li LEI, Xin WANG
Abstract. Yingkou Port is an important rail-sea intermodal transportation hub in CHN-RUS-EU economic channel. This paper analyzes the influencing factors of Yingkou Port container rail-sea intermodal transport, and does principal component analysis of index data of the influencing factors to extract principal components of the influencing factors, based on which establishes multiple linear regression model to forecast the container rail-sea intermodal transport volume, and in the end, by using the relevant data in recent years of Yingkou Port hinterland, empirically verifies the established multiple linear regression model. The results of verification show that this model can well adapt to the forecast of container rail-sea intermodal transport volume of Yingkou Port in the medium and short term, which provides decision support for the development of Yingkou Port container rail-sea intermodal transport.

ECED-E1085
Application of Lean 6σ on the Optimization of Bank Counter Business Processes
Yi-Jin ZHANG, Ning DING, Jin-Song ZHANG
Abstract. With the development of economic globalization, the competition in the banking is increasingly fierce. Because lean six sigma combines lean and six sigma effectively, it has advantages of reducing defects, shortening the operating cycle, reducing service and production costs and increasing customer satisfaction. Its
application is more and more widely. This paper takes counter business process in the selected pilot bank for example and combines the problems emerging in the counter process with the customer demands, then optimizes the counter business process with Lean Six Sigma.

ECED-E1086
Research on the Interactive Service Mode of Manufacturing Industry and Logistics Industry
Li LEI, Yi-Xin ZHANG, Ya-Shuang WU
Abstract. On the basis of analyzing the demand of linkage service of manufacturing industry and logistics industry, this paper puts forward the linkage service mode based on information sharing. And it makes a study on the connotation, target, the elements, and the operating mechanism of this mode and the implementation scheme—Set up manufacturing and logistics industry linkage service platform. At the same time, this paper has designed the basic functions, business framework and technical framework of the platform.

ECED-E1087
Mobile Marketing: The Emerging Chinese Perspective
Yan-Na DU
Abstract. With billions of mobile phone users and the massive deployment of the 3G/4G data in China in recent years, there is a huge emerging mobile market. Meanwhile mobile world today has transformed our daily lives with mobile applications, GPS, and online space as we are able to store personal data in the cloud. Hence, it is important to study the emerging mobile marketing from a Chinese perspective, which will benefit both marketers and customers. In order to understand the mobile marketing in China, the paper proposes to give an account of the current situation in China to examine the success factors behind the development of mobile marketing in China.

ECED-E1088
Promotion Mode Research of Logistics Information Service Platform
Shou-Wen JI, Yue ZHAO, Song-Bo ZHANG, En-Mei ZHENG, Jian-Guo BI
Abstract. In recent years, logistics information service platform is developing rapidly, however, the relevant marketing model research is relatively scarce. In this paper, we take Yunnan ASEAN public logistics information platform for example, analyze the promotion status quo, conclude the existing problems of the early platform promotion, also list some online and offline promotion methods. This study will provide reference for further logistics information service platform promotion.

ECED-E1089
A Positive Analysis of the Pedestrian Flow Characteristics Based on Video Processing Technology
Yue ZHAO, Shou-Wen JI, Tong TAN, Mao-Yue JIANG

Abstract. Nowadays, the problem of pedestrian traffic in the society has seriously affected and restricted people's daily life, at the same time, mass casualty incidents which happen in crowd gathering place due to the sudden situation such as fire, stampede, terrorism urged us strengthen the research on the characteristics of pedestrian flow. This paper mainly explores the characteristics of pedestrian flow in high density building entrances, using background subtraction method and mean value modeling. We take Si Yuan building of Beijing Jiaotong University for instance and analyze by MATLAB programming. Image and data from the experiment is analyzed to obtain the characteristics and objective law of clumped pedestrian flow. This study is of great significance for solving urban traffic problems, such as accurately find characteristics of pedestrian flow, effectively manage and control pedestrians in public space.

