PROCEEDINGS OF THE 16th
INTERNATIONAL CONFERENCE ON
INNOVATION AND MANAGEMENT

November 27-29, 2019

Chief Editors
Chen Xiaofang, Ma Ying, Luis Martinez

Associate Editor
Ken Kaminishi, Geert Duysters, Arnoldo de Hoyos,
Josu Takala, Rubiyah Yusof

Wuhan University of Technology Press
Wuhan, China
The proceedings include The Application of AI Innovation in Business Innovation; Internet of Things, Big Data and Business Analysis; Safety Engineering and Risk Management; Environmental Innovation and Sustainable Development; Operation Management, Supply Chain Management and Transportation Management Innovation; Human Resources and Organizational Behavior; Systems Engineering, Financial Engineering, Design Engineering and Industrial Engineering; Intellectual Property, Knowledge Management, Industry-University-Research Cooperation and Strategic Alliance; Investment, Corporate Finance and Corporate Governance; Miscellaneous.

ISBN 978-7-5629-
PROCEEDINGS OF THE 16th
INTERNATIONAL CONFERENCE ON
INNOVATION AND MANAGEMENT

November 27-29, 2019

Chief Editors
Chen Xiaofang, Ma Ying, Luis Martínez

Associate Editor
Ken Kaminishi, Geert Duysters, Arnoldo de Hoyos, Josu Takala, Rubiyah Yusof

Editorial Board
The 16th International Conference on Innovation and Management (ICIM 2019)

Organized and Hosted by
University of Jaén, Spain
Wuhan University of Technology, China

Co-organized by
Yamaguchi University, Japan
Eindhoven University of Technology, the Netherlands
Tilburg University, the Netherlands
NEF- Pontifical Catholic University of Sao Paulo, Brazil
University of Vaasa, Finland
Technological University of Malaysia, Malaysia
University of Wales Trinity Saint David, UK
Organizing Committee

Chairman:
Luis Martinez (University of Jaén, Spain)
Chen Xiaofang (Wuhan University of Technology)

Co-Chairman:
Ken Kaminishi (Yamaguchi University, Japan)
Geert Duysters (Tilburg University, the Netherlands)
Arnoldo de Hoyos (NEF- Pontifical Catholic University of Sao Paulo, Brazil)
Josu Takala (University of Vaasa, Finland)
Mohammad Ali Tareq (Universiti Teknologi Malaysia, Malaysia)
Simon Haslett (University of Wales Trinity Saint David, UK)

Members (In alphabetic order):
Alessandro Marco Rosini, André Furtado, Andyara Santis, Angelo Palmisano,
Antonio Vico Mañas, Aquatias Christine, Arid-Pieter de Man, Beatriz Marcos Telles,
Christine Syrgiannis, Claudio Marte, Deng Mingran, Diego Conti, Erika Zoeller
Veras, Felipe Borini, Fernando Grisi, Flávia Pereira de Carvalho, Irmtraut Mecke,
Ivanete Bellucci, John Rijpma, Kazuhiro Fukuyo, Koiti Egoshi, Kwai-Sang Chin,
Ladislau Dowbor, Lennon Jardel de Araujo, Luiz Roberto Calado, Ma Ying, Maria
Cristina Amorim, Milton Campanário, Mónica Cairrão Rodrigues, Monique Greve,
Motonobu Kubo, Nguyen Huu Phuc, Paul Henry Osborne, Roberto Bernardes, Rosa
Alegria, Rosa Rizzi, Ruth Y. Lopez Trigo, Song Yinghua, Su Xinning, Sun Zehou,
Tales Andreassi, Telma Teixeira, Tim de Leeuw, Vinnicus Vieira, Vitoria C. Dib,
Wang Aimin, Walter Mcmanus, Wang Xianjia, Wei Jiang, Wim Vanhaverbeke,
Xie Kefan, Naoki Ohshima, Yoshiyuki Matsuura

Executive Committee

Director:
Chen Xiaofang (Wuhan University of Technology, China)
Luis Martinez (University of Jaén, Spain)

Members (In alphabetic order):
Ahmad Rahman Songip, Arnoldo de Hoyos, Geert Duysters, Huang Hongmei,
Huang Xiaoyong, Josu Takala, Simon Haslett, Kazuya Inaba, Ma Ying, Mohammad
Ali Tareq, Nguyen Huu Phuc, Paul Henry Osborne, Pang Yantao, Paulo Melo, Song
Yinghua, Sergey Filippov, Tim de Leeuw, Wang Aimin, Yuko Hayashi, Zhu Wei
CONTENTS

Part 1
The Application of AI Innovation in Business Innovation

Development of a System for Automatic Classification of Fake News in Portuguese Language
Roger Oliveira Monteiro, Rodrigo Ramos Nogueira ........................................... 1

