

Table of Contents

Research on preferential tax policies for new energy automobile industry under the background of reduction of taxes and fees	1
<i>Minxuan Zhong and Pengyun Wang</i>	
Some Reflections on the Direction of Development of Marketing Major	5
<i>Hua Zhang, Qishou Zou</i>	
Implementation effect and suggestions of environmental protection tax in Shanxi Province	10
<i>Yilin Wang, Xiaying Chen</i>	
Thinking about fairness and efficiency	16
<i>Fan Li, Shaoyan Lv</i>	
Research and Analysis on the current situation of foreign exchange risk management of transnational corporations in China	20
<i>Xinrong Liu, Lu Wang</i>	
Research on the Influence of Rural Human Capital on Rural Economic Growth	27
<i>Zixuan Zhang, Qirong Li, Xu Zhang</i>	
Analysis and Development Suggestions of International Forest Carbon Sink Projects—Based on VCS Project Considerations	35
<i>Min Huang, Ruicong Zhang, , Wenmin Huang</i>	
On the Ideas and Principles of Innovation System Construction in the Modern Agricultural Science and Technology and Angelica Sinensis Extension in Gansu Province	42
<i>Xiaojun Liu, Yapu Wang</i>	
Research on the Protection of Consumers' Rights and Interests in the Wechat Environment	46
<i>Zhe Tao</i>	
Economic Analysis of the Rechargeable Mortgage System	50
<i>Rongxin Zeng</i>	
Study on the Economic Growth Effect of Education Investment in Shaanxi Province in the Process of Urbanization	56
<i>Shao Zhiwei, Li Xingjun, Cheng Hongping</i>	
Research on Operation Mode of Construction Project Tracking Audit Based on Work Process	62
<i>Wang Ting</i>	

Research on Strategic Orientation of Liaoning Small and Medium Enterprises	67
<i>Zhang Dongzhe</i>	
Analysis of Consumers' Irrational Behavior in Internet Marketing Environment Introduction	73
<i>Lai Wang, Dong Xiao</i>	
Research on the Influence of Psychological Distance on Online Shopping Decision	78
<i>Xiang Gao, Yanxia Zhang</i>	
The Current Situation of the Director Remuneration Disclosure in China's State-Owned Listed Companies and Accountability of Problem Pay	83
<i>Yang Tianshu</i>	
Study on the Development of Characteristic Sports Tourism Industry in Henan Province from the Perspective of Swort Analysis	89
<i>Fangcheng Luo, Huizhen Wan</i>	
Research on the Path of Wushu Tourism Industry Structure Optimization and Transformation and Upgrade in Henan Province	96
<i>Huizhen Wan</i>	
Research on the Development Status of “Agriculture, Rural Areas and Farmers” in Loudi Economic and Technological Development Zone	101
<i>Chen Hui, Dou Zhen Jiang</i>	
Study on the Economic Consequences and Countermeasures of Equity Pledge of Private Listed Companies	107
<i>Xilan Yang, Huawei Luo</i>	
Study on the Fine Management in Oil and Gas Pipeline Construction	112
<i>Shengqiang Zou</i>	
Application Analysis of Intelligent Contract Based on Block Chain Technology in Labor Relation	116
<i>Feng Tong, Wang Qianhao, Liu Zhenxin, Wang Pengju, Yu Hongda</i>	
Research on Risk Management of Enterprise Annuity Fund	121
<i>Jing Zhao, Ping Li, Xiaoli Lv</i>	
Research on Project Management Collaboration Mechanism Based on Bim	125
<i>Chao Fan</i>	
A Study on the Investment of Securities Company's Stock Pledge Default Creditor's Rights	130
<i>Jiang Tao</i>	

