Abstract Book for ICEM 2015 (Economics and Management)

ICEM-A100
Construction of the Financial Early Warning System of Risk of Enterprises
Song Wang, Fenfen Fu

Abstract. The outburst of the financial crisis of the summary causes enterprises to be fierce in economic competition, under the complicated financial environment, because enterprise's operator manages improperly, cause enterprises to fall into the financial crisis. So enterprises need to set up the effective financial early warning system of risk, go to resist the financial risk. The financial early warning system of risk can predict whether enterprises fall into the financial crisis, send out the alarm before the crisis comes, in order to let enterprise's administrator take measures in time, offer the good development environment for enterprise. This text has summarized the research background and meaning of the financial early warning system of risk briefly, comb domestic and international relevant documents, gather the relevant concept of financial risk prewarning, take listed company of manufacturing industry as an example and structure a set of financial early warning models of risk and examine it, prove that it is helpful to enterprises to structure the early warning system of the financial affair.

ICEM-A101
Based on the Method of "Entropy - Multiple Regression" to Evaluate the Level of Urbanization in Hubei Province
Hai Lan, Lingli Zheng

Abstract. As the proposing of the new concept of urbanization, the level of urbanization has come into focus among society and researchers because the traditional calculate means of urbanization level had ignored the population, economy, and the social development in the process of Urbanization. Therefore, this paper will establish Comprehensive measuring index system for urbanization level under from the point of view of economy, population and society. In a word, it is not only helpful for Hubei to Choose the focus of its development and realize the upgrade of industrial structure but also meaningful for its sustainable development of provincial economy by making a comprehensive assessment on the Urbanization level of Hubei.

ICEM-A103
Research on the Old Human Resources Development in Beijing
Xiuyun Gong

Abstract. With further deepening of the population aging degree, older human resource development is particularly important. According to all previous census data and the labor market supply and demand analysis, aged people over the age of 45 are greater demanded by employers currently, the education and skills of many elderly people can meet the demand of employers, and old people are in good health, so the older human resource development is feasible. At last, it puts forward the
countermeasures of older human resource development.

ICEM-A105
An Empirical Analysis on the Impact of FDI on China’s Environmental Pollution
Xudong Deng, Hanli Zhang, Hai Lan
Abstract. It uses EVIEWS 6.0 software, combined with China's the number of foreign direct investment, "three-capital" enterprises and industrial "three wastes", to build a regression model. It is concluded that within the scope of the industry, the number of foreign-funded enterprises and caused certain negative influence to China's environment.

ICEM-A106
The Research of Companies’ Technological Competitiveness Based on Patent Literature
Zhengbin Chang, Ning Ma
Abstract. Through this research, we want to know about the companies’ technological competitiveness in nanotechnology industry. Using companies' competitiveness model, based on patent analysis, we did statistical analysis. Hong Fu Jin Precision Industry (Shenzhen) Co., Ltd. has more advantages in Number Index (N), Quality Index (Q), and Value Index (V), so the company's technological competitiveness is highest, which is related to this company's position. This framework and companies’ technological competitiveness index could help policy makers to understand the contribution of nanopatents to the development of companies.

ICEM-A107
Influencing Factors Study on Young-Middle-Elderly Re- Employment Status
Xiuyun Gong
Abstract. The young-middle-elderly re-employment is an important influence on old people life and the work. Using sampling survey data of the 16 boroughs of Beijing, this paper analyze the young-middle-elderly re-employment influencing factor. First of all, through the cross table it describes the basic features of the re-employment of the young-middle-elderly, then test significant of each factor by the multi-variable Logistic regression, finding age, gender, health status and pension are obvious, the number of children, educational level of re-employment are not significant.

ICEM-A110
An Analysis of the Impact of Information Services on Tertiary Industry
Daxia Cai, Li Yang
Abstract. This article estimates the leading role and influence path of information services on tertiary industry in the panel of 18 cities in Henan Province in 2005-2012. We develop appraisal index systems, FE model and path analysis to predict our empirical identification. It verifies that the impact of information services on tertiary industry is significant and positive. The priority of developing information services is
an optimal choice to promote the rapid growth of tertiary industry. Then, proposing
development strategies accordingly.

ICEM-A111
The Theory, Application and Development of Financial Engineering
Xiaojin Geng, Shenggang You, Yanting Wu
Abstract. Financial engineering is a discipline emerged in the late 1980s and early
1990s. The domestic and foreign scholars have not yet formed a unified and clear
understanding of financial engineering due to its short development time. In this paper,
the concept, theory, application of financial engineering is studied. It hopes to form a
more clearly understanding of financial engineering. Then the development of
financial engineering is discussed according to the problems that exposed in the

ICEM-A112
Anti-poverty Strategy of Chinese Special Poverty Areas Based on Resources
Matching
Yuanyuan Zhou
Abstract. Chinese special poverty areas are obviously different and poverty factors
are complex, so the traditional ways of helping the poor cannot be removed from the
fundamental causes of poverty. This paper attempts to start from resource matching,
the shortage of resources in poor areas and the existing contiguous poverty alleviation
manner analysis, to conduct in-depth investigation of poverty stricken areas of
poverty alleviation strategy, and puts forward the corresponding suggestions to bring
people completely out of poverty.

ICEM-A113
The Impact of Workplace Ostracism in the Knowledge Economy Era
Jing Yang, Juncheng Guo
Abstract. There are still no convincing conclusions on the effect of workplace
ostracism in previous study. So we try to compare the relationship between workplace
ostracism and the positive/negative part of employee behavior to solve this problem.
Specifically, based on 571 survey samples collected through several southern
provinces in China, this paper empirically investigates the role workplace ostracism
plays in the behavior of employee silence in the era of knowledge economy.
Meanwhile, it explores the function of moderator in task interdependence which is
widespread nowadays. There are two research findings of this paper: (1) workplace
ostracism has a significantly positive impact on the behavior of employee silence, and
ostracism does more harmful than good to the survival and development of
organization; (2) task interdependence moderates the relationship between
workplace ostracism and acquiescent/defensive silence. To be more specific, the
higher the task interdependence is, the stronger the impact of workplace ostracism on
employee acquiescent/defensive silence is.
ICEM-A114
Xuezhi Qin, Yu Song
Abstract. This paper proposes an ES-TV parametric model, based on the generalized Pareto distribution, to improve the measurement effectiveness of extreme financial risk. This model has two main advantages: it describes the extreme financial risk more comprehensively by additionally measuring the tail volatility of some assets’ extreme losses; it firstly introduces the generalized Pareto distribution with low demand of the data to deduce the distribution function of the extreme risk represented by ES. Besides, taking the loan portfolio management of some branch of bank X as example, this paper further shows that the ES-TV parametric model follows a common law that the benefit is positively related with risk.

ICEM-A115
An Analysis of Belle Group’s Whole Process Management Model
Hongshan Zhao, Xiaoye Li
Abstract. Within the Footwear industry in China, the multistage agency system of Nike has given rise to over-competition and weak performance in fast response. While Belle Group’s didn’t adopt the same system. The author firstly analyzes the essence of the whole process management model; then explore the responsibility assignment and cooperation in the whole process management model from four different aspects; and finally concludes the inheritance and continuity of the whole process management model.

ICEM-A116
Analysis on the Market Framework of Chinese Online Video Industry
Jing Liang
Abstract. Under the surface of prosperous development, the online video industry in China still face with many problem; the biggest is the firm living beyond its income, so the firms must find a better way to deal with their related market players. The paper used six forces interaction model to analyze the market situation of the industry, then proposed the competition state and possible cooperation chances of online video firms with related forces.