The Sixth Wave of Innovation: Artificial Intelligence and The Impacts on Employment
Marcelo Augusto Vieira Graglia, Patricia Giannoccaro Von Huelsen,
José Arnoldo de Hoyos Guevara ................................................................. 6

Does Viral Marketing create Brand Awareness? An Exploratory Study with University Students
Rafael Taino, Rafael Rodrigues Cardoso, Alexandre Luzzi Las Casas,
ArnoldJose de Hoyos Guevara ................................................................. 17

Improved Genetic Algorithm for Solving TSP
Li Yigao, Han Hua ....................................................................................... 24

How Does Leader’s Support for Eco-Innovation Promote Corporate Environmental Responsibility in Organization?
Goli Yao Sidoine, Ye Jianmu, Ye Yongling .................................................... 35

Research on the Impact of High-tech Enterprise Technology Diversification Development Strategy on Enterprise Performance
Mou Jiongxu, Liu Ying .................................................................................. 42

Yang Fangjing ............................................................................................ 51

An Analysis Of The Transformation of Mega-pharma Business Model Toward the Indian Market
Yaeko Mitsumori .......................................................................................... 61
Application of Artificial Intelligence Technology in Legal Practice
Ma Nan ................................................................. 69

Monitoring Node Selection in Wireless Sensor Networks Based on
Fuzzy Logic Scheme
Hammad Mushtaq, Syed Nouman Ali Shah, Naveed Ahmad Faraz ........... 78

Exploring the Ethics of Innovation Education in Artificial Intelligence
Wang Xiumei .......................................................... 85

Prospect for the Development of Artificial Intelligence in the Core Business of
Libraries
Yuan Xueqing, Liu Lin ................................................... 91

Construction and Management of MOOCs Platforms for Business English
Translation Course
Tang Lijun ................................................................. 98

Part 2
Internet of Things, Big Data and Business Analysis

Relationship between Big Data Analytics and Decision Making: A Cluster Analysis
Gustavo Grander, Luciano Ferreira da Silva, Arnoldo José de Hoyos Guevara,
Paulo Sérgio Gonçalves de Oliveira, Alan Tadeu de Moraes ................... 106

The Influence of Digital Presentation on Consumers' Perceived Value Based on
Evidence from Eye Movement Experiments
Li Jiang, Liu Chun, Jiang Yushi ..................................... 113

Study on Factors Affecting Continued Usage Intention of Mobile News Apps in India
Saurabh Sharma, Cheng Yanxia, Prashant Sharma ........................... 133

Research on Bio-Information Risk Identification Management under Big Data
Environment
Chen Ruiying, Zhang Haili, Shen Jun .................................. 139

Research on Grid Management Mode Application in College Student Management in
New Era
Qu Shuifeng..........................................................................................................................146

Research on the Governance of Government Network Public Opinion in the Age of Big Data
  Wang Chunjuan, Zhu Xiao.......................................................................................................... 154

Research on the Influence of Consumer Perceived Product Innovation on Brand Evangelism
  Wang Pengtao, An Yamei...........................................................................................................162

Research on Service Innovation of the Cloud Logistics Platform Based on Factor Analysis
  Wu Xia, Zhang Jianming...........................................................................................................169

Performance Evaluation of Listed Commercial Banks Based on Factor Analysis
  Xiong Bin..................................................................................................................................177

Research on the Industrial Development Mode of “Internet plus Hunan Embroidery”: from the Perspective of Intangible Cultural Heritage Protection
  Wang Aimin, Liu Wenhua......................................................................................................186

Application of Big Data Analysis in the Innovation of Information Resources Management
  Luo Qifeng, Yang Jiaqi, Li Siqian............................................................................................196

Separate Sections and Key Points: The Application of Big Data in Agricultural Science and Technology Information Service: Based on the Two Main Bodies of Supply Side and Demand Side
  Yang Yu, Liu Jun................................................................................................................202

Research on Agricultural Science and Technology Information Service Model and Its Problems Based on Big Data
  Li Yulin, Liu Jun, Wu Yongzhang..........................................................................................209

Research on University Library Self-built Resource Repositories in a Big Data Environment
  Sha Zhengyu..........................................................................................................................217

Universal Conceptual Intelligence Structure Based on Visual Intelligence for Automatic Recognition of All Objects without the Big Data
  Xu Xuetao...............................................................................................................................224
Study on Rural Logistics Mode Based on "Internet Plus": Taking Some Cities in Hubei Province as an Example
  Li Jue, Zeng Xueqin

Research on Operation Performance Evaluation System Construction for National Digital Publishing Bases
  Liu Yuhan, Liu Yongjian

Research on Enterprise Management System Innovation in the Era of “Internet +”
  Wang Jianguo

Research on Operation Management of Video Websites in China
  Lv Rui, Ping Yue

Foreign Experience and Reference in Operation Supervision of Sharing Bike
  Yang Jiaqing