Research on China Regional Economic Development and Labor Mobility	141
<i>Yangxue Wu</i>	
Analysis of Shaanxi Free Trade Area Construction Opportunities under the Background of “One Belt and One Road”	145
<i>Xinyao Wang, Weifeng Chen</i>	
Influence of Development Trend of Civil Aviation Transportation and Logistics Management on Economic Growth under the Background of Internet of Things	148
<i>Wang Mei</i>	
Research on Human Resources and Integration Theory of Small and Medium-Sized Enterprises	154
<i>Shunqiang Gong</i>	
Research on the Influence of Brand Marketing on Brand Relationship Quality Based on Brand Strategy	158
<i>Pengpeng Feng</i>	
Analysis of the Reasons for Suspension of Yunnan government’s Leading Funds	163
<i>Wen Gao</i>	
Reconstruction of the Times: Evolution and Characterization of Short Video Marketing Mode	167
<i>Yi Kui, Feng Wenhan</i>	
Research on Estimation of Flight Test Development Cost for Commercial Aircraft Projects	171
<i>Peng Yang, Wangfeng Fu</i>	
Optimizing Strategy of Goods Inventory Turnover in Pre-Warehouse Based on Dynamic Game Model	176
<i>Xue Yan, Zixuan Wu</i>	
Research on Community Purchase Competitiveness Based on Swot Analysis	186
<i>Xiuling Li</i>	
Enterprise Financial Investment Risk and Control Path Based on New Normal	191
<i>Xiaoli Wang</i>	
Research on Marketing Decisions Model of Enterprise Rapid Response Based on Supply Chain	196
<i>Kui Yang</i>	
Research on Comprehensive Evaluation of Enterprise Marketing Ability Based on Data Mining	200
<i>Kui Yang</i>	

Research on Psychological Factors of Consumer Behavior in Marketing Based on Brand Management	204
<i>Kui Yang</i>	
Interactive Research on Technological Innovation and Marketing Mode Innovation Based on Differentiated Management	209
<i>Kui Yang</i>	
Research on Marketing Ability and Its Performance Impact Based on Customer Value	215
<i>Kui Yang</i>	
Research on the Impact of “the Belt and Road” Strategy Implementation on China's Trade Pattern	221
<i>Dandan Ren</i>	
Analysis of the Impact of New Tax Policy on Small and Low-Profit Enterprises	226
<i>Yan Jin, Lin Lianhua</i>	
Suitability Analysis of Desert Tourism Development in Northern China	231
<i>Zhang Huaan, Qi Jingjing</i>	
Research on the Regional Choice of Tianjin Enterprises' Foreign Direct Investment	236
<i>Zifan Yang</i>	
Research on the Impact of Foreign Direct Investment on Chinese Regional Economic Growth Based on the Symbiosis Theory	241
<i>Lin Li</i>	
Research on Enterprise Internal Control Audit Based on Investor Information Demand	246
<i>Zhiyong Wu</i>	
Research on the Operation and Management of Farmer Specialized Cooperatives	251
<i>Wang Tengfei, Chen Yameng</i>	
An Analysis of Business Administration Mode in the Context of Economic Restructuring	256
<i>Zeng Junwei</i>	
Research on the Development of Red Tourism in the Context of New Urbanization	262
<i>He Wangfang, Wang Lihong</i>	
Research on the Mechanism of Virtual Experiential Marketing to Consumer Behavior	267
<i>Pinde Qin, Yanping Xu</i>	
Do Agency Costs Affect the Optimal Matching Grant Rate in a Model of Tax Competition with Labor Market Imperfections?	273
<i>Tong Yang</i>	