ICEM-A118
Product Management Based on Economic Analysis on Homogeneity of Travel Company in China
Yang Zhao
Abstract. In the light of the phenomenon of product homogeneity in tourist industry, this paper analyses the intrinsic mechanism of price competition of travel company with Hotelling Model and indicates that only differentiation competition strategy can avoid low-price competition effectively. The paper gives suggestions for implementing differentiation strategy that only after travel companies have known the market in full detail and grasped the chance of industry upgrading effectively, which includes adding innovation elements into products, creating and guiding consumption,
cementing differentiation with brand recognition.

ICEM-A119
Sustainable Research and Evaluation on Tourism Resources of the Jingpo Lake Scenic Area in the Context of Low-carbon Economy
Jing Sun, Chao Ma
Abstract. Located in northeast China with distinctive four seasons and mild climate, the Jingpo Lake Scenic Area boasts abundant tourism resources and unique scene. Attractions often visited by tourists include the Jingpo Lake, the largest alpine barrier lake in China, and underground volcano forest as well as Diao Shui Lou Waterfalls. However, the area is suffering environmental pollution and destruction in the course of tourism resources exploitation. This paper aims to discuss the new mode of tourism resource exploitation based on the low-carbon economy theory by analysis on the problems in the process of tourism resources using of the Jingpo Lake Scenic Area. The final goal is to promote the sustainable development of tourism resources in this area and increase the productivity of tourism resources using.

ICEM-A120
The Empirical Research on the Role of Offshore Market in the Process of Currency Internationalization
Honghong Wei
Abstract. As china plays an increasingly vital role in the world economy, promoting the international use of its currency-the RMB, becomes the main concern of China. The development of offshore market is an essential part in the process of the currency internationalization both from the perspectives of historical experience and realistic significance. This paper firstly analyzes the influence of the development of offshore market on currency internationalization theoretically. Moreover, the paper selects relative data of US Dollar, Euro, Japanese Yen, UK Pound Sterling, then a panel data model is established to prove that there is a long-term co-integration relation between development degree of the offshore market and the currency internationalization level. It also proves that the development of offshore market supports the currency internationalization. Lastly, a conclusion is drawn and its implication for RMB is stated.

ICEM-A123
Research on Performance Evaluation of China's Social Security-A Case Study of Chongqing
Yougen Li
Abstract. Construction of a scientific performance evaluation (Referred to as PE) system of social security is a prerequisite for achieving the social security system optimization. Starting from the concept of PE, this paper reviews the PE of several operational processes; then, build a systematic and scientific PE of the social security system through factor analysis and analytic hierarchy; finally, the evaluation system model used to measure the level of performance evaluation Chongqing Social Security
during 2008-2012. Empirical analysis shows, 2008-2012 Chongqing Social Security system PE level basically maintained at between 0.69-0.60, the overall evaluation concluded that the basic qualification.

ICEM-A125
Study on the Relationship between Technology Innovation and Regional Economic Growth
Haiting Liu
Abstract. Technology innovation plays an important role in promoting the regional economic development. On the basis of summarizing the predecessors' research results, this paper qualitatively analyzed the mechanism of technology innovation to promote regional economic growth. Firstly, the paper analyzed the positive influence to the regional economic development of technology innovation from macroscopic level. And then, revealed the micro mechanism of technology innovation to promote the regional economic growth. Finally, an interactive model containing the technology innovation and the regional economic growth is established, pointing out that technology innovation is the fundamental strength to promote industrial upgrade and the development of regional economy, and the regional economic development provides innovation environment and innovation network for technology innovation through the agglomeration effects.

ICEM-A127
Research on Constructing Travel Service Operator Occupational Ability Appraisal System under Industrial Transforming Circumstance
Ying Zhang
Abstract. Tourism industry needs to find the occupational ability characteristics of travel service operator and promote the tourism industrial transforming and upgrading with the implementation of Tourism Law. According to the career of occupational novice, proficient and expert on the basis of tourism, psychology and tourism law theories, which combines specialization, networking and personalized tourism developing background, constructing occupational ability training appraisal system, and applying into the training system, which play an important role in travel service operator recruitment, nurture and evaluation, as well as are beneficial for improving the operator quality and positive development of tourism industry.

ICEM-A129
Analysis on the Interaction between the Social Management and the Construction of Ideology and Morality
Fengjiu Liu
Abstract. The social management and the construction of ideology and morality have important strategic position in the national rejuvenation, and the two have a common human nature, universality and integration. Social management is the effective carrier of moral construction, and conversely the construction of ideology and morality is an important impetus of social management.
ICEM-A130
Do Independent Directors with Industry Expertise Affect the Stock Price Synchronicity –Based on the Perspective of Business Complexity
Bin Zhang
Abstract. Chinese listed companies are authorized discretionary power as to whether or not employing independent directors with expertise, which is a good opportunity to investigate governance effect of board of directors with professional background. From the prospective of information transparency, this research analyzed the possibility for industry experts to efficiently release special information under complicated business environment, and provided the following empirical evidence: Industry-specialized independent directors impaired the positive correlation between business complexity and stock-price Synchronization. The conclusion will serve as evidence of relationship between professional background of board of directors of Chinese companies and supervision effect.

ICEM-A132
Empirical Study on Differentiating Factors of Capital Structure of China's Manufacturing Listed Companies
Xianyi Zhou, Yang Li
Abstract. This paper analyzed differentiating factors of China's manufacturing listed companies, from 2008 to 2012, based on company size, profitability, liquidity and growth, using 0.4 and 0.6 as critical points of asset-liability ratio. The results showed that liquidity is the most significant factor when asset-liability ratio is less than 0.6, and profitability is the most significant factor when asset-liability ratio is greater than 0.6. Additionally, profitability and growth presented opposite correlations with capital structure in different asset-liability ratio sections, while company size presented weakly positive correlation and liquidity presented strongly positive correlation with asset-liability ratio.

ICEM-A133
Advance the Countermeasure Analysis of Deposit Interest Rate Liberation of China
Xiaoping Sun
Abstract. With the continuous deepening of the market interest rate reform, the domestic commercial bank credit produce a far-reaching impact to all aspects of liability management, risk management and internal control system. This paper through the review of the process of interest rate liberation reform in China, This paper focuses on the analysis of the interest rate market to bring the operating pressure and the risk challenge new domestic commercial banks, and facing the reform and development opportunity, Then discusses the new situation, commercial banks need to take measures.

ICEM-A136
Estimation of Future Prospects for the Commercialization of Genetically Modified Sugarcane in China
Jie Ye, Youxiong Que, Liping Xu

Abstract. With the decreasing sugarcane productivity and its industry competitiveness and booming sugar consumption in China in recent years, both the increase of sugarcane production and the improvement of sugar industry efficiency are critical questions. This research investigated the dilemmas for the development of sugarcane industry in China, which in order to prove that transgenic technology is an important approach to improve sugarcane production and efficiency. Moreover, the opportunities in the commercialization of genetically modified (GM) sugarcane in China as well as the urgent need for transgenic improvement, safety identification and technical support of GM sugarcane were analyzed to indicate that the commercialization of GM sugarcane is the right choice for Chinese sugarcane industry. Therefore, for a healthy development of the commercialization of GM sugarcane, it is necessary to set up a set of special regulatory system led by the government and promote the public’s awareness of GM products.

ICEM-A138
Differences in Farmers' Income Effect of Formal Finance and Informal Financial Support -- An Empirical Evidence from Xinjiang
Jigang Li, Chao Pan

Abstract. This paper analyzes the structure of income of farmers in Xinjiang, and then through the panel data from 2002 to 2013 using PVAR model for an empirical study, the results showed that Xinjiang rural formal finance has a significant effect on operating income, but informal financial development is lagging behind. Finally the paper raises policy recommendations of rural financial development of regional differences.