ECED-E1090
Research on the One-stop Service Mode of Logistics Information Platform Based on IDEF0
Jia-Juan CHEN, Wen-Xiu ZHAO, Song-Bo ZHANG, En-Mei ZHENG, Jian-guo BI

Abstract. In recent years, one-stop service mode develops in various fields widely and correlated studies are increasing fast. One-stop service is a kind of service mode through which users can obtain resources simply and integrate the required resources effectively. Based on the Yunnan ASEAN Public Logistics Information Platform, the paper researches on the one-stop service mode of logistics information platform. Elements, functions and process of one-stop service mode are introduced respectively. Lastly, IDEF0 is applied to model the service process to make it clearer.

ECED-E1091
Empirical Study on the influence of Japan Exchange Rate Volatility on Asia Three Exchange Rate Markets: Korea, Taiwan and Thailand
Wann-Jyi HORNG

Abstract. In this paper we construct a dynamic conditional correlation (DCC) and a trivariate IGARCH (1, 1) model to evaluate the associations of the Taiwan, the Korea and the Thailand exchange rate markets with a factor of Japanese exchange rate market. The empirical result shows that Korea’s exchange rate market positively affect the Taiwan and Thailand exchange rate markets, and the volatilities of the three exchange rate markets are interacted with one another. The variation risk of the Japan’s exchange rate markets’ volatility truly affects the variation risks of the Taiwan, the Korea and the Thailand exchange rate markets. The evidence suggests that exchange rate market investors or international fund managers must evaluate the variation risk and relationships of other exchange rate markets’ volatility.

ECED-E1092
The Problems and Suggestions of Financial Fraud Penalties
Wei ZHAO

Abstract. Pedestrians’ red light crossing is very common in China. Deterrence effect
of punishment measures was investigated in this paper. A questionnaire survey was
carried out and a total of 618 valid results were finished by youths aged between 18 to
26 years old. The results show that only 31% participants selected “in a rush” as the
first motivation for crossing on red and majority of them show less respect for road
safety rules. The perceived certainty of being punished for rule violation should be
increasing to strength the deterrence effect of punishment measure.

ECED-E1093
A Research into the Classification Method of Cargo Hub Cities in Xinjiang Province
Ge WANG, Jia-Juan CHEN
Abstract. The planning of cargo hub cities and positioning is the major problem
which the domestic and foreign researchers are interested in in recent years, which
can play an important role in the optimization of the whole transportation network.
This paper takes Xinjiang as an example, and shows the empirical research to
classification of cargo hub cities. Through analyzing the economics, city planning,
and transportation situation of Xinjiang, constructing a classification system as well as
the indicators, and through the cluster analysis statistical method, we have classified
Xinjiang cargo hub cities into three levels. Lastly, we make recommendations about
the guidance to classification according to the types of cargo hubs.

ECED-E1095
Research on the Restrictive Factors of the Integrated Development of Manufacturing
Industry and Logistics Industry
Shou-Wen JI, Qi-Min FU, Ya-Shuang WU
Abstract. Manufacturing is an important source of logistics demand, and modern
logistics industry in turn has also become an important means to enhance the core
competitiveness of manufacturing enterprises. The two have the interactive
relationship of mutual promotion and restriction. To strengthen the effective
communication and connection and promote the depth and breadth of cooperation and
synergism between manufacturing industry and logistics industry, it is necessary to
emphasize the restrictive factors of the integrated development of the two industries.
Firstly, this paper analyzes the restrictive factors from the perspective of enterprise
itself, enterprise cooperation and external environment. And on this basis, the three
key restrictive factors are calculated with DEMATEL method, which provide the basis
for the further research on the strategies of the integrated development.

ECED-E1096
The Analysis of Technology Spillover about Intermediate Products Trade between
USA and China
Lin HUANG
Abstract. The article analyses the technology spillover effect based on the
intermediate good trade data between China and United States from 1998 to 2013.
And then analyses the spillover effect of the intermediate good trade from United
States to China based on the data of the trade, United States’ R&D capital stock,
Chinese R&D investment, human capital and economic openness. In the end, we can
find that the intermediate good trade from United States to China has a obvious spillover effect. And the spillover effect plays a great role in promoting Chinese technological innovation capability.