Exploration of Value Creation Path of Traditional Chinese Medicine Industry Chain in the “Internet” Era	281
<i>Chen Sun</i>	
Research on the Impact of e-Commerce Development on China's Foreign Trade	287
<i>Yanping Xu, Pinde Qin</i>	
Study on the Spatial Behavior Model of Macau Tourists	293
<i>Qi Zhang</i>	
Research on Perception Reality of Sports Tourists--a Case Study of Chinese Ski Tourists	312
<i>Zhijian Bai, Yang Zhang</i>	
Research on the Path of Rural Public Service Equalization under the Strategy of Rural Revitalization	318
<i>Liming Chen</i>	
How Do Online Reviews Impact Purchasing Decisions? --Mediation of Perceived Usefulness	322
<i>Yujie Fan, Yue Meng</i>	
Research on Personal Information Protection from the Perspective of Enterprises	327
<i>Jinlan Guo</i>	
Service System Design for New Retailing Beef under the Background of Food Safety Traceability	333
<i>Pengfei Jing, Ruibo Song, and Zengfu Wang</i>	
An Empirical Study on the Growth Impact of m & a on Agriculture-Related Listed Companies	339
<i>Wenjie Li, Jingwen Wang</i>	
The Analysis of Centrality for Stakeholders of Historical and Cultural Blocks -Taking Chengdu as an Example	344
<i>Tao Liao, Yuqiong Wang, Xuemei Zhang</i>	
Evaluation of Driving Force for Farmland Landscape Heterogeneous Formation in Northern Foothills of Qinling Mountains under the Background of Urban Expansion	350
<i>Shidong Liu, Binrui Xue</i>	
What's Exactly “Ventures' Betting on Performance”, the Couterpart of Equity Ratchet in China	356
<i>Yi Mei</i>	
Rational Analysis on Chinese Government's Purchase of Public Services and Its Performance Evaluation System	361
<i>Hongguang Wang, Xinyue Zhang</i>	

Development Status and Future Development Trend of Integrated Blasting Services in China	366
<i>Jun Yang, Xuemin Hu</i>	
Research on the Sustainable Development of Tourism Performance: a Case Study of Shaanxi Province	371
<i>Yuwei Yun, and Xingyu Liang</i>	
The Research on the Status and Development of Chinese Documentary Industrialization	376
<i>Xiaoling Yue</i>	
Analysis of Village Planning and Optimization of Human Settlement Environment under the Background of Rural Revitalization	381
<i>Zhu Wei</i>	
The Internal Relations and Strategic Docking of China's Free Trade Zone Services and the Belt and Road Initiative	386
<i>Li Lihui</i>	
The Misunderstanding between Legal Person and Limited Liability of Investors in Chinese Civil Law	391
<i>Yufei Shao</i>	
Research on Financial Support in Regional Economic Development of Shaanxi Province	398
<i>Yachen Shen</i>	
Does Stock Liquidity Enhance Small and Medium-Sized Enterprises Innovation?--Evidence from the China's Neeq Market	407
<i>Kaihao Lin</i>	
Research on the Matching of Technical Demands and Scientific and Technological Achievements of Electric Power Enterprises	419
<i>Yujing Gong, Guangkai Li, Sen Zeng</i>	
Study on the Standardization of Public Service System in Red Tourism Destination	424
<i>Ping Zhao</i>	
Impact of Inclusive Finance on Inclusive Economic Growth in the Eastern Coastal Areas--Empirical analysis based on the data of Lianyungang City	431
<i>Liyu Zhu, Yudi Chen, Weihang Jin</i>	
Research on National Park Emergency Supplies Management in Fuzzy Environment	438
<i>Zhichao Pan</i>	
Research on the Optimization of Equity Structure of Mixed Ownership Enterprises from the Perspective of Innovation	444
<i>Xinhong Wang, Shuanshuan Li, Fan Cao</i>	