ICEM-A139
The Applicability of the Capital Asset Pricing Model in Small and Medium Enterprise Board
Xinxin Yu, Yongping Li

Abstract. Investors can make correct investment decision and avoid blind investment in Small and Medium Enterprise Board (SME Board) by using Capital Asset Pricing Model (CAPM) which can help investors to get their expected return. In this paper, I choose twenty enterprises and adopt ADF test, time series regression and cross-sectional regression to analysis the relationship between the portfolio return and risk. The result shows that CAPM has certain applicability but is not completely applicable in SME Board.

ICEM-A141
Study on the Interactive Relationship between Urbanization and the Tertiary Industry in Inner Mongolia Province
Yingli Sun, Dayan Sun

Abstract. This paper using the data from 1980 to 2012 as samples and applying Unit root test approach, co-integration test approach, E-G error correction theory and
Granger causality test, make an empirical analysis of the relationship between the Urbanization and the Tertiary Industry in Inner Mongolia Province. Through the study there is a long-term stable relationship between Urbanization and the Tertiary Industry in Inner Mongolia Province, and urbanization level will promote the development of the Tertiary Industry. But the effect is not obvious the Tertiary Industry improve the development of Urbanization through Granger causality test. This paper gives some suggestions based on the result statistics and existing problems of relationship between Urbanization and the Tertiary Industry to improve the development of Inner Mongolia Province.

ICEM-A142
Risk Analysis of the Third-party Payment in China
Jia Shi, Yu Jiang
Abstract. In recent years, the third-party payment has become an integral part of e-commerce in China. When bringing us a safe, effective, convenient and cheap means for payment, it has also exposed risks. It is essential to have a clear understanding of third-party payment and to distinct the potential risks. We give a description about the definition and the operation process, and then based on previous study, we analyze the potential risk in four aspects: market risk, technical and operational risk, legal risk and credit risk. We suggest that third-party payment platform should focus on innovation, cooperation, routine check and maintenance, and trustworthy credit rating mechanism is a must.

ICEM-A143
On the Countermeasures of Industrial Transformation and Upgrading in Hebei Province
Fengxin Chen, Xiaohong Ren, Xiaohong Gu, Baozhong Duan
Abstract. It is to meet the requirement of sustainable development through industrial transformation and upgrading, which has already been seen in some developed countries followed by a leapfrog development. However, China is still in the initial stage in this respect. Hebei province, one of the important province in China, has rapid economic development, but its industrial transformation and upgrading is in the initial stage for its extensive growth with low added value and high consumption of energy. This paper is aimed to offer countermeasures and solution to the existing problems with the industrial development in Hebei province, such as constructing an ecological safety system of high yield, high efficiency and high quality to enhance the agricultural industrialization, upgrading the traditional service industry and developing the modern services, and developing strategic emerging industries.

ICEM-A146
A Study on the Current Logistics Situation and the Dry Port Development of Mongolia
Ochir Myagmarsuren, Mingrong Deng
Abstract. In recent years, Mongolia has continually expanded the range of its foreign trade cooperation to include an increasing number of trade partners. In particular, the country has deepened its strategic mercantile partnerships two neighbor’s, China and
Russia. Mineral constitute one of Mongolia’s most important exports and a major source of, foreign exchange receipts. However, as a land-locked country, Mongolia still faces problems like such as a weak logistics system and inadequate infrastructure, which impede the further development of Mongolia’s international trade. Building dry ports could shorten the distance between inland areas and the international markets. This study reviews the status of intermodal freight transport in Mongolia from an environmental perspective. It examines intermodal transport opportunities presented by the development of inland dry ports in hinterland locations. We present the lessons to be learned for the promotion of intermodal freight transport from China as well as the policy options available.

ICEM-A149
Antecedents of Tourists’ Loyalty to Xiamen Island: The Role of Destination Perceived Quality, Destination Attachment and Satisfaction
Yanju Jia
Abstract. The pursuit of higher destination perceived quality is the core needs of tourist experience. This paper is to examine structural relationships of destination perceived quality, place attachment, tourist satisfaction and loyalty. It verifies the mediating effect of place attachment between the relationship of destination perceived quality, tourist satisfaction and loyalty. Structural equation models (SEM) were used. The results indicates that: (1) the dimensions of the destination perceived quality contain five factors: attractions, hospitality, amenity, entertainment and “Sun, sand and sea”; (2) destination perceived quality has positive and direct effect on tourist satisfaction; (3) destination perceived quality has indirect on tourist loyalty, while place attachment and tourist’ satisfaction mediate the relationship of destination perceived quality and tourist satisfaction; (4) place attachment has positive and direct effect on tourist satisfaction and loyalty. The findings offer important implications for tourism theory and practice.

ICEM-A150
Impact of Government Support on Effectiveness of Logistics and Manufacturing Industry Linkage Development
Yihang Yang, Xiaoming He
Abstract. Compared to developed countries, the logistics and manufacturing industry linkage in China is still in the early stage of development. Drawing insights from resource dependence theory and public policy literature, this study investigates the impact of government support on the effectiveness of the linkage development in supply chain management. Through a case study of an auto maker Beijing Hyndai, we find support to our theoretical arguments that government support in policies and industrial parks are influential to affect the linkage development effectiveness. Thus, this interdisciplinary research offers both theoretical and practical implications to the linkage development in China.

ICEM-A151
Study on Higher Education and Economic Development in China and the United States - Based on Nonlinear Granger Causality Test
Pei Yuan, Deyi Xu

Abstract. In this paper, we conduct a comparative research of China and US on the interaction between higher education and economy development. A new statistic for nonlinear Granger causality test proposed by Disk and Panchenko (2006) has been used. The results show that there exists a nonlinear Granger causality between the higher education and the economy development in China, but there is no nonlinear Granger causality between the higher education and the economy development in the United States. We thought the reason for this difference might be that China and US are at different developing stages of their economy. Dynamic analysis shows that higher education is always the nonlinear granger causality of economic development in China. However, this nonlinear causality between the higher education and the economy development varies in different period in the United States.

ICEM-A152
Give Play to the Government-led Role to Improve Heilongjiang Province Tourism Market System
Xiaoyang Li

Abstract. Heilongjiang province has rich tourism resources, tourism industry has been a rapid development and progress. In the process of tourism development, the government-led to the establishment of the tourism market system has played an important role. But in Heilongjiang province tourism market system is not perfect, in aspects such as tourism product development, market regulation exist many problems. Based on the detailed analysis of the problems existed in Heilongjiang province tourism market system, proposes the countermeasures of giving play to government leading role to improve tourism market system.

ICEM-A153
Some Views on the Usage of New Media in the Management of Students
Yue Liu, Hongxiang Ge

Abstract. This paper mainly discusses the new media both positive side and downside influence on college students. Universities should pay close attention to the new media development trend and students’ contact to the new media. Surveys have shown the advantages and disadvantages with the widely use of the new media, and the authors suggest to make full use of its advantages in the student management work and control the adverse side effects on students. The current university student management work and the growth of the broad masses of young students will bring a lot of opportunities and challenges, we must face and attach importance to the development of new media, and learn to master the use of new media, so as to grasp the pulse of the student’s thought, and always occupy the initiative position in students’ management.

ICEM-A154
Professional Tourism Management Students Present Situation and Countermeasures of Career Planning
Jing Yang

**Abstract.** In recent years, the career planning education is increasingly on the agenda, it directly impact on employment. Tourism professional students’ career planning in college students to seek ideal career plays an important role in the process, determines the future and the development of students, is the indispensable link in the training of specialists in the field of tourism. Professional tourism management students’ career planning, however, there are a lot of problems, this article mainly from the perspective of tourism, hotel industry, tourism management undergraduate students as the object, analyses the main problems existing in the career planning and on the basis of the analysis puts forward the countermeasures.