ECED-E1098
The Analysis of Tax Planning in the Enterprises Based on Game Theory
Li-Ping LIN, Shi-Lei HAO

Abstract. With the rapid development of the market economy and tax in China, internal financial management in the micro economy will pay more and more attention to the tax management. In order to keep sustainable development in the long run, the enterprises will strengthen management on each aspect as well as it will be one important direction which should be pursued in the future. On one hand, the enterprises will strengthen the management cost, on the other hand, the enterprises value tax planning in the view of technology. Tax planning as a financial management has been popular in the world, so in this paper the general theory of tax planning should be taken as the breakthrough point, behaviors of tax planning are analyzed under the condition of asymmetric information, using the game theory method and technology research, to study the problems existing in the tax planning, so as to find theoretical support, and put forward corresponding countermeasures.

ECED-E2011
The Spatial Distribution Characteristics of IT Enterprises in Shanghai Caohejing Hi-Tech Park: Take the 24 Buildings as Example
Yue-Gang CHEN1, a, Long-Fei CHEN2, b

Abstract. Due to the increasing returns to scale and the external economic effect, the industrial cluster, as a kind of geographical phenomenon in the process of industrial development, is the inevitable product of the process of economic development in the world. This paper selects 24 buildings in Shanghai Caohejing Hi-Tech Park (CHJ) as a sample. Using the Gini coefficient method, from the three dimensions of 976 companies in the 24 buildings industry types, company types, labor types, we found that the electronic information industry cluster in CHJ region has been initially apparent. Electronic information manufacturing industry (two digit industries such as C39) and its supporting services (such as the three digit industry F517, L721 etc.) has begun to take shape; and the corresponding industry talent reserves have also been able to support the electronic information industry chain of CHJ region of operation; private and foreign-funded enterprises have very strong economic vitality and thus the strong momentum of development CHJ areas; the quantity of SOE is not much but is strength.

ECED-E2014
Empirical Research on Agricultural Product Supply Chain Performance Evaluation
Yong WANG, Xu-Dong DENG

Abstract. China has become the first great power in the international import and export of goods. The exported goods are mainly low-end and cheap ones, but the service trade is still deficit. In order to become a great trade power, it is necessary to
transform and upgrade the foreign trade development mode. Therefore, the unfavorable new changes for China’s foreign trade environment must be taken into consideration, thus realizing the unsustainability of current foreign trade development mode, based on which countermeasures and suggestions for the transformation and upgrade of foreign trade development mode are proposed.

ECED-E2015
The Practical Research of the Oral English Flipped Classroom Based on the Teaching Platform of MOSOteach
Yun-Hong ZHOU
Abstract. This study attempts to reflect the effectiveness of flipped Oral English classroom based on the application of Mosoteach. Through the teaching experiment, it reflected that the relationship between the students' learning achievement and the application of Moso teach. That illustrated the effective teaching and learning strategies and methods in flipped classroom.

ECED-E2018
Kun HAN
Abstract. Industrial structure transformation and upgrading is an important issue in the current economic development. During the 13th Five-Year Plan period, further research of the relations between financial support and industrial structure optimization, has great and far-reaching significance to realize fully leveraging of the financial factors and new economic norm. In this paper, the relationship between the industrial structure and financial support of 17 cities in Shandong province was analyzed by using VAR model, impulse analysis and regional panel model. The research shows that the financial development of Shandong province plays a strong supporting role in the optimization of industrial structure, and the way to improve the financial efficiency is more effective to promote the upgrading of industrial structure than the expansion of the scale of financial industry.

ECED-E2019
Investigation and Analysis of the Common Sports Injury of Basketball and Preventive Measures
Guang-Yong ZHAO
Abstract. This paper uses the method of literature, observation, questionnaire survey, logical analysis, mathematical statistics, Linyi university students basketball sports injury and prevention measures to investigate and analysis, reveals the students in basketball sports injury, and the general rule, and how to prevent and reduce the basketball sports injury, the right to carry out the basketball sports put forward some corresponding countermeasures.