Research on Enterprise Financial Risk Management in Financial Innovation Environment	450
<i>Chanyuan Liu</i>	
Viewing the Exploitation of the Audience in the Online Advertising Market from the Perspective of Digital Labor	454
<i>Xi Luo</i>	
Application of Mathematical Modeling Method in Small and Medium-Sized Enterprises	459
<i>Yishuai Tian, Qiyang Zhang, Tengweng Weng</i>	
Exploration and Practice of Bilingual Course Teaching in Independent Colleges under the Background of International Cooperative Education	463
<i>Jing Xu</i>	
Research on Optimization and Innovation Strategies of Supply Chain from the Perspective of Cross-Border Electronic Commerce	468
<i>Anmei Zhang</i>	
Rent Price Dynamics of Airbnb in New York	472
<i>Yongqi Li, Silei Xie</i>	
Optimal Management of Urban Rail Transit Operation	476
<i>Gao Xihe</i>	
Research on the Profit Model of Online Travel Websites -- Taking Ctrip as an Example	480
<i>Sun Lei</i>	
On the Function of Pmo Engineering Construction Project Management Business	484
<i>Zhou Zihan</i>	
A Study on the Transformation of Japan's Economic Growth Mode and the Sustainability of Economic Growth in East Asian Countries	488
<i>Luyang Zhang</i>	
Gravity Business Model Affection of One Belt – One Road Initiative	494
<i>Marja-Liisa Tenhunen, Jun Chen, Shiyan Xu, Chenyang Zhao</i>	
The United States-China Trade War: How the Future is Going to Evolve Based on the Past	501
<i>Shuyi Li</i>	
Keynes Meets Adam Smith: the Different Behaviors of Manufacturers under the Two Theories When Supply Exceeds Demand from the Perspective of 4p and 4c	508
<i>Yang Li</i>	

The Realistic Dilemma and Safeguard Mechanism of Double Subjects in School-Enterprise Cooperation in Colleges and Universities	514
<i>Qide Lin</i>	
On the Cultural Integration in University Enterprise Cooperation	521
<i>Qiang Liu</i>	
Research on Agricultural Industrialization Development and Government Public Service Countermeasures in New Urbanization Process	527
<i>Yue Qu</i>	
Research on Intelligent Risk Characteristics and Management of Commercial Banks	532
<i>Suchao Sun</i>	
Rural e-Commerce Business Model and the Evolution Analysis	539
<i>Li Zhao</i>	
Investigation and Research on the Employment of Rural Non-agricultural Population	544
<i>Guoli Qu, Shuang Ma, Bingyue Sun, Cong Liu</i>	
Analysis and Research on Modernization and New Development Trend of Economic Management	548
<i>Huiwen Tan</i>	
Discussion on the Financial Management Model under the New Accounting System	552
<i>Yan Yawen</i>	
Constraints and Solutions to the Implementation of Targeted Poverty Alleviation Policies in Vocational Education-Analysis Based on the Process Model of Policy Implementation	557
<i>Kun Yang</i>	
Constraints and Solutions to the Implementation of Relocation Policy from the Perspective of Equity-Investigation and Research Based on Q County	563
<i>Xiaoli Zhang, Kun Yang</i>	
Discussion on the Influence of Computerized Accounting on Accounting Work	568
<i>Qian Liu</i>	
Analysis and Research on the Investment Risk of Chinese Enterprises in Southeast Asia	573
<i>Jiang Bingqing</i>	
Analysis on the Status and Application of Urban Planning in the Market Economy System	577
<i>Song Jingxin, Zhao Xueyao, Ren Xueyu, Xing Congyun, Zhang Yusha</i>	
Research on the Development Trend of Cross-Border Integration of Sports Training in the Context of the Internet	580
<i>Chen Han, Chen Lu, Lin Jiali</i>	

Study on the Development and Practice of B&B in Rural Tourism Planning	583
<i>Zhizhen Luo</i>	
Research on Construction and Evaluation of Online Tourism Assets Based on Content Analysis	587
<i>Shujuan Chen</i>	
Research on the Optimization of Heilongjiang Ice and Snow Sports Industry	592
<i>Baofa Ma, Dachun Zhang</i>	
Analysis on the Development Strategy of Heilongjiang Ice and Snow Sports Industry	597
<i>Baofa Ma, Dachun Zhang</i>	
Problems in the Inspection of Agricultural Product Quality and Safety and Analysis	602
<i>Li Xiaoli, Zhang Yanan</i>	
Design of Talent Development Path in Guangdong Province under the Background of Innovation Drive	606
<i>Chen Junmei, Wang Yanhong</i>	
Discussion on Strengthening Road Traffic Management by Public Security Organs	611
<i>Mu Xiaoyang</i>	
The Path and Countermeasures of Rural Tourism Sustainable Development Based on "Internet Plus"	616
<i>Zhang Deping</i>	
Research on the Development Strategy of SME Network Marketing in New Media Environment	620
<i>Lin Luyuan</i>	
Research on Human Resource Cost Management and Control in Hotel from the Perspective of Value Chain	624
<i>Wang Ruhang</i>	
Research on the Innovation of Police Command Center in Urban Rail Transit	628
<i>Zhou Nan</i>	
An Analysis on the Upgrading of the Management Strategy of Star Hotels in the Background of Low Carbon Tourism	633
<i>Ma Jin</i>	
Comparison and Application of Activity-Based Costing and Traditional Costing	638
<i>Sun Guangyi</i>	
Research on the Construction of Tourism Hotel's Product and Service System under the Background of Internet Plus	642