Research on Optimal Path of Sports Variety Program Content Production Based on 4V Marketing Theory
  Sun Jinrong, Hu Xuehui

Research on the Driving Factors of Customer Loyalty: Regarding iPhone as An Example
  Deng Gang

Campus Skill Exchange APP in Smart Campus Environment
  Nie Zutian

A Study on the Corelation between the Technological Sophistication Index of imports in Producer Service Industry and Technological Innovation Ability of Manufacturing Industry
  Huang Huiping, Zhong Ruojun, Zhao Yulin

The Application of Big Data Technology in College Academic Achievement Management
  Xie Kai, Guo Fangming

Part 3
Safety Engineering and Risk Management

Research on the Influence of Airport Staff Safety Risk Perception on Violation
Behavior
Zhang Qian, Luo Fan .................................................................................. 320
Media Reporting Strategies for Public Opinion Risk Management Based on
Emergency---A Case of the Sinking Incident of Oriental Star Ship
Zhang Wuqiao .......................................................................................... 327
A Stock Price Movement Prediction Model Based on Artificial Neural Networks
Uzapi Hange, Siyanda Andrew Xaba ......................................................... 335
Study on Shutdown Time of Enterprises under Flood Disaster Scenario: A Case of
Yuyao Companies after Typhoon Fitow
Yang Lijiao, Ding Xiaonian, Jiang Xinyu .................................................... 341
Study on the Credit Customer Default of Local Commercial Bank in Southern Jiangsu
Province Based on Logistic Model
Zhang Haoru, Fang Ming ........................................................................... 351
Research on Innovation Performance of High-Tech Enterprises from the Perspective
of Venture Capital
Ye Xiaofen, Cheng Liang ............................................................................ 357
Study on Employee Relationship Risk on the Effectiveness of Enterprise Structure
Change in Cote d’Ivoire
Monhéséa Obrey Patrick Bah, Akadje jean Roland Edjoukou ..................... 365
Research on Early-warning and Control Strategies for Risk Conduction of Enterprise
Financial Management System
Deng Xun, Deng Mingran ............................................................................ 374
Risk Analysis and Control of Business Mode Transformation in HD Company
Yin Limei .................................................................................................. 383
Theoretical Analysis and Practical Exploration of the Prevention and Control
Management of Integrity Risk in Universities
Yan Yan .................................................................................................... 390
Risk Analysis of Ships Navigation Safety in Wuhan Port
Mao Senpeng, Jiang Feifei .......................................................................... 399
Research on Risk Factors of Enterprise Product Innovation Design
Deng Jun .................................................................................................... 406
Internet Financial Risk Early Warning Based on Fuzzy Analytic Hierarchy Process
Yang Yuxin.................................................................................................................415
Research on Network Security Evaluation of Big Data Center Based on Rough Set
Liu Bin.........................................................................................................................432
Analysis of the Project Management of EPC Project General Contracting
Pei Linyu, Xu Dongming...............................................................................................438
Wu Yifan, Fang Jun.......................................................................................................445
Risk Assessment for College Students' Sudden Death Based on AHP
Huang Tingting, Xia Jiajia(455)
Research on Network Culture Security Management in Universities from Network Public Opinion
Li Huiyuan, Zhang Yan...............................................................................................461