ECED-E2020
Comparative Analysis of Three User Equilibrium Models under Stochastic Link Capacity Variations
Yang JIANG, Tai-Lin QU

Abstract. Uncertainty is unavoidable in real life. It can be considered as a risk to travelers making a trip. Therefore, travelers are not only interested in saving their travel time but also in reducing their risk. The uncertainty events from supply side sources (stochastic link capacity variations) typically lead to uncertainty of network travel times. Most research in the network equilibrium based approach to modeling travel time variability ignores the unreliability aspect of unacceptable late arrivals. This paper examines the effects of both reliability and unreliability aspects in a network equilibrium framework. Specifically, the traditional user equilibrium model, the travel time reliability-based user equilibrium model, and the $\alpha$-reliable mean-excess travel time user equilibrium model are considered in the investigation under an uncertain environment due to stochastic link capacity variations. Numerical results are presented to examine how these models handle risk under travel time variability.

ECED-E2021
Research and Thinking of Hainan Personnel Issues in International Tourism Island Construction
Hui-Yan LI, Hao WANG

Abstract. Since December 2009, the State promulgated the "State Council on promoting international tourism in Hainan Island, construction and development", international tourism island of Hainan rose to national strategy, which makes the construction of Hainan province in the tourism, transport, energy, agriculture, marine, etc. intensified, and the whole building need the support of human resources, putting forward higher requirements of Hainan talent introduction, training, and management. Due to current situation and problems of human development in Hainan Province, it is necessary to actively build Hainan talent introduction, training, management talent trinity mechanism on the basis of personnel needs and characteristics, increase efforts to introduce talents, attach importance to Hainan local personnel training, while strengthening talent management.

ECED-E2022
The Credit Channel of Monetary Policy Transmission in China: Evidence from Emperical Research
Yi CHEN

Abstract. The impact of monetary policy on bank lending may not be just reflected in the total amount of loan, it can be reflected in the loan with different maturities in different banks. Facing the impact of monetary policy, banks not only adjust the amount of loan but also adjust the maturity structure of loan, and different banks may have different reactions. Using monthly data between January 2010 and December 2012, this paper attempts to verify the existence of bank-lending channel of China’s monetary policy by examining how large banks and small banks respond differently.
in their long-term and short-term loans. Bank funding by commercial paper is taken into account in order to differentiate the impact of demand side from that of supply side. Results show: there is evidence supporting the existence of a bank-lending channel of China's monetary policy transmission; traditional interest rate channel is not enough to explain the behavior of bank loans; large banks are greatly affected by the benchmark lending rate, while small banks significantly by quantitative monetary policy. Evidences show that nowadays the lending channel plays a greater role than the interest rate channel. In order to make the interest rate channel run smoothly, and play a greater role in the future, we suggest: strengthen efforts to support small and medium banks to change the way they operate which is too robust; reduce dependence on large banks to provide funds, and turn to small and medium-sized banks and financing platform, so make the market’s sensitivity to interest rate to a reasonable level.

ECED-E2024
The Problems Which Should Be Pay Attention to When Performing Flipped-teaching Classroom
Li-Rong MA, Xue-Feng LI, Hao-Min LIU
Abstract. It should not only understand the connotation of the "flipped-teaching classroom, but also should establish other ways such as overall design, improving the ability and constructing a scientific and effective evaluation system throughout the reference and application of the flipped-teaching classroom. Achieving the goal of teaching, adapting to the cognitive law of students, forming the teachers personality style should be considered in the teaching innovation.

ECED-E2025
Common Web Security Attacks and Ways to Prevent
Gao-Xiang PENG
Abstract. Fishing attacks, network attacks and Code injection attacks are the three common web attacks. This paper discusses these attacks and provides the ways to prevent them.