**ICEM-A155**

Learning To Use Commodity Money

Tingwen Liu

**Abstract.** I analyze the economy with bounded-rational agents specializing in consumption and production for special goods and meet randomly over time based on Lagos-Wright type of monetary model. Agents learn to use certain good as the medium of exchange, or commodity money, and trade it at a premium over their consumption value. The purpose of this paper is to show how agents converge to the monetary equilibrium from autarky according to a certain learning algorithm and to test the stability of this equilibrium.

**ICEM-A156**

A Study on Basic Medical Security for Irregular Immigrants in Chinese Frontier of Ethnic Prefecture

Zhihui Wang, Linlin Ni

**Abstract.** Taking De-hong Dai & Jingpo Ethnic Autonomous Prefecture (DEAP) as an example, this study found that, some irregular immigrants suffered a poor life with low pay and no medical insurance. Prefecture Hospital in DEAP provided a humanity medical treatment for irregular immigrants in the lack of funding support from local government, which has caused big financial burden for Prefecture Hospital. This study suggested that, Chinese central government should make an effective policy to provide health care for irregular immigrants, at least emergency service, and set up a grant for local hospital to provide basic medical security for irregular immigrants for a long run.

**ICEM-A159**

Study on the Development of Wetland Tourism Product in Harbin city

Yu Wang

**Abstract.** Modernization of urban wetland landscape is an important part of the tourism landscape of the city, which is one of the precious tourism resources. On Harbin Sun Island Wetland Park, Jin River Bay wetland plant Park, for analysis, combines boreal area geographical features and Harbin city of geographical culture features, according to related survey for antibody summary, Harbin city wetland exists tourism products for research, and analysis point out Harbin city wetland existing tourism products development in the of insufficient of at, further perfect Harbin city
wetland tourism products, proposed Harbin city wetland tourism market development of strategy.

ICEM-A160
Analysis of the Roles of Science and Technology in Solving the Social Well-being Problems
Baolu Sui
Abstract. The livelihood means a state of life, and the social well-being refer to the problems checking the completion of sound livelihood, whose solution involves the benefit of the public and the country as well. The solution demands efficient system and policy, and the material conditions and means. Among them, science and technology play a booster role. Such measures are demanded for a better solution: make and carry out related science and technology development strategies, the supporting policies in terms of fiscal revenue, finance and personnel; widely promote the livelihood science and technology programs and give full play to their demonstration effect; make full use of the overflowing effect of other related technology and give free rein to the technology’s values in serving social well-being.

ICEM-A161
Reflections on the Construction of Ecological Shandong
Yueying Sui
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.

ICEM-A162
A Study on Financial Management Problems of University Logistics
Mingzhi Liao, Yu Yang, Zhuxin Wu, Yuxia Zhang
Abstract. The socialization reform of logistics in universities is the necessity of development and innovation. In order to promote logistics financial management to adapt to the reform, the author studied the financial management formats and problems in logistics groups by literature method, interview method and classification method, and put forward some improving measures, such as multi-level and diversified financial goals, scientific assets management system and accounting system. Especially, the paper creatively advances measures of “unified leadership and training, classified management” on logistics financial staff.

ICEM-A163
On the Research of the Situation and Countermeasures Based on Students’
Self-management Campus Network Service Platform
Yi Wang, Menghan Zhou

Abstract. With the special superiority, students’ network service platform gives college students convenience on campus life and study. This article analyses the present situation of self-management campus network service platform and points out the problems existing in it and puts forward suggestions to give a further impartment on complete this kind of network platform.

ICEM-A166
Research on Effective Paths of Low-carbon Industrial Development of Blue Economic Area of Shandong Peninsula
Ping Cai, Gang Cai

Abstract. With the shift of global industry and the limitation of resources and the environment, it is necessary to change economic developmental pattern. As the first ocean developing area, Shandong Peninsula plays a leading role in China’s regional development. This paper firstly reviews related literature. Then it analyses situations and existing problems of Shandong Peninsula. Thirdly, it analyses restricted factors. At last, it puts forwards effective paths of promoting the development of low-carbon industry in Shandong Peninsula.

ICEM-A167
An Empirical Analysis on Firm Innovation Efficiency Based on DEA Method: Evidence from East Lake High-Tech Firms
Hang Wu

Abstract. Evaluating firms’ innovation efficiency is vital for its improvement. This paper firstly puts forward the measurement index of innovation performance, and then establishes the DEA model for performance evaluation. Thirdly, we select high-tech firms in east lake high-tech industrial zone as research sample, and use the DEA model to evaluate the innovation efficiency of these firms. At last, we put forward some suggestions for high-tech firms to enhance their innovation efficiency.

ICEM-A168
The Analysis and Prevention about Financial Risks of Tourism Enterprises
Yan Su

Abstract. Tourism enterprises are confronted with various kinds of financial risks during the operation. If enterprises don’t attach enough importance to the monitoring and analysis of financial risks, don’t take any preventive measure, they may face financial crisis and even bankruptcy. This paper adopts the method of systematic analysis to study on the financial risks of tourism enterprises. It analyzes the type, cause of the risks to assess the risks objectively and finally puts forward concrete and feasible preventive measures on financial risks to reduce the damage, which are strengthening the sense of financial risks, establishing the information database, operating strictly on the financial control programs, establishing and perfecting the risk control mechanism, and strengthening assets operation ability.
ICEM-A170
A Study on Knowledge-based Economy Model of Construction Enterprises
Xiaohong Xie, Yong Li, Yu Lai
Abstract. This paper puts forward the ten key factors of knowledge-based economy model for construction enterprises development based on knowledge-based economy theory so as to take the study on acting mechanism of enterprises' innovative development. This paper reveals the behavior of each factor through sorting analysis based on field investigation & research, and indicates the acting mechanism of each factor in knowledge-based economy model for construction enterprises development through correlation analysis and cluster analysis. In this way, this paper demonstrates the development of construction enterprises knowledge-based economy model benefits from combined action of the ten factors.

ICEM-A171
Market Failure, Technical Regulation and Legitimate Regulatory Distinction: An Economics Approach to the Jurisprudence of “Treatment No Less Favourable” in Art. 2.1 of TBT Agreement
Dongdong Li
Abstract. The AB established a “legitimate regulatory distinction standard” to assess the “treatment no less favourable” in Art. 2.1 of TBT Agreement. According to which, the technical regulation at issue would not go against Art. 2.1 of TBT Agreement provided that the detrimental competition conditions exclusively stems from legitimate regulatory distinction. This standard, differing from the “competition conditions standard”, recognises the Members’ right of correcting market failure by adopting technical regulations on one hand and places some limitations on this right on another.

ICEM-A172
Analysis of the Endowment Real Estate Development in Small Cities: A Case Study of Linyi City
Jinyi Wu
Abstract. Endowment real estate is the transition direction of Chinese real estate industry under the background of population aging. The goal of this paper is to illustrate the development prospect and discuss the pattern of endowment real estate in small cities. The conclusions can provide decision-making reference for developers and relevant government departments. Present status was analyzed from the perspective of consumers, developers and the government. It showed that traditional consumption concept and limited purchasing power restricted the development of endowment real estate and developer didn’t pay much attention to this segment market. Furthermore, support policy formulated by the local government was lack. However, with the change of consumption concept and the improving per capita disposable income, the market demand is great. The ordinary home-based endowment real estate should be the main product type and develop—sale operation mode is more suitable for Linyi.
ICEM-A173
The Research of Customer Loyalty Based on Customer Self-concept
Yu Su
Abstract. The research of customer loyalty has been the focus for a long time in the academic world and industry. Using factor analysis, this paper divides customer self-concept into five category – cause communication self, expression self, astute self, family self and self-development self, divides customer loyalty performance into word of mouth spread, conative loyalty, behavior loyalty, premium payment and rivalry brand loyalty. Then it researches the influence of customer self-concept on customer loyalty. The result indicates that cause communication self impacts word of mouth spread, conative loyalty and behavior loyalty, expression self, impacts word of mouth spread, astute self impacts conative loyalty, family self impacts premium payment. Finally, some marketing implication is discussed for enterprise management.