Jiang Hong, Zhong Wei, Sun Yuqin, Zhao Lili

The Strategy Analysis of "Belt and Road" Core Cities on Trade Technical Barriers 646

Ding Xingzheng

An Analysis on the Path Optimization of the School-Enterprise Sports People under the Context of the Community of Interests 650

Liang Pengju

Study on the Development Trend of China's Agricultural Economy under the Belt and Road Background 655

Ye Huiling

Research on Risk and Prevention of Tax Planning for Small and Medium Enterprises in the Internet Age 659

Gu Ruipeng

Research on the Institutional Mechanism of Ecological Economy and Green Economy Development 663

Li Zhuoya

Construction and Application of Accounting Framework for Financial Integration Management in the Context of Internet 668

Ouyang Chunyun

Optimization and Application of Marketing Model under New Media Platform 672

Peng Wenyan

Research on Causes and Countermeasures of Existing Problems in Tourism Marketing System 676

Niu Wei

The Interpretation and Design of Investment and Capital Operation in Special Town 680

Cao Ting

The Orientation and Approach of Rural Tourism Development from the Perspective of Experience Economy 684

Xu Chunbo

On the Development and Development of Tourism Cultural Resources Based on Rural Characteristics 688

Zhou Yujie

Research on the Development of Tourism Culture Based on the Construction of Beautiful Countryside 693

Zhu Aifang

An Empirical Study on China's Financial Development and Economic Growth	698
<i>Fu Yan</i>	
A Study on the Promoting Effect of the Capital Construction of Enterprise Dynamic Management on the Employee's Sense of belonging	703
<i>Song Wei</i>	
Evaluation and Analysis of Anti Risk Repayment Ability Based on Business Loan Data of Small and Medium-Sized Enterprises	708
<i>Xiao Yi, Zhu Xiaoping</i>	
Research on the Development of Smart City and the Innovation of Internet of Things Industry in the Era of "Internet +"	713
<i>Qian Yu'e</i>	
Looking at Life form Marketing from the Difference of Consumer Behavior	718
<i>Zhu Xiaofang</i>	
Stock Price Volatility, Financing Efficiency and Default Risk of Corporate Debt	722
<i>Cao Ting</i>	
Research on Enterprise Financial Management Ability System Based on EFA Method	727
<i>Zhu Jinhuan</i>	
Research on the Brand Promotion Path of Micro Enterprises in the Era of Media Integration -- Taking the Intellectual Property Rights of Biao Dust as an Example	732
<i>Wenping Wang, Congcong Zhuang</i>	
Analysis on the Current Situation and Countermeasures of the Development of Cross-border E-commerce in Small and Medium-sized Foreign Trade Enterprises under the "Internet Plus"	736
<i>Zhaowen Yuan</i>	
A Study on the Sustainable Development Mechanism of Small Towns With Sports Characteristics in Liaoning Province Under the New Development Concept	741
<i>Jinjuan Wang</i>	
Research on the Problems and Countermeasures of the Standardization Construction of Intelligent Logistics	746
<i>Xiubin Chen, Juan Lu, Yuenong Dai</i>	
Analysis of the Project Information Management Mode Based on BIM Technology	750
<i>Chunyao Deng</i>	
The Current Situation and Development Trend of Automobile Sales Mode Under The Strategy of High Speed Development of Big Data	755
<i>Donghui Wei, Chaohua Chen</i>	