ECED-E2026
Shanghai's New Strategies in Attracting Inward FDI
Ying ZHU
Abstract. The FDI induction and promotion strategies of Shanghai government need to take some new directions to aid to the endeavors of the city to become a global center for economy, trade, finance, transportation, as well as innovations. The suggestions are: 1) Focus on the foreign investment projects whose technology can be assimilated by the local industry; 2) Focus on the FDI projects in the emerging and promising high technology industries; 3) Selectively pick the foreign investors; 4) Decrease the percentage of wholly owned subsidiaries in FDI, and foster FDI entry mode diversification; 5) Diversify the capital source countries; 6) Other strategies for attracting inward FDI.
New Occupation Farmers Cultivate Mode in Yanshan-Taihang Mountain Area by Modern Agricultural Perspective
Lan BAI, Chun-He YANG, Ling ZHANG
Abstract. Yanshan-Taihang Mountain Area is one of the poverty alleviation and development area for its poor infrastructure within low level educated population, lack of professional and technical labor force. New occupation farmers should be cultivated as an effective way to solve such problems, and are also needed to realize modern agricultural. This paper discusses relationship between modern agricultural and new occupation farmers in the first part, and human resource problems of Yanshan-Taihang Mountain Area in modern agriculture construction in the second part. Finally, new occupation farmers cultivating mode construction in Yanshan-Taihang Mountain Area is given within several issues.

Transcendental Reduction of Poetic Aesthetics
Yong-Quan WANG
Abstract. Poetic aesthetics is featured by its production process dominated by phenomenological reduction, a transcendental one. The paper more deeply probes into the inner organic mechanism, propounding the phenomenological reduction and transcendental subjectivity, the transcendental subjectivity, and the transcendental aesthetic subjectivity of poetry, and finally draws a conclusion that poetic aesthetic lies in the reductive process of production. Transcendental phenomenology in a pure essence, is both about the epoche of the real world in the broad sense and transcendental reduction in the narrow sense. But transcendental reduction is general phenomenological epoche or above all fulfillment of eidetic reduction. Essence is intended by eidetic reduction, but transcendental reduction intends pure object or generality. Combination of the two makes transcendental essence fulfilled and evident. There are differences between both empirical and transcendental subjects. Aesthetic subject is not empirical but transcendental. The transcendental nature is a priori for aesthetic creation. Predetermination of feelings is the unity of all modifications of experiences and intentionality of image genesis. Poetic mind is pure or transcendental. As for empiricism and skepticism in Ideas: General Introduction to Pure Phenomenology by Husserl in 1913, empiricism will lead to skepticism, “which, as genuine, cancels itself through its own absurdity……Direct experience gives only singular elements and no generalities, and is thus insufficient”,[1] Therefore, based on naturalistic thoughts or empiricism, we cannot grasp the core of transcendental process of poetry production.

Study on Academic Influence of papers and Authors Distribution ———Data Analysis on Papers of Education Content Analysis in CNKI
Cui MENG, Pei-Qun WU
Abstract. By analyzing content of the papers on the educational content analysis
in the CNKI database (873 articles), This paper obtained the distribution of authors and characteristics of academic influence in China. It is found that the researchers from the universities are the main part of the research team, and the achievement on the educational content analysis in normal universities is more than non-normal universities, but there are no significant differences in academic influence between them. In addition to the educational academic institutions, non-educational academic institutions, such as information, mathematics, media, social, and humanities etc., but also the source of content analysis. The results of the educational academic institutions are higher than those of the non-educational academic institutions, and academic influence of the results by cooperation is the highest.

ECED-E2030
Research on the Export Competitiveness of Private Enterprises in Shanghai
Rui-Qing ZHAO
Abstract. This paper mainly uses the international market share index, net export index, trade competitiveness index, combines with the multi-grade fuzzy evaluation model to give a comprehensive evaluation of competitiveness of Shanghai private enterprises. On the basis of it, the article concludes that although the market share of private enterprise indicates a steady and continuous increase trend, the overall level of trade competitiveness of private enterprises is not very high, the export competitiveness of private enterprise is in the “weak” evaluation set, while the export competitiveness of state-owned enterprise and foreign enterprise is respectively in the "moderate" and "strong" evaluation set.