ICEM-A176
Research on the Quantity Model of Colleges’ National Grants Evaluation
Jifeng Han
Abstract. The evaluation of colleges’ national grants, attracting both students and teachers attention, is affected by many factors, and the most important and decisive one is the difficulty in identifying poverty-stricken students. This paper aims to establish the quantity model for identifying the students who can get colleges’ national grants. The quantity model owns many advantages, such as, overcoming evaluators’ subjective bias, easy to handle, fair. So the model is applicable with great utilization and practical value.

ICEM-A177
An Empirical Study on Non-symmetrical Factors of RMB Appreciation Pressure——A Case of Unique Patterns of Processing Trade
Dungang Zang, Jian Zhang
Abstract. The issue of RMB appreciation started from 2003. In 2005, RMB exchange rate regime was reformed, but this exchange rate reform has not eliminated the RMB appreciation pressure radically. In a time of post-financial crisis, 2010, American authorities’ “Big Stick” policy labeled China a “currency manipulator”. Essentially, the pressure of RMB appreciation is not caused by the economic fundamentals, instead of the non-symmetrical property of exchange rate formation mechanism. The results of empirical analysis, which were made by selecting one of the non-symmetrical factors——unique pattern of processing trade and applying simultaneous equations model (SEM), supports the above conclusion.

ICEM-A178
Estimation of Economic Value of Sugarcane Carbon Sinks in China
Ketao Lin, Chaozhi Zhu, Rukai Chen
Abstract. Based on the literature review on the value of carbon sinks, this paper studied the value of sugarcane carbon sinks in the four main sugarcane-growing regions in China during 2003-2012. In particular, the advantages and disadvantages of various methods for computing the value were compared. Eventually, cost method, income method, carbon tax method and comprehensive method were applied to determine the price of carbon. The results from different computing methods indicated that the carbon sink value of sugarcane in China presented a fluctuant trend during 2003-2012. Moreover, the carbon sink value of sugarcane in Guangxi province was the highest, while its productivity of Guangdong province was optimal. Therefore, for the sake of developing carbon sink market, it is necessary to improve the trading market of agricultural carbon sinks, implement the ecological compensation for the sugarcane industry and apply the modern technology to increase the productivity of sugarcane.

ICEM-A179
Study on Quick Response of Material Supply in Electric Power Enterprises
Zhenkai Li, Shuang Lu, Yonghuan Hu
Abstract. Electric power enterprises often face the problem of the low efficiency of materials supply response because of various material demands. This thesis provides the suitable measures and solutions to solve this problem based on the quick response theory. By means of establishing the organizational structure of coordinating response of project group in customer service manager system and designing the operational processes of quick response system, the material purchase and supply seamlessly links up with the demand response. Meanwhile, the service level of electric power enterprises material supply is improved, as well as the operational performance of the whole supply chain.

ICEM-A180
Theoretical Connotation and Research Progress of Collaborative Innovation Based on Knowledge Spillover
Hua Zhang, Li Zhou
Abstract. Knowledge spillover is the medium of collaborative innovation, which is considered as an important impetus to promote economic growth, innovation, and industrial agglomeration by endogenous growth theory. In this paper, we summarize the research paradigm of knowledge spillover, analyze the research progress and logical relationship of literatures which focus on research highlights such as the mechanism of collaborative innovation, regional characteristics and industrial clusters etc. Generalize the influence of industrial agglomeration, collaborative innovation and regional economic growth by knowledge spillover. Research trends and method of collaborative innovation are also discussed.

ICEM-A181
To Achieve New Equilibrium: Three Significant System Reforms in Chinese Rural Areas
Li Zhou, Hua Zhang

Abstract. Chinese rural area has experienced three significant system reforms since 1978, namely the reform of rural management system, rural tax and fee reform and rural comprehensive reform. The purpose of system vicissitude is to achieve a kind of institutional equilibrium, but in fact, it can just achieve equilibrium (the so called “Pareto optimality”) temporarily for a certain historic period. System vicissitude is generally a process from disequilibrium to equilibrium, and institutional disequilibrium always first appeals for system reform and innovation. Through this kind of interactive process, a new system will be established to achieve a new institutional equilibrium. By commenting on the results, the limitation of these system vicissitudes may help to detect the development trace and research framework behind and provide a model and enlightenment for the advancement of rural reform.

ICEM-A184
Research on the Income Mobility in the Urban and Rural in China
Yixin Dong, Kangyin Lv, Shengji Li

Abstract. The income mobility imbalance had increased seriously in China. In this paper, we studied the flow situation of family income levels in the urban and rural. Most scholars measured the family income mobility by the Gini coefficients. The article used the statistical data of all family income levels in 2002-2012 in the urban and rural according of the "China statistical yearbook 2013", calculated the proportion of per capita income. Shown the flow of different income levels between the urban and the rural by the forms directly. And then got the conclusion: The growth of the family income in the rural far away behind the urban, more and more urban residents flew from the poor-income level to the well-off level, but in the rural, the increasing number of the low-income level was higher than the middle-income level, the rural residents flew to the low-income level was more.

ICEM-A185
Empirical Analysis Relationship of Industrial Energy Consumption and Three Industries Development in China
Dajun Zhang, Xin Zhao, Ming Chen, Bo Zhang

Abstract. As China's mode of economic growth changing from the extensive to the intensive type, causing the change of energy consumption structure, resulting in a certain degree of influence on the development of three industries. Therefore, it is necessary to investigate the correlation between the energy consumption of contribution to the development of three industries. In this paper, the research samples from China three times industrial energy consumption and industry relevant data of GDP in 1980-2013. Based on the foundation of VAR model and also empirical analyze the relationship between energy consumption and industrial structure. The results show that the three industrial energy consumption elasticity is different and the development of primary industry and secondary industry and there is a long-term equilibrium relationship of energy consumption. Accordingly, China needs to increase the intensity of industrial structure adjustment, optimize the allocation of resources, adjust the structure of energy consumption and improve the first industrial energy efficiency.
ICEM-A186
The Impact Research of Stock Market Funds on Stock Price Index of China
Yuqing Wu, Daiwei Wang, Yanlin Sun

Abstract. This paper explores the impact of stock market funds on stock price index from a new perspective. First of all, we redefine the stock market funds as money-capital circulated in the stock market. On the basis of it, we derive the structure of inflows and outflows. Next, according to unit root test and cointegration test, we find that among the components of stock market funds, customer deposits, stamp tax and enterprise financing are positively correlated with stock price index. Besides this finding, there also exists a long-term equilibrium relationship between stock market funds and the stock price index. Moreover, by constructing VAR model, we conclude that the shock of stock market funds on stock price index are not always reversed. Based on the above analysis, some policy suggestions on the development of China's stock market are put forward.

ICEM-A187
Introduction of Discipline International Assessment Applied in China’s Key Universities
Yongqiang Shuang

Abstract. The Discipline International Assessment is an important measure of building a world-class university and first-class disciplines. Through the overview of Discipline International Assessment in European countries and the explorations carried out in China in recent years, we summarized the differences of evaluation index system at home and abroad. We suggest that China's universities should develop the discipline international assessment selectively, and put forward several proposals on the application of the Discipline International Assessment in China.