On the Current Situation and Development of E-Commerce Marketing of "Fashion Online Red"	759
<i>Feng Chen</i>	
Research on the Innovative Development Mode of Online Travel Service Industry Under the "Internet +" Environment	763
<i>Yuting Yi</i>	
Positioning and Transformation of Government Functions in the Context of Socialist Market Economy	768
<i>Qin Fan</i>	
The Optimal Pricing Strategy of The Bundling Sale of Retail Enterprises Under the Dual Ability	773
<i>Hong Cheng</i>	
Value Analysis of Human Resource Management in Small and Medium-Sized Enterprises From a Multidimensional Perspective	778
<i>Jin Peng</i>	
Research on the Operation and Development of E-Commerce Rural Poverty Alleviation Model	782
<i>Canjun Feng, Tiangao Zhu</i>	
Silk Road Economic Belt in Promoting the Development of Regional Tourism Economy	787
<i>Wei Zhang</i>	
Cross-Border E-Commerce Service Supply Chain Risk and Optimization Analysis	792
<i>Xiaoying Zhong</i>	
Thinking on the Financial Strategy of Tourism Enterprises Based on Risk Control	796
<i>Ji Yang</i>	
The Impact of Cross-Border E-Commerce Development on China's Traditional International Trade Under the New Normal of Economy	801
<i>Xi Yang</i>	
An Empirical Analysis on the Change of Commodity Circulation Channel Based on E-commerce in International Trade	806
<i>Wenji Wei</i>	
Problems and Analysis of Accounting Information Disclosure in China's Insurance Industry	810
<i>Junhua Luo</i>	
Application and Research of Business English in Modern Cross-Border E-Commerce	815
<i>Huiyi Liang</i>	

Fresh Cold Chain Logistics Enterprises to Intelligent Logistics Platform Enterprise Transformation and Upgrading and Innovation Development	820
<i>Yaqi Li</i>	
The Strategy of Transformation from Traditional Logistics to Modern Supply Chain Management	825
<i>Xu Wang</i>	
Logistics and Supply Chain Management Practice and Innovation	830
<i>Xu Wang</i>	
Regional Economy and Influencing Factors of Graduates' Employment Flow	835
<i>Juanjuan Cheng</i>	
Research on the Application of Enterprise Management Accounting in the Age of Intelligent Accounting	840
<i>Liang Zhu, Yan Liu</i>	
Risk Control and System Paradigm of Nonlinear Financial System Based on Chaos Theory	845
<i>Wenjun Shi, Yanfeng Ding, Qiaoling Chen, Guoliang Cai</i>	
Analysis of Financial Sharing Services on Financial Management	850
<i>Ying Wang</i>	
The Possibility and Regulation Path of Block Chain + Cross-Border E-Commerce	855
<i>Jun Yang</i>	
Research on Innovative Methods of Public Administration in Big Data Era	859
<i>Zhihua Chen</i>	
A Study on the Innovation and Entrepreneurship System and Its Implementation Path in Guangdong Province under the Background of Rural Revitalization	864
<i>Hanxue Yan</i>	
Development Trend and Strategy of Agricultural Modernization in Western Region Under the Concept of Green Development	869
<i>Xin Ma</i>	
Research on Security Management Strategy of Power Dispatching Operation in New Situation	874
<i>Haijiang Wu</i>	
Research on Innovation and Development of Digital Culture Industry in New Era	879
<i>Puhong Qin</i>	