ECED-E2031
Study on Multi-source Security Information Fusion System Management Platform
Ling-Xing YANG
Abstract. The construction of network security defense system tends to require substantial heterogeneous security equipment, and such distributed security equipment produces massive security information which makes it difficult not only to effectively organize, manage and utilize such information, but also to manage and maintain geographically distributed security monitoring systems, thus this paper proposes a multi-source security information fusion system management platform, competent to effectively manage distributed deployment based heterogeneous security systems. The paper discusses the architecture of the management platform, and analyzes network risk conditions on a real-time basis by event correlation, risk assessment, and other methods to improve management’s precision of localizing security event spots so as to make prompt response thereto. The paper also conducts a simple analysis of key security technology such as security event normalization models, distributed data models, security communication and control protocols.

ECED-E2033
The Agility Construction Process of Chinese Complex Consumer Products Companies Analysis - Based on Dynamic Capability Perspective
Jing-Qin SU, Lin-Lin Zhang

Abstract. Agility is becoming a key business driver which can adapt to the unexpected changes in fast changing environment. Extant research addresses influence factors and the framework of enterprise agility, but did not have the research on agility building framework of Chinese special product - complex consumer products enterprises. In our inductive case study, we find that Chinese complex consumer products enterprises rely on the mechanism of dynamic capabilities in respond to changes in the environment. Specifically, environmental insight is a source of adaptation mechanism which can effectively explore changes and opportunities in the environment; rapid absorption capacity, the ability to integrate and hard working ability can help enterprises quickly and effectively respond to change. In addition, with enterprise development, the key mechanism evolved from absorption capacity, integration capability to integration and absorption capacity.

ECED-E2034
Analysis of Xiaomi Tech's E-commerce Model
Wen-Rong JIANG, Shi-Wei LIN

Abstract. This paper analyzed the present situation of Xiaomi tech under the environment of the Internet. Using the method of SWOT analysis, I synthetically analyzed the marketing environment from its internal strengths and weaknesses, which also combined with its external opportunities and challenges. In this paper, I pointed out the existing crisis of Xiaomi tech under its hot. And for some problems, I put forward my opinions which I thought were useful. At the end of the article, a forecast to the future development of Xiaomi tech was made.

ECED-E2035
An Analysis on the Common Problems in Chinese Outward FDI
Ying ZHU

Abstract. China became a net capital exporter for the first time in 2014, and also the second largest capital source in terms of FDI volume that year. There were often failed cases in this wave of Chinese outward FDI. This study analyzes the reasons for those failures on the firm level as well as on the national level, pointing to the problems in the Chinese MNE HQs, the process of internationalization, the institutional deficiencies in home country support and overall strategies.

ECED-E2036
Theoretical Research on the Synergetic Development of Sports Tourism Industry in Shandong Peninsula Urban Agglomeration
Jian-Min LI

Abstract. Under the background of Shandong Peninsula Blue Economic Zone rising under the background of national strategy and the State Council issued document No. 46, the Shandong Peninsula Urban Agglomerations of sports tourism cooperative development is vividly portrayed. The synergetic development of regional sports tourism industry is to constitute a system of tourist market of sports system of
regional tourism, travel between the system, the destination system and support system and other subsystems interconnected and mutually restricted and self into a whole is highly efficient and orderly integration of formation, to achieve regional sports tourism industry “integration” of the operation and the corresponding traffic integration, market integration, system integration, the ecological environment and the integration of the coordinated development of regional tourism integration development model.

ECED-E2037
The Improvement of Land Expropriation Compensation System based on the Perspective of Finance
Zhe Wang, Ya-Zhong Chen, Hong-Mei Zhang
Abstract. In the background of current industrialization, informatization, urbanization and agricultural modernization drive. We should establish a fair and reasonable compensation system for land expropriation, improve the land requisition compensation mechanism in line with China's national conditions. In this paper, we analyze the system of land expropriation compensation system based on the perspective of finance. Through the way of analyzing exposing double defects in land compensation system and the causes of it, proposed the improving path for farmers land expropriation compensation system by combining with the relevant laws and regulations and finance. And then proposed policy improvement measures to safeguard the legitimate rights and interests of farmers.