ICEM-A188
An Analysis of Economic Effect of Personnel Assistance Policy in Xinjiang - A Case Study in Altay Region
Wei Liu, Zhigang Gao, Yanling Han

Abstract. By observing changes in project funding of Personnel Assistance Policy in Altay region in recent years, we found that policy is inclined to the education and health sectors. By studying the correlation effects of the policy we can foresee that investing in education and medical fields will be able to drive the development of the related backward industries and improve the level of human capital across the region. When training makes productivity change, it will produce spillover effect of Personnel Assistance Policy in Xinjiang. The multiplier effect generated by the implementation of the strategy of personnel assistance reflects in the investment multiplier effect of investment in human capital. Because of the intensity of the policy is far less than the policy of house construction project and a shorter implementation life, only correlation effect has played a role among the real economic effects of the current personnel assistance policy. But with the deepening of the work of Partner Assistance Policy in Xinjiang and an efficient government implementation policy,
there will be bound to bring economic multiplier and spillover effects in the future.

**ICEM-A189**  
Efficiency Evaluation of China’s biomass energy listed companies Based on Super-efficiency Model  
Ming Chen, Fengrong Zhang, Yifang Liu, Dajun Zhang  
**Abstract.** Biomass energy industry has become an important industry attention, because the shortage of energy is becoming more and more serious. Based on DEA-Super-CCR-O model, an empirical study is made on the operational efficiency of 24 biomass industry listed companies of China, and adding the risk factors in the evaluation of comprehensive operation efficiency of listed companies. It is found that Biomass energy listed companies operating efficiency and management level are not balanced, and not reaching the largest output either, as a key member of the biomass energy industry listed companies, its operating efficiency and scale benefits need to be further improved. Moreover, we put forward the internal resources allocation efficiency and optimize the industrial suggestions for the improvement of management efficiency of the biomass energy of the listed companies.

**ICEM-A190**  
Empirical Study of China's Oil Consumption and Economic Growth  
Zenghong Wu  
**Abstract.** The results show that exists between China's oil consumption, capital stock, labour input and economic growth and stable long-run equilibrium relationship, and China's oil consumption has been on the promotion of economic growth has a significant impact effects. The authors suggest that the use of oil by improving efficiency, improve the oil market system, to ease restrictions on the supply of oil pressure brought economic growth, and promote the sustainable development of China's economy.

**ICEM-A192**  
The Reconstruction of China’s Food Security System  
Jingzhong Zhang, Jun Zhang  
**Abstract.** The frequent food safety problems of China have caused lots of dissatisfaction and also reflect the defects in China’s food security system. It is necessary to reconstruct the food security system of China. This paper retrospects the problems in the food security system of China from the perspectives of food safety standards system, law system, supervision system and warning mechanism. Based on the successful experience of the food security system of food entering Hong Kong, this paper puts forward the countermeasures to reconstruct the food security system of China: improving the food safety standards system, improving the food safety law system, improving the supervision mechanism, establishing the whistleblower system, improving the food safety traceability system and improving the food safety warning system.

**ICEM-A194**  
How Will RMB Internationalization Affect Domestic Capital Market?  
Kai Shi, Li Nie  
**Abstract.** This paper investigates the impact of RMB internationalization on domestic capital markets. In the context of incomplete capital account opening up, overseas RMB capital will flow back to domestic market looking for investment opportunities
through cross-border RMB settlement bank, RQFII and “Hu-gang Tong”. Quantitative analyses based on Pure-sign-restriction approach show that RMB internationalization is conducive to the long-term growth of domestic capital markets while how it will influence market volatility is still unclear.

**ICEM-A195**

Deterrence Effects of Punishment Measures on Young Pedestrians’ Red Light Crossing

Qinghui Suo, Daming Zhang, Weiqing Li

**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.

**ICEM-A198**

Analysis the Aerobics Teaching Content and Social Needs

Jian Zhao

**Abstract.** The set of special aerobics teaching content, which is related to the student's own development, is the key of the student to study the special class. This article through the aerobics teaching content set actual present situation, the social demand for aerobics special talent, etc, were investigated, summarized influence actual employment problems, and puts forward several reform proposals of aerobics teaching content, to offer reference to set up the aerobics teaching content and student employment.

**ICEM-A199**

Inflation and Economy: Factors Influencing Inflation in Tanzania

Msaraka, Suleiman S., Issa, Masoud. S, Hongzhong Zhao

**Abstract.** Despite the fact that, inflation in Tanzania has been gradually dropped from double digits to a single digit, still is considered as a problem which affect some macroeconomics development initiatives. The aim of this study is to determine the main factors upsetting inflation in Tanzania, so as to identify whether Tanzania inflation is a real sectors problem or is a monetary matters. To achieve the target, the study employed Variance Auto Regressive (VAR) approach while the Augmented Dicky Fuller test was used to examine the unit root. (Stationary of data). It has been realised that, the growth and money supply explain more to the inflation in Tanzania than the interest rate and the current depreciation, The exchange rate and inflation were positively significant to the money supply, while the growth has a significant negative effect to it. The study also shows that, the depreciation and growth have the negative relation to inflation. Since Money supply seems to have indirect influence to the inflation, it is recommended that more effort should be made to find other factors which may influence more the Tanzania Economy. Moreover, despite the sound findings, the study is limited to the annual data, so the quarter or monthly data recommended to the more profound results.

**ICEM-A202**

The Influence of Corporate Social Responsibility Program on the Economic
Mechanism as a Whole
A.V. Khaperskaya, K. A. Bannova, S.Z. Musina
Abstract. This article explains the relevance of formation new economic methods of interaction between corporations and governments in solving the most pressing socio-economic problems such as environmental problems. It was identified and analyzed one of the functions of the economic mechanism which stimulates companies that are not engaged in the development of social responsibility programs. Also this article shows how the function provides the companies that have negative impact to the environment and environmental legislation with interest. Moreover, the article reveals the importance of development of the social corporate responsibility programs, the reasons of their appearance and their influence on the economic mechanism of the companies as a whole. And also it was shown the necessity of update of the economic mechanism because of emergence of corporate social responsibility programs.

ICEM-A203
Reconstruction Strategy of Entrepreneurship Guidance Curriculum based on SAM Model
Chenlei Mao
Abstract. Entrepreneurship guidance curriculum becomes more and more popular in Chinese universities. However, because the construction idea of curriculum is not perfect, not according to the actual situation, with practice is not enough, the results have been poor. In this paper, based on the SAM model, reconstruction strategy of entrepreneurship guidance curriculum is focus on team participation and process evaluation.

ICEM-A204
Development of Commercial Logistics under the Background of Big Shijiazhuang
Lihong Cai, Lili Wang, Jinwang Wang
Abstract. Based on the big Shijiazhuang as the background, the development of commercial logistics were investigated from the perspective of industry development of advantages and disadvantages. Through the qualitative analysis and statistics, we put forward the development countermeasures of Shijiazhuang commercial logistics.

ICEM-A207
Reasons Analysis of the Necessary Transformation and Upgrade of China’s Foreign Trade Development Mode
Jingzhong Zhang, Tingting Duan
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.

ICEM-A210
Ecologization of Management Functions as a Factor of Sustainable Development of
Construction Industry in Russia
Irina Pavlovna Nuzhina, Olga Borisovna Yudakhina, Evgenyi Ivanovich Kotik, Eleonora Grigorievna Matyugina

Abstract. The following article aims to prove the necessity of adaptation of the construction management system to the eco-model of the economical development. The article presents the concept of eco-management on the basis of integration of ecological aspects in the system of methods and management tools according to the management functions and the content of the functions of ecologization. Additional advantages of ecological management for the construction business are presented.