Research on Innovation of Strategic Human Resource Management in Guangdong Province under the Background of Guangdong-Hong Kong-Macau Greater Bay Area Construction	884
<i>Yonghua He</i>	
An Analysis on the Current Situation and Development of Financial Management in Tourism Enterprises	889
<i>Long Jin</i>	
Discussion on the Risk Analysis and Prevention of the EPC Model of University Infrastructure Project	893
<i>Fangyan Yu, Na Xiong, Liang Chen</i>	
Research on Internal Audit of Enterprises under Modern Risk-Oriented Audit Mode	897
<i>Xiaoshi Dai</i>	
Discussion on Financial Management Path in the Context of Internet +	900
<i>Senqin He</i>	
On the New Trend of Financial Accounting and Management in Internet Age	904
<i>Nian Chen</i>	
Research on the Integration of Rural Tourism and Cultural and Creative Industries in the Context of Global Tourism	907
<i>Xin Wei</i>	
A Study on the Influence of Consumers on the Experience in the Process of E-Business Enterprise Trust Preservation	912
<i>Zhanhao Yin</i>	
Research on the Community Management Model of “Three Social Associations” from the Perspective of Institutional Theory	916
<i>Wei Hong</i>	
Discrepancies and Coordination between Financial Accounting and Tax Accounting	920
<i>Yan Hou, Ziyang Yuan, Wanxin Ma</i>	
Moral Perception and Consumer Perspective of Enterprise Marketing Behavior	924
<i>Wan Liu, Zhongxiang Zhao</i>	
Research on the Sustainable Development Path of Rural Tourism in Shaanxi Province	929
<i>Xiaoli Liu, Zhongxiang Zhao</i>	
A Study on Economic and Trade Development between China and Eastern Europe in the Context of Belt and Road	935
<i>Bowen Li</i>	

An Empirical Study on the Key Success Factors of Enterprise E-commerce Strategy Implementation	939
<i>Xiaodong Li</i>	
A New Theory of Accounting Control -- Research on Accounting Real-time Control	943
<i>Chai Yan</i>	
Preliminary Study on Environmental Accounting Information Disclosure of Listed Companies	948
<i>Mengjuan Duan</i>	
The Transformation of Leisure Agriculture and Rural Tourism under the New Normal of Internet	953
<i>Lijuan Wang</i>	
Industrial Integration and Six Industrial Development in Rural Revitalization Strategy	957
<i>Weiwen Wang</i>	
Study on the Problems and Countermeasures of Informatization of Financial Management in Chinese Group Enterprises	961
<i>Hongai Su</i>	
Financial Development and Economic Growth: An Empirical Analysis Based on China	965
<i>Weibiao Huang</i>	
How "Smart City Management" Shows Wisdom	969
<i>Lujian Huang</i>	
Research on Human Resource Management Model Based on New Business Sharing Economy	974
<i>Dunzhen Sun, Hongyang Shi, Huimin Ma</i>	
Research on Marketing Strategy From the Perspective of Value Chain	979
<i>Hong Cheng</i>	
Analysis on Risk Characteristics and Countermeasures of Human Resources in Pharmaceutical Enterprises in the New Period	983
<i>Dunzhen Sun, Hongyang Shi, Huimin Ma</i>	
A Study on the Spatial and Temporal Difference of Inbound Tourist Flow and Fluid in Different Cities in Xinjiang	988
<i>Wenxia Tang, Xiaoyu Yuan</i>	
Discussion on How to Strengthen the Integration of Industrial Economy and New Media	992
<i>Xiangqi Qiu</i>	

Dynamic Panel Analysis of the Impact of Consumption Environment on Rural Residents' Consumption Growth	997
<i>Jianjun Zhu</i>	
The Development Path of Economic Ecology Based on Marx's Ecological Economy Thought	1001
<i>Qin Fan</i>	
The Factor Endowment and Layout of Canal Sports Culture Industry	1006
<i>Hu Hongquan</i>	
Institutional Revolution in Government Managing Economy	1010
<i>Gan Liyong</i>	
Research on Interactive Design of Office Meeting Products Based on user Experience	1014
<i>Tang Lan</i>	
Analysis on the Market Positioning of Luxury Autos Marketing Strategy under the Chinese New Consumption Upgrading—taking the Case of Bentley Continental GT	1019
<i>Minqiao Hu, Shuang Qiu</i>	
Study on Green Development Path of Southern Shaanxi Characteristic Industry under the Strategy of Rural Revitalization	1025
<i>Baoguo Yang</i>	
On the Innovative Thinking of the Modern Product Digital Prototype Display Design	1029
<i>Han Jie, Wu Qiong</i>	
Model Selection and Optimization of Social Forces' Participation in Rural Leisure Tourism Development	1033
<i>Bai Yang</i>	
An Analysis of the Economic and Ecological Effect on the Management of Livestock Waste Resources	1038
<i>Aimin Zhu</i>	
The Restricting Factors and Realization Path of the Economic Development of Ethnic Minority Sports Tourism in China	1042
<i>Cao Chong, Xue Jinxia, Liu Dejun</i>	
Analysis of Urban Fine Management under the background of Smart City	1046
<i>Huang Lujian</i>	
A Study on the Changing Trend of Consumption Structure in the Economic Belt Around the Capital	1051
<i>Qin Jian</i>	