Part 4
Environmental Innovation and Sustainable Development

Is the Importance of Sustainable Development Goals Universal Across Development Stage of Economies
Yuko Hayashi, Frans Stel..............................................................................................469
Cash Crop Innovation System and Networks: Findings from Smallholder Cocoa Farmers in Ghana
Patience Pokuua Gambrah, Yu Qian...............................................................................480
Application of Entropy Based TOPSIS in Analysis of Sustainability Performance of Sri Lankan Hotels
P.R. Weerathunga, Cheng Xiaofang, WHMSSamarathunga, KMMCB Kulathunga.................................486
Historical Heritage and Sustainable Urban Development: Challenges imposed on owners and managers of listed historical buildings in the city of São Paulo
Arnoldo Jose de Hoyos Guevara, Fernanda Cardoso Romão Freitas,
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>from the Perspective of Technology-based SMEs</td>
<td></td>
</tr>
<tr>
<td>Wan Guochao, Zhang Lingzi, Tang Ling</td>
<td>504</td>
</tr>
<tr>
<td>Prediction Model of Energy Development Trend Based on SVM</td>
<td>515</td>
</tr>
<tr>
<td>Lin Hui</td>
<td></td>
</tr>
<tr>
<td>A Ranking for the Sustainable Development Goals Focusing on the 5Ps</td>
<td>522</td>
</tr>
<tr>
<td>Arnoldo de Hoyos Guevara, Agris L. Dumpe</td>
<td></td>
</tr>
<tr>
<td>A Ranking of Countries concerning Progress towards a Society 5.0</td>
<td>528</td>
</tr>
<tr>
<td>Arnoldo José de Hoyos Guevara, Daniela Mary Terra,</td>
<td></td>
</tr>
<tr>
<td>Jerônimo Henrique Ports, José Luiz Alves da Silva, Kallita Ester Magalhães</td>
<td></td>
</tr>
<tr>
<td>Effect of Environmental Regulation on Corporate Financial Performance: Mediating Role of Green Technological Innovation</td>
<td>537</td>
</tr>
<tr>
<td>Chen Xiaofang, Tong Xiaohong, Xia Wenlei, Chen Xin</td>
<td></td>
</tr>
<tr>
<td>Awareness of the Worth of Life Within/Without for Systemic Resilience under Climate Change Disasters: The Amazon Bioma and the Gender-Differenciated Vulnerability</td>
<td>546</td>
</tr>
<tr>
<td>Arnoldo José de Hoyos Guevera, Daniela Gasperin, ChristineSyrgiannis, AnastasiaZabaniotou, Ivani Fazenda</td>
<td></td>
</tr>
<tr>
<td>Research on Evaluation of Industrial Sustainable Development Ability in China: Based on Dynamic Entropy Weight and DEA Mode</td>
<td>555</td>
</tr>
<tr>
<td>Chen Mengxue, Zou Wei</td>
<td></td>
</tr>
<tr>
<td>Corporate Social Responsibility: A Multiple Case Study of the Civil Construction Industry in the State of Bahia, Brazil</td>
<td>563</td>
</tr>
<tr>
<td>Paulo Melo, Manoel Joaquim F. de Barros, Arnoldo José de Hoyos Guevara, Edson Jorge M. De Sousa</td>
<td></td>
</tr>
<tr>
<td>Study on the Driving of Energy Saving and Emission Reduction to the Transformation of Resource-based Cities</td>
<td>574</td>
</tr>
<tr>
<td>Chen Qiang, OuYang Xiao</td>
<td></td>
</tr>
<tr>
<td>Research on the Relationship between R&amp;D Coupling Coordination and Upgrading of Equipment Manufacturing Industry: An Empirical Study of Shandong Province</td>
<td>574</td>
</tr>
</tbody>
</table>
Li Xue, Hou Jie, Gao Pengbin .............................................................................. 582
Employment Efficiency Evaluation of Innovation and Entrepreneurship Policy in China
Zhu Hua .............................................................................................................. 589
Study on the Evaluation of Industrial Innovation Capacity in Hubei Province
Song Weiwei, Zou Wei .......................................................................................... 598
An Empirical Study on the Effect of Innovation on Employment from the Industry Level Perspective: A Case of China
Allaberdiev Guychmyrat, Wei Long ................................................................. 607
A Study on Environmental Uncertainty, Internal Control and Earnings Management
Yang Yu .................................................................................................................. 616
Research on the Effect of Inbound and Outbound Open Innovation on Firm Innovation Performance
Hou Jie, Li Xue, Gao Pengbin(624)
A Study on the Relationship between Servitization of Manufacturing Industry and Enterprise Performance: Based on the Perspective of Life Cycle
Zhu Zhangli, Fang Ming ....................................................................................... 631
The Innovation and Management of China’s Urban Brand Image under Experience Service Economy
Li Huipeng, Zhang Yazhou .................................................................................. 640

Part 5
Operation Management, Supply Chain Management and Transportation Management Innovation
House of Quality-Based Analysis of Green Supply Chain Management for the Sustainable Investment Decisions with Interval Type 2 Fuzzy Hybrid Model
Luis Martínez, Hasan Dinçer, Serhat Yüksel .......................................................... 646
Tourist Forecasting Model of Short Holiday Based on Network Data: A Case Study of Mount Emei Scenic Area
Ma Zhaofeng, Huang Ping, Guo Chuangle, Abdoulaye Boiro,
Wen Zhili, Zhan Fei, Yin Zizhong.................................................................656
Influencing Mechanism of Business Mode Innovation Risk in Business Groups
Mo Guoyong, Liang Benbu..............................................................664
Dual Pre-Strategy Analysis of Clothing E-Commerce Reverse Logistics for Small and
Medium-Sized Enterprises
Li Tianbiao, Shen Jingye, Wei Qian, Zhang Yao, Dai Jinshan......................671
Research on Optimization and Collaboration of Cross-border E-commerce Logistics
Supply Chain
Wang Aimin, Ji Tingting, Zhong Qianru...............................................680
Regional Difference Analysis of Logistics Industry Service Innovation Capability in
Hubei Province of China: Based on Porter’s “Diamond Model”
Lv Yuejiao, Liu Mingfei.............................................................687
Research on the Innovation Operation Mode of Science and Technology Business
Incubator and its Influence on Innovation Economy
Han Wensi, Xie Jialong..............................................................695
Management and Operation of Trace Evidence Laboratory under the CNAS Review
System
Lv Caihong, Liu Guomin, Fang De..................................................705
Study on Simulation and Optimization of Container Truck Path in Multi-quayside
Crane Cooperation Mode
Ye Yani, Ding Tao, Xiang Shengbin..................................................712
Simulation Research of AGV Configuration Optimization in Automated Container
Terminal
Chen Ning, Tao Hui...........................................................................722
Supplier Relationship Quality and Supply Chain Performance in Engineering
Enterprises: The Regulating Role of Cooperation Vision
Yin Long, Liu Mingfei.................................................................730
Business Mode Innovation Based on Iceberg Theory
Yu Xiaoyu, Zheng Zhan.............................................................740
Research on B2C E-commerce Enterprise Logistics Mode Selection Based on
Analytic Hierarchy Process: Taking Jingdong Mall as an Example
Synergetic Effect of Supply Chain in the Construction Industry
Chen Huilin