ICEM-A211
Research on the Relationship between Demand Structure and Knowledge-sharing Willingness of Knowledge Workers in Synergistic Innovation
Guanlin Wu, Yu Qian, Xinbo Sun, Haotong Zhao

Abstract. Based on related theories and current research conclusions, this research analyses the inevitability of knowledge workers’ demand to knowledge sharing in synergistic innovation and establish hypothetical relations between demand structure and knowledge-sharing willingness of knowledge workers. Furthermore, this research carries out an investigation of knowledge workers in domestic synergistic innovation organizations, followed by data processing and analysis of collected by means of analysis software SPSS17.0 and AMOS20.0. Finally, this research draws the conclusion that the demand structure of knowledge workers in synergistic innovation can be divided into four dimensions: explicit demand, implicit demand, survivability demand and emergence demand.

ICEM-A215
Study and Analysis of Capital Adequacy in China Commercial Banks
Qi Wang

Abstract. Important role of bank capital was described, analysis method of data sampling comparison was adopted for studying and analyzing capital adequacy condition in China commercial banks, which was compared with major international banks. New requirements of China economic development and financial security on capital of commercial banks as well as insufficient capital adequacy in China commercial bank under current regulatory environment were studied and analyzed.

The necessity to solve capital adequacy problem with novel capital instruments was proposed, which was beneficial for enhancing capital strength, easing refinancing pressure, reducing capital cost, improving capital efficiency, expanding influence and improving investment structure. Feasibility of using novel capital instruments under current environment was analyzed and studied, and innovation direction of capital instruments in the future was discussed.

ICEM-A218
How to Finance Startups: Institutes of Investment-innovation Lift for Small and Medium-sized Entrepreneurship (SME) in the Conditions of Stagnation
Tatyana Gurunyan
Abstract. The paper analyzes problems of soliciting investment resources by small and medium-sized innovation companies in the conditions of economic stagnation. It has been shown that in Russia investment-innovation lift for SME is functioning ineffectively: it is getting stuck at the seed stage. The results of entrepreneurs’ interviews in Russia (in Novosibirsk region, in particular) and the analysis of the activity of financial development institutions allow to conclude that the key cause of it is a considerable lack of investment resources for innovative companies at the seed stage and at the start-up stage. The author makes the conclusion about the necessity to modernize the system investment-innovation lift for SME. Recommendations are given on the expansion of investments at the early stage of the innovation process. These recommendations concern the expansion of cooperation of financial development institutions, the integrated support for angel business investment, the improvement of investment climate. The introduction of these directions for modernizing financial institutions will significantly reduce risk factors and uncertainties in the sphere of innovation activity development, which will guarantee the economic safety of the country and regions, and will also contribute into the fastest overcoming of stagnation.

ICEM-A220
The Suggestion of Guilin Cultural and Creative Industries Development in the New Era
Qian Su, Runde Lu
Abstract. To build cultural and creative products, Guilin have abundant resources and prominent endowment, in the new period of development, how to make full use of resources advantage, convert resource advantages into economic advantages for the industrial cum, develop cultural and creative industries in Guilin soundly and rapidly, is a worthy major issue to study and plan among government, industry and academics. Paper describes cultural and creative industries the current development situation in China and Guilin, a number of proposals and arguments for the development of Guilin cultural and creative industries have put forward, include general idea of development, large-scale iconic boutique shape orientation, industry cluster development model, the behavior of the government and industry requirements, and forecasted cultural and creative industries development effectiveness in Guilin.

ICEM-A221
Empirical Research on Festival Tourism Product Life Cycle Evolution: A Case Study of Qingdao International Beer Festival
Kun Yang, Jia Wang
Abstract. It has important significance of Butler’s life cycle theory for judging tourism destination (product) life cycle, guiding marketing and tourism planning. Taking Qingdao International Beer Festival as an example, this paper discussed the life cycle of festival tourism product evolution. On the basis of eliminating unexpected events influence, Qingdao International Beer Festival was divided into initial stage, cultivation stage, adjustment phase, stable development stage and mature development stage by establishing tourist background trend line.
Complexity and Connotation of Sustainable Development System
Li Yuan, Kun Cai, Sha Xu

Abstract. On the view of whole system management, the complexity of sustainable development system, such as adaptive subject, self-organization of dissipative structures, non-linear between system components, were analyzed. It was revealed that the connotation of sustainable development system is the optimization of the overall ecosystem status of resource-environment-economy-social system and coupled human with natural systems, and the evolution models of sustainable development system is a super cycle. Human beings must regulate their behavior and ecological environment. The results will provide scientific basis for adaptive management.

ICEM-A223
Reformation of IMF Voting and Power Distribution
Wei Huang, Ling Luo

Abstract. Quota reformation of International Monetary Fund (hereinafter referred to as IMF) can promote its own influence and provide more resource supporting its finance function. The quota structure has a close relationship with voting rights. Therefore, in different reformation plan, member countries have been allocated different voting rights, which are the votes to accept or deny in a voting event. However, because of the existing of various alliance, the voting power does not completely correspond with the voting rights. In this paper, Banzhaf index and Coleman index were used to measure the distribution of voting power under three voting rules.

ICEM-A224
A New Financial Warning Model Based on Optimized Least Square Support Vector Machine
Haoyi Yuan

Abstract. Nowadays, early-financial warning model draws much attention for its ability of predicting potential financial distress in financial management. Least Square Support Vector Machine (LS-SVM), which is an efficient classifier in machine learning, is usually applied within the financial warning model. In this paper, we present a financial warning model (FWM) based on optimized LS-SVM (OLS-SVM). The Bayesian evidence framework is incorporated into the LS-SVM to improve the classify accuracy and stability. The suggested FWM yields better performance for financial distress prediction than other conventional models.

ICEM-A225
Comparative Analysis of Per Capita Net Income of Rural Residents in Three Cities in Southern Shaanxi
Yong Li

Abstract. Per capita net income of rural residents in three cities in southern Shaanxi were analyzed according to variance analysis method, the author also combined structural data on per capita net income of rural residents, and offered suggestions for future development of these cities.

ICEM-A226
The Supply Effect of Rural Elementary Education in China and its Impact Factor—an Empirical Study from the Perspective of Farmers’ Demand
Mansha Yang, Xia Zhao

Abstract. Based on the data collected from 20 provinces and 112 administrative villages, this paper conducted empirical researches on farmers’ satisfaction degree to the rural elementary education and its impact factors, via descriptive statistics and multivariate regression model. The results prove that the evaluation of farmers’ degree of satisfaction was below average nationwide, and was significantly affected by the following factors, such as distance to school, the teachers’ quality, condition of infrastructure, campus environment, and informatization degree of school, the management level of school, the implementation of the “two exemptions and one subsidy” policy, farmers’ gender, age, family annual income per capita, duration of migrating employment and whether the village is a poor village. Among which, distance to school, duration of migrating employment and whether the village is a poor village hold negative effect towards the satisfaction degree, whereas others hold positive effect. The policy measures were given according to the results above.

ICEM-A227
The Stressor by Customer Affect Employees’ Perception, Emotional labor and Turnover Intention: the Perspective of Psychological Capital
Xiaoyan Li

Abstract. The high turnover intention is seen as a critical problem influencing organizational stability. Because the nature of the work in service business is hard to change and the exterior condition (such as work environment and pay level) are difficult to improve, the study from a perspective of the psychological capital (PsyCap) seek the approach to reduce turnover intention of employees. Based on job demands-resources model (JD-R model) and Grandey emotional labor model, we test the mechanism of the customers’ stressors (external situation) and PsyCap (internal resource) on employees’ turnover intention. Moreover, because PsyCap is characterized by both trait (steadier) and state (can be develop), we will examine the intervention effect of PsyCap. In practice, the mechanism analysis and intervention strategies provide an approach and a principle for employees’ turnover.

ICEM-A228
Social Capital and Well-being of the Old Adults in Russia
Elena Frolova, Marina Ryzhkova

Abstract. In this paper we focus on the social factors of well-being associated with social activity and the interpersonal relationship in old age. The paper begins with description of social capital for personal and social well-being. Than we test the correlations between social capital and old adults well-being in Russia in comparison with OECD countries. The study is based on data from WVS 2010-2014 and ESS 2012. We find that low subjective well-being of Russian old adults is associated with low social activity of old people, weaknesses of social support networks, volunteering
and mutual assistance among the old adults.