Research on Optimization of Ice and Snow Industry Cluster Structure Based on Human Capital Theory	1056
<i>Yang Wang</i>	
Research on Inclusive Finance and Economic Development from the Perspective of “Internet +” Industry——Empirical Test of Panel Data Based Threshold Regression Model	1061
<i>Guo Qianqian</i>	
The Influence of Fiscal Tax on the Development of Market Economy under the New Situation	1067
<i>Fan Yang</i>	
The Construction of Human Resource Performance Management System: A Perspective of Competence Model	1072
<i>Lingyun Yang</i>	
Rural Tourism E-Commerce Development and Network System Construction	1076
<i>Zhanhao Yin</i>	
Research on Innovation of New Media Marketing Strategy under Internet Plus	1080
<i>Xiaotong Yu</i>	
A Study on the Influence of Financial Literacy on Farmers'Lending Behavior	1084
<i>Aihui Zhang</i>	
Research on the Application Value and Strategy of Sports Marketing in Enterprise Brand Strategy	1088
<i>Jian Zhang</i>	
The Harmony of Western Paradigm and Real Country of Transitional Economic Law	1092
<i>Wei Zhao</i>	
On the Coordinated Development Path of Urban Agglomerates in Northeast China	1096
<i>Hongtao Cao, Qian Zhang</i>	
Empirical Analysis of Factors Affecting Cross-Border E-Commerce Customer Experience	1101
<i>Cong Jing</i>	
Research on International Marketing Innovation Strategy under the Background of Economic Globalization	1106
<i>Anmei Zhang</i>	
Credit Risk Evaluation under Supply Chain Finance Mode	1111
<i>Wenxia Ma</i>	

Analysis of Marketing Strategy in Hotel Management	1117
<i>Xu Yaqiong</i>	
Thoughts on the Classification and Treatment of Rural Garbage under the Strategy of Rural Revitalization: a Case Study of Guli Street, Nanjing	1122
<i>Yan Ji, Yingying Shi, Shidan Wang</i>	
Research on the Regional Economic Situation of Jinjiang, Fujian	1126
<i>Yingying Shi, Guanping Chen, Huashi Jiang</i>	
Problems and Countermeasures in the Operation of Suning E-Commerce Platform	1131
<i>Xiaoqin Yu, Yue Li</i>	
Whether Fixed Investment in Cities Can Still Boost Urban Economic Growth	1136
<i>Ruilin Xie</i>	
Evolutionary Game Research on Information Collaboration of River Chief Management Platform from the Perspective of Information Supply Chain	1149
<i>Zhongyao Cai, Qianqian Xiao, and Yadong Jiang</i>	
The Analysis of Tesla's Competitive Strategy for the Chinese Market	1158
<i>Rongkai Dai</i>	
Prediction of Sse Composite Index Based on the Markov Model Weighted by Macroeconomy on Sliding Window	1167
<i>Keyan Liu</i>	
The Review of Fama-French Asset Pricing Model	1177
<i>Rong Qi</i>	
Analysis and Experience Reference of the Characteristics of Animation Industry Policies in the United States, Japan and South Korea	1183
<i>Xinhang Ge</i>	