Part 6

Human Resources and Organizational Behavior

Sick Organizational Culture: Leadership that Makes People Sick
    Alan Tadeu de Moraes, Luciano Ferreira da Silva, Arnoldo José de Hoyos Guevara, Gustavo Grander, Diego de Melo Conti

The Effect of Work-Family Enrichment on Employees’ Task Performance: The Mediate-Moderate Effect of Work Satisfaction and Social Support
    Li Guiqing, Wang Minxia, Du Wanyan, Ji Pei

Gamification Results in Training and Development Processes
    Siméia de Azevedo Santos, Leonardo Nelmi Trevisan, Elza Fatima Rosa Veloso, Arnoldo de Hoyos Guevara

Research on the Influence Mechanism of Transformational Leadership on Enterprise Innovation Performance
    Na Risu, Cui Hainan, Zhang Di

Impact of Emotions on Conflict Management Styles
    Qamaruddin Maitlo, Farhan Aslam, Khaliq Ur Rehman

Review of Narcissistic Leadership Research
    Wan Wei, Li Mingze, Yang Mengxi

Creativity in the Design Process: SNA of Fit Perceptions and Satisfaction among Tertiary Students in Ghana
    Fortune Ama Amegah, Patience Pokuaa Gambrah, Isaac Kuma Yeboah

An Analysis and Solution Research of the Voluntary Unemployment of College Graduates from the Perspective of Employability
    Han Fang

Research on the Influence of Salesperson’s Characteristics on Customer Trust
    Sun Wei, Pan Jieyun, Zhang Jiajia

Research Prospect of Children's Education Network Platform from the Perspective of Organizational Behavior
Chang Yuming………………………………………………………………………….836
Research on the Influence of College Students’ Entrepreneurial Team Heterogeneity on Innovation Performance: Taking Team Cohesion as Moderator Variable

Zhou Yu, Hu Yan………………………………………………………………….843
An Analysis on the Management Mode of Universities’ Target Responsibility System

Ding Huifang………………………………………………………………………..851
The Influence of Teacher Support on the Positive Behavior of College Students

Duan Zhaolin……………………………………………………………………….859
The Influence of Differential Leadership on the Innovation Behavior of Platform-based Enterprises Employees

Yang Kun, Gui Ping, Xie Tong…………………………………………………..866
Personality Traits of Risk-learning Serial Entrepreneur

Cao Qian……………………………………………………………………………..875
Research on the Effect of Human Capital on the Producer Service Industry

ZouWei, Liu Changjian…………………………………………………………….887
Research on Ecological Niche Optimization of College Students’ Ideological and Political Education

Wang Wenhui1, Sun Xu…………………………………………………………….895
Institutional Transformation of Public Institutions to Enterprises

Xian Lei, Wu Xiaoyan…………………………………………………………….903
Influencing Mechanisms of Responsible Leadership towards Employees’ Voluntary Green Behavior: A Multi-theory Perspective

Ma Ying, Naveed Ahmad Faraz, Cheng Yanxia, Hammad Mushtaq, Ali Raza…910
Research on the Relationship between Work Stress, Psychological Capital and Turnover Intention of Frontline Service Personnel

Xiao Shuzhen, Qin Yuanjian……………………………………………………….917
Research about Precision Incubation Model of Innovation and Entrepreneurship Based on the Incubation Network