ICEM-A229  
Knowledge Spillovers, Entrepreneurship, and Economic Growth: An Empirical Assessment  
Yingnan Dong, Yuduo Lu, Dazhi Liu  
Abstract. The relationship between knowledge spillovers, entrepreneurship, and economic growth was analyzed in this work. A Cobb-Douglas production function was employed to estimate the regional economic performance in the Dalian High-tech Industrial Park from 1999 to 2013. The regression results demonstrated that the industrial R&D investment, publications and patents had a positive impact on the knowledge spillover. The public policy had a negative correlation with the economic growth. The results also revealed that the academic entrepreneurship could effectively overcome the barriers of knowledge spillover produced by knowledge filter systems. The entrepreneurial university extends its missions not only in accelerating the firm’s technology upgrading, but acting as the engine of the regional economic growth.

ICEM-A230  
The Construction of Ecological Civilization: the Sustainable Development of the Chinese Model  
Kun Cai, Li Yuan  
Abstract. Put forward from the sustainable development strategy of human thinking, to their own fate that both of the subsystems of the natural, economic and social sustainable development, but also to realize the natural, economic, social sustainable development of the compound ecological system as a whole. Based on the concept of system view, contact the background of ecological civilization concept, and analyzes the connotation of the system of the ecological civilization reveal with systematic thinking to promote to the specific requirements of the construction of ecological civilization. Proposing strategies for sustainable development of human thought from its own destiny, it is necessary to achieve the sustainable development of natural, economic and social subsystems; it is to achieve a natural - economy - society as a whole ecosystem for sustainable development.

ICEM-A232  
A Research of the Influence of Internet Finance on Rural E-commerce  
Xing Wu  
Abstract. As the new pattern of urbanization and updating of consumption comes in rural area, the wide rural market has become a new growth point of e-commerce. After occupying market share of big and small cities, e-commerce enterprises put their eyes on rural e-commerce market, expecting to form a new pattern of e-commerce by county economy. However, because of different reasons, numbers of rural e-commerce enterprises now are faced with problems caused by difficulties and high expense of financing, thereby severely restricting the change of the rural
consumption patterns and the development of rural economy. Based on the background of the age of large data processing, this paper begins with internet finance, analyzes the features and demand of financial services of rural e-commerce, then discusses the difficulties at present. Finally, this paper gives some problems that should be noticed and corresponding countermeasures.

ICEM-A233
Research on Correlation Effect and Ripple Effect of Shipbuilding Industry of Jiangsu Province Based on I-O Model
Lei Han

Abstract. This paper carries out positive analysis of the correlation effect and ripple effect of shipbuilding industry of Jiangsu Province applying the I-O theory based on the input-output tables of 42 sectors of Jiangsu Province in 2007 and brings forward the correlation effect of shipbuilding industry towards related industries through forward, backward and circumferential three kinds of correlation pathways. Research results show that shipbuilding industry of Jiangsu Province is broadly and highly correlated with other industries; shipbuilding industry of Jiangsu Province is very influential to other correlated enterprises and the correlation effect is remarkable. Hence, government should optimize the structure of shipbuilding industry and that of the correlated industries, making shipbuilding industry as a forerunner industry that Jiangsu Province will develop with priority.

ICEM-A235
Environmental Performance Information Disclosure of Chinese Chemical Industry
Xiaohua Lin, Junchao Wang, Jiufang Tang

Abstract. The paper sample period covers the years 2007–2010 A-share listed companies of chemical industry in China. We develop an environmental performance disclosure index (EPDI) and evaluate the environmental performance information disclosure according to the Sustainability Reporting Guidelines Version 3.0 (G3) developed by the Global Reporting Initiative model to analysis the determinants of environmental (GRI) in 2006. Then we develop a multivariate linear regression to test determinants of performance information disclosure. We find that EPDIs are critically low and are significantly positive correlated to environmental award with listed companies. Company size and listed place of companies are positive correlation to EPDIs, they are not significant. However, the development capability, EPS, the liabilities degree, and registration place of listed companies, are negative correlation to EPDIs, they are not significant.

ICEM-A241
The Study about Undertaking Industrial Transfers of Processing Trade in Sichuan Province
Xinzhi Tang

Abstract. In recent years, with the rising of manufacturing costs, such as land, natural resources, and labor, more and more eastern coastal regions are transferring lots of
processing trade industries to central and western regions. It is a good developing opportunity for central and western regions by undertaking the industrial transfer properly. Firstly, this article analyses the comparative advantages of Sichuan Province; secondly, it points out the problems in undertaking the transfer of processing trade industries; lastly, it gives some advices on how to undertake the transfers.

ICEM-A244
The Cross-Cultural Management in HP-Compaq Merger
Shengji Li, Jinxia Zhu, Panpan Wang
Abstract. This report begins with a structured exploration of the nature of the problem from the organization’s perspective. That is, the reasons why this merger happened will be analyzed through using SWOT analysis and stakeholder analysis. After that, relevant theory and research evidence from the OB literature are going to be highlighted for exploring this combination. This is followed by three interventions which would be evaluated and the best one should be chosen. Then the risks and benefits of each intervention could be listed. Finally, this report presents the key issues in implementing preferred intervention.

ICEM-A245
A Note for the Method of Single Change Point Detection
Yirong Ying, Suzhen Li, Fengjie Ying
Abstract. It is pity for traditional method of single change point detection that the assumption about same covariance matrix is not in line with the actual situation. In this paper, we expand this method with different covariance matrix.

ICEM-A246
Virtual Distribution Centre in Intensification Research in Engineering Projects Logistics
Zechao Du, Jun Wang
Abstract. Temporary and dispersion is the characteristics of construction logistics. That increased the difficulty of construction logistics operation management and affects time, cost and quality of project construction directly. So intensification research is the important subject of construction logistics. Distribution centre is the important way to realize intensification, but it is to difficult to construct entity distribution centre in project. So introduce the concept of virtual distribution centre. The article research: The aim and content of construction logistics intensification and how to build and operate virtual distribution centre. The results showed that: virtual distribution centre more suitable for the requirements of construction logistics intensification.

ICEM-A247
Study on the Influence of the Regional Economic Development to the Technological Talents Flow——Taking Jilin Province as an Example
Hui Zhan, Kangyin Lv
Abstract. Using Eviews6.0 as the analysis tool, analyzing 2000-2012 years indicators of Jilin Province economic development and technology talents stock data. The results show that: The flow of technological talents are indeed affected by the level of economic development, and through the Grainger causality test and regression to the model, further analysis of the impact of the larger factors on technological talents flow are GDP, urban per capita income and the third industry. Finally, to give proposals according to the conclusions.

ICEM-A248
Countermeasures and Suggestions of Promoting Yunnan “Hill Town” in the Construction of Titanium Industrial Park
Fuchang Li, Xiaohui Hu
Abstract. First, analyze the background of putting forward Yunnan “Hill Town” from the actual generalization of land resources in Yunnan province and town construction. Then, analyze cost driver connotation and denotation of Yunnan “Hill Town” from three aspects including transportation costs, factors of production cost, the cost of access to market information. At the same time, analyze the earnings driver connotation and denotation of Yunnan “Hill Town” from the indirect return and direct return. In the end, put forward countermeasures and suggestions of promoting Yunnan “Hill Town” in construction of titanium industrial park from four aspects including promote the “Hill Industry” according to the advantages of titanium resource, promote the downstream “Hill Industry” according to the titanium melting process, promote the park “Up to the Hill” according to the titanium industry, and promote “Hill Town