Content C

Lu Cai, Xiangyun Yu	Fuzzy comprehensive evaluation over the differences and similarities of financial and accounting functions in enterprises	9
Yafei Deng	The application of computer aided design in art and design	14
Sheng You	Research on university library information level measurement based on genetic algorithms and neural networks	19
Hongzhi Zhao	Explore application of hierarchical approach in College physics experiment teaching	23
Weiwei Li	The characteristics of immaterial society and its influence on the development of art design	27
Qian Zhou	Integrating intangible cultural heritage with instructional methodologies at vocational educational institutions - an exploration of instructions on the case of Kaifeng city and nearby	30
Xiaoxin Li	A Novel prediction model for champions' scores of men's 110- meter hurdle in Olympic Games	34
Jiangfeng Li	The comparison of the undergraduates' learning values on the basis of different educational systems	38
Hua Chen	The model research of the teachers' knowledge management support system based on Web	44
Hongte Chen, Li Zhang	Study on English MOOC online learning monitor system and model	47
Yuting Han	Study on arts online education of knowledge comprehensive evaluation model based on BPNN	52
Zhenhui Dong, Fang Liu	Study on tourism crisis alarming model based on data mining	57
Hua Sun	Research on digital marketing system data model based on cloud computing	62
Shanshan Chen	The research of English massive open online course based on virtual technology	67
Wei Liu	Investigation and prevention measures of the epidemiology of common sport injury in college physical education	71
Guangyu Peng	Research on the construction of teacher knowledge management support system based on WEB	74
Ai-hua Ye, Yin-e Chen	The research into the financial dynamic style using a state-space model	79
lia He	A research on RMB exchange rate based on big mac index empirical analysis	83
Dong Wang	Evaluation and development countermeasures on reverse logistics operations under E-commerce environment	87
Mu Mu, Jing Zhang	Teaching practice research of ideological and political classes based on the means of multimedia	91
Yan Ma	Analysis based on the teaching pressure and living pressure model of China's college teachers	95

	1	
Li Pan	An analysis of response coupling relationship between	99
	supply-demand inbound tourism flow drive and urban	
	destinations	
Chunhui Wang	Production of English vocabulary teaching courseware	103
	based on multimedia technology	
Long Chen	Mathematical theory development model in public	107
	sports education for university students	
Weiping Cao, Guangchun Zhou	Analysis on the application of Internet-based exercise	112
	prescription teaching method in PE class	
Jun Chen	Relationship between strengthening internet-based	115
	physical teaching and the improvement of excellence	
	rate of students' physique health tests	
Xiaoping Gou, Zhenqiang Xiong,	Feasibility analyzing for shoulder joint training device	118
Pingsheng Lu, Mingyu Yuan	promoting in primary and secondary schools	
YiChen Liu, Chunbo Li, Wensi Pei	Research on issues of endowment insurance for urban	122
	villagers in Shijiazhuang city	
Zhilei Zheng	Innovation of tennis teaching at College's PE major	128
	based on multiple intelligence theory	4.95
Xinghua Hu, Xiaoning Zhu, Bing Long	Control model of bus priority at signal intersection	132
	considering green loss equilibrium	
Jiaojin Ci	Efficient big data processing strategy based on	140
	Hadoop for electronic commerce logistics	4.45
Hui Song, Ning Zhang	Research on the impact of rural tourism on economic	145
× · · · · ·	growth and employment level based on VAR model	450
Yaqing Gu, Cong Guo	On the evaluation of sustainable development of	150
	marine economy based on AHP - a case study of the	
Lu Dei Cuenamina Li	New District in Zhoushan Islands	155
Lu Dai, Guangming Li	An improved degree measurement index based on the social network	122
Bing Zheng	Research on the design of B/S structure sports	160
	equipment rental system of school based on local	100
	fractional algorithm	
Qiuhua Xu	Research on a new membership functions based on	164
	fuzzy SVM	104
W.H. Chen	Power systems adaptability evaluation using neural	167
	network	107
Tao Lu, Xiaojun Zhang	Application research on long jump training and	173
	guidance based on data mining	
Yuhai Miao, Jing Chen	Predicting the High-rise building construction project	179
	safety risk based on QPSO-SVM model	
Lifang Tang	Microblog oriented user interest analysis and	183
	implementation in personalized information service	
Cai Hui	Optimal control strategy of rural medical insurance	189
	system based on elderly people's satisfaction	
Zhong Qi	Risk evaluation of oversea investment of Chinese	193
	enterprises based on fuzzy-AHP	
Juanying Yang, Xiaoyan Miao, Jun Yang	Research on several factors affecting the structural	198
	stability of lace material and clothing effect and its	
	solutions	
Binbin Yan	Study on public art design methods of metro space	201
	with Zhengzhou Metro line 1 as an example	
Jun Zhang	A study of the construction of teaching staff of He Nan	205
	private universities	
Xu Junjie, Wu Min	Convenient pickup point in e-commerce logistics: a	209
	theoretical framework for motivations and strategies	

Xue Zhao	One improved P2P electronic commerce trust model	214
Li Hua, Dou Shiting, Sun Qiubai	An Empirical study on affecting factors of stock	219
	returns based on the structural equation model-	
	manufacturing as the example	
Li Yanbin, Song Sihan,	Agricultural drought disaster risk evaluation in	223
Zhang Zezhong, Xie Ruyi	Guizhou	
Shoujun Chen, Kun Chen, Zhongfu Tan	A risk-reward balancing model of generation side and	229
	purchasing side based on optimized total risk-reward	
Guoliang Zhao, Guolin Zhao	Research on the key technology of urban planning	234
	virtual emulation system base on open GL	
Yang Yang	Optimization of shortest path of multiple	237
	transportation model based on cost analyses	
Jiujin Li, Fusheng Wang, Chang Xu	Earning quality, Venture capital and Firm value	242
Guoming Du	The fund input mechanism of compulsory education	248
	for migrant workers children in China: Guangzhou	
	evidence	
Xiaodong Wang	Integration of enterprise marketing practice and	253
	school education based on diversified network	
	teaching	
Weifeng Zhang	An analysis of psychological stress model of college	258
	students' employment	
Mei Ren	English vocabulary teaching based on multimedia	263
	technology	
Yingbin Shang	Application of SECI model in ideological and political	266
	education of university students	
Yanling Deng	Study on the application of context in college English	271
	translation teaching	
Jigang Zhao, Wei Song	Comparative study of traditional tennis teaching	274
	method and modern tennis teaching method	
Liu Jun	The competition pattern of World Olympic Winter	280
	Games and the achievement outlook of Chinese	
	superiority project	
Author's Index		285
Cumulative Index		286