Wen Ge, Xia Yongmei, Huang Yangbo, Han Yu………………………………….926
Curve Impact of Knowledge Heterogeneity on Team Creativity: The Moderating
Effect of Internal Social Capital
   Dai Wanliang, Lu Wenling, Su Lin..........................................................935
Impact of Employee’s Resilience on Organizational Resilience: Mediating Role of Compassion
   Khaliq Ur Rehman, Farhan Aslam, Qamar Uddin Maitlo..........................945
Study on Employee Reward System Satisfaction and the Impact on Their Sustainable Behavior: A Case of High Learning Institution Employees in Tanzania
   Jacob Julius Rombo, Luo Fan, Monhesea Obrey Patrick Bah..................953
Homesickness and Proactive behavior: Collectivist Human Resource Management Practices as a Cross-Level Moderato
   Zheng Weili..........................................................962
Research on Relationship Marketing Framework and Implementation Path of Railway Freight Oriented by Customer Value
   Xu Fengwei, Zhang Zhenfang..........................................................971
A Study on Enterprise Life Cycle, Executive Compensation and Earnings Management
   Du Wanxin..........................................................979
Organization and Human Resource Transformation Based on Three-Pillar Theory
   Du Ya..........................................................988
Research on the Cultivation Status and Measures of Innovative Talents of Marketing Major
   Ma Ying, Chen Long..........................................................996

Part 7

Systems Engineering, Financial Engineering, Design Engineering and Industrial Engineering

Evolutionary Game Analysis on Credit Behavior of Three Parties in Logistics Finance
   Xu Fengwei, Zhang Zhenfang, Yu Bowen........................................1006
An Integrated BWM and MOORA Method for Engineering Quality Evaluation in Project Management
   Gang Jun, Tu Yan, Wei Ying..................................................1013
The Impact of China's Monetary Policy on Bank Risk-Taking
Feng Rui, Xie Xiaoping, Chen Yuchun1023

Research and Design of University Student Honor System Based on Information System
Lv Zuheng, Wang Jinsong, Dou Zihan.................................1032

Assessing Land Use and Cover Change Effects on Vegetation in Ghana from 2002 to 2018: a Case Study of New Juaben Municipality
Isaac Kuma Yeboah, Emmanuel Yeboah,
Emmanuel Kojo Gyamfi, Henrietta Suapim..............................1039

Research on Governance Effect of Equity Structure: The Perspective of Mixed Ownership Reform in State-owned Enterprises
Deng de Yu, Hong Hong, Xiang Shouren..................................................1047

A Study on Earnings Management, Analyst Forecasts and Equity Liquidity
Fu Keke..................................................................................................1059

Does Cost Stickiness Affect a Company's Financial Risk
Li Yiwen..................................................................................................1067

The Feasibility Analysis of Popularizing Prefabricated Buildings in the Project of College Student Dormitory
Zheng Feng..........................................................................................1075

Optimization Design of Wuhan Riverside Landscape Regulatory Plan
Peng Yuha.............................................................................................1084

The Analysis of Effectiveness of Cost Control Strategy on the Profitability of Coca-Cola Company from 2015 to 2017
Xiao Zhiqi, Zhang Jingxian.................................................................1091

Part 8

Intellectual Property, Knowledge Management, Industry-University-Research Cooperation and Strategic Alliance

Competency Management, Knowledge Management and Corporative Education: A Study on Brazilian Companies
Fernando José Lopes, Vivian Gava Malta de Abreu, Roberto Shizuo Kumasaka, Alessandro Marco Rosini, Arnoldo José de Hoyos Guevara.................1099
Research on Development Tendency of Chinese Automobile Industry from the Perspective of International Industrial Chain

Gu Zhiqiang, Wang Chaoyang.................................................................1108

A Research on The Innovation Performance of Agricultural Science and Technology Achievements Transformation in Sichuan

Tang Ling, Wan Guochao.................................................................1126

Six-Element Mode of International Science and Technology Cooperation in China

Mei Yanlan, Xie Kefan.................................................................1138

Research on the Development of Compound Fertilizer Industry Based on Patent Analysis

Liu Li.................................................................1145

Research on the Improvement of Mental Health Education Ability of College Counselors Based on Knowledge Management Process

Zhu Xi.................................................................1154

Survey on Research-University-Industry-Based MTI Education and Suggestions on Its Sustainable Development

Yu Yanling, Ao Xinyue, Wang Danni, Zhao Jian.................................1166

Optimization of transformation path based on conversion rate analysis of scientific and technological achievements

Ma Yinbo, Lu Jing.................................................................1173


Wang Jue, Chen Long.................................................................1186

A Case Study of Chinese Students’ Attitudes towards Flipped Classrooms

Tang Xiaofei.................................................................1195

The Impact of CBI on Non-English Majors’ Critical Thinking Skills

Wan Zi.................................................................1206

Research on the Influence of Five-chain Coordination on Regional Innovation Capability

Teng Liangwen, Zhou Jiang, Chang Yuming.........................................1214

Research on Evaluation System of Biological and New Medicine Technology
Achievements from the Perspective of Technology Transfer
Yan Jingdong, Li Fangting, Feng Cao .................................................1224
Analysis on the Management Mode of University Library Makerspace
Xu Fang, Su Hua, Liu Qin ...............................................................1235
Characteristics of R&D Teams and Innovation Performance under Different
Innovation Strategies: The Mediating Effects of Organizational Climate in Joint
Ventures
Li Shunjun, Peng Huatao ...............................................................1243
Innovative Construction of Blended Teaching Patterns of College English Online
Open Courses in the New Age
Feng Yali, Han Yue .................................................................1258
The Practice and Innovation of Task-Base Language Teaching
Lu Xiaoli, Ke Jianhua ...............................................................1265

Part 9
Investment, Corporate Finance and Corporate Governance

Financial Literacy and SMEs Performances; Mediating Role of Risk Attitude
Kulathunga KMMCB, Ye Jianmu, Weerathunga P.R ..................................1273
Information Disclosure, Executive Compensation Incentive and Analysts’ Earnings
Forecast Errors
Chen Yu, Zhang Youtang .............................................................1284
Media attention to the Impact of Earnings Management on Listed Companies
Ji Yayuan ......................................................................................1301
Replacing China’s Business Tax with Value-Added Tax Reform and Cost Stickiness:
Evidence from the Service Industry Firms
Hui Lili, Xie Huobao, Liu Xiaoning .....................................................1310
Evaluation and Analysis of Enterprise Investment Activities Based on Financial
Quality Perspective: Taking Haier as an Example
Xu Shiyi ng, Li Xinjie, Luo Xuan ........................................................1328
Comprehensive Financial Evaluation of Listed Biomedical Companies Based on
Factor Analysis and Cluster Analysis

Huang Ziyu                                                                                        1340

Empirical Research on Corporate Social Responsibility and TaxRadical: Independent Directors as Adjustment Variables

Li Zhouliang, Yu Shuang, Zhou Guoqiang                                                                  1349

Research on Information Disclosure Behavior of Listed Companies: Taking *ST Olefin Carbon as An Example

Zhu Hanlin, Wan Youqing                                                                                 1357

A Study on Foreign Direct investment and Economic Growth in China: The Role of Human Capital Development

Zhang Yuling, Wu Zihao, Brima Sesay                                                                     1372

Empirical Research on Financial Capability of Listed Companies in Northwest Five Provinces in China Under the Background of “One Belt and One Road” Strategy

Song Tianqi, Liang Shanshan                                                                             1379

A Study on the Influencing Factors of Financial Leverage: Taking Real Estate Industry as a Sample

Shen Jialu                                                                                               1391

A Study on The Impact of Accounting Conservatism on Corporate Debt Financing Cost from the Perspective of Environmental Uncertainty

Li Jiaying, Hong Hong                                                                                  1400

A Study on Carbon Accounting Information Disclosure of Listed Companies in China's Steel Industry

Ma Huizhi, Tang Miao                                                                                      1411

A Study on the Influence of Interest Rate Liberalization on Enterprise Investment Efficiency: Based on the Nature of Property

Dong Xueqin, Zhang Youtang                                                                              1422

A Research on the Contributing Factors of Cash Dividend Policy in Chinese Listed Companies

Huang Ziying                                                                                              1432

Media Coverage, Political Connections and Corporate Risk

Zhou Yi, Zhang Youtang                                                                                     1444

A Study on Public Demand and Optimization Strategies for University Libraries Based on Big Data from Search Index

Liu Nan                                                                                                   1461
Moderating Effect of Ratio of Independent Director on the Relation between Managerial Overconfidence and Enterprise Value
Dai Fei, Li Yan ................................................................. 1468
A Study on Strategic Change of Business Group Based on AHP: SWOT Method
Kang Liwen, Xu Xusong .................................................. 1477
A Novel Urban Traffic Tunnel Flooding Control Solution: Liquid Air Spray/Vaporization Based Icing and Natural De-Icing
Tang Li, Zhang Cunquan .................................................. 1487
Application of Scem-Ua Algorithm in Financial Modeling Analysis
Chen Yubing ................................................................. 1500

Part 10
Miscellaneous

Study on the Public Service Satisfaction Perception Structure and Its Differentials: Based on the Research Data from Tourism City of Guilin ASC, China
Zhang Rui, Wu Zhongjun, Yu Bo, Ning Yongli .................................. 1506
Evaluation Theory of the Core Competence of Art Design Industry Based on “Four-Three Structure” Model
Wang Jun, Zhao Yiran, Yang Zhixuan .......................................... 1520
Thematic Selection and Distribution in Management Academic English Writing
Xiao Xianming ............................................................... 1527
Evaluation of Wushu Tourism Synergic Development Based on Fuzzy Hierarchy Analysis
Yang Wei, Yi Peng ......................................................... 1536
A Research on Innovative Teaching Practice: A Net-based Case Study of Culture and Translation Course
Yang Jing, Wang Aijun*, Li Lahua ........................................ 1545
College Students’ Social Entrepreneurship: Status Quo, Determining Factors and Training Channels
Xiang Yongkun .............................................................. 1553

Study on Ideal and Faith Education Effectiveness of University Student Backbone Team Based on
Attitude Theory
Wang Xiao.................................................................1563
James Joyce’s Araby in Interarts Perspective of Chinese Classical Art Theories
Hu Min.................................................................1571
Original Family: An Analysis of the Key Factors Influencing the Ideological and
Moral Education of Adolescents
Cheng Gaojie............................................................1578
China Standards "Going Out" Strategy to Improve the International Discourse Power
of Chinese Enterprises: Take Infrastructure Construction as An Example
Mao Shishi, Chen Shu.........................................................1586
Analysis on the Mode of Medical Care and Pension Support in Rural Areas Based on
“Healthy China”
Wu Qian, Qiu Yinggui...................................................1594
Impulse Response Analysis of Collaborative Performance to Synergy Degree in
Comprehensive Design
Fang Jun, Wu Dingyuan, Zai Yue.......................................1601
Learning English and Learning about English: Some Thinking on Non-English Major
Graduate English Teaching
Wu Lan........................................................................1618
Research on Service Level Improvement Strategy of Basic Nursing Management in
College Hospitals based on PDCA Cycle
Yu Wen.......................................................................1627
Study on the College French Teachers’ TPACK Level and the Influence Factors under
the Background of "Internet + Education": Taking Wuhan Universities as the Example
Bai Yanyuan..........................................................1633
A Case Study on the Exhibit Ability of Popular Music in Museums
Lv Qingtian..........................................................1642
Analysis on the Reports of French Media on People-to-People Exchanges between
China and France
Zhang Rui.........................................................1648
Research on User's Requirement of Game Handle Products Based on KANO Model
Li Qiong, XuWei............................................................1656
Research on the Advantages of University Online Courses Based on
“Super Star Learning platform”
Zhan Wei…………………………………………………………………………1664
Investigation and Research on Community Property Management: Take a Certain District in Wuhan as an Example
Wei Minghua……………………………………………………………………1671
Research on the Entrepreneurship Intentions for Undergraduates in the background of “Mass Entrepreneurship and Innovation”
Liu Jia,Li Kai……………………………………………………………………1686
Inheritance and Innovation, Adjustment and Accumulation: On the Modernization Thinking of Chinese Traditional Culture from the Development of the Cultural and Creative Industry of the Forbidden City
Zhu Meifan, Ai Wenjing………………………………………………………1696
Exploration of the Constructing Mode of Talents in Colleges and Universities Based on Information Technology
YinYang………………………………………………………………………1706
Effectiveness of Social Work Intervention in Classroom Management of Moral Education
Zhang Xiaoxiao………………………………………………………………1713
Research on the Cultivation of Chinese College Students’ Global Competence from the Perspective of Internationalization
Lu Yan…………………………………………………………………………1723
Study on the Double-helix Coupling Interactive Mode and Realization Path of University Culture, Ideological and Political Education
Ma Jiaming, Li Qian, Zhang Sijie, Liu Xu…………………………………1732
The Differences of Chinese Vocabulary between Mainland China and Taiwan: A Case Study of Picture Book Title Translation
Jiang Fan………………………………………………………………………1739
A Study on the Path and Method of the Improvement of University Counselor’s Professional Ability
Yu Qinfang, Wang Meixia……………………………………………………1746
The Predicament of the Current Home-based Elderly Care Service in China and the Countermeasures for the Rule of Law
Xu Zhihua, Zhao Jing…………………………………………………………1754
The Discussion on the Curriculum Management of Undergraduate Voluntary Service in University
Chen Yinghua ........................................................................................................ 1762
The Research on the Delicacy Management of College Student Affairs
   Xiao Jianbo, Ma Ke, Cai Wenzeng ................................................................. 1772
Inheritance and Development of Craftsman Spirit from the Perspective of Cultural Confidence
   Han Lu, Chen Mengyun, Han Mingdan .......................................................... 1781
A Study of Pragmatic Vagueness in Chinese Officialdom Discourse
   Wu Qian ........................................................................................................... 1792
Study on the Influencing Factors and Mechanism of Residents Satisfaction in the Public Space of Urban Community Based on the Grounded Theory Analysis
   Tan Liman, Zhou Ling ................................................................................... 1798
On the Innovative Application of Micro-Media in Ideological and Political Education in Colleges and Universities in the New Era
   Lin Kai .............................................................................................................. 1809
Research on the Status Quo and Influencing Factors of Art Education in Science and Engineering Universities in China
   Li Fang ............................................................................................................ 1815
How to Develop Cultural Resources to Promote Sustainable Development of Cultural Industry a Case Study of Yellow Crane Tower, Wuhan Cultural Resources
   Qiao Juying .................................................................................................... 1823
Research on the Curriculum System of International Cooperation Training of Excellent Art and Design Talents
   Dai Fuxiang, Dai Bo ...................................................................................... 1831
Research on Process Management of University Students with Learning Difficulties: From a Survey of Management Status
   Wang Xiao ...................................................................................................... 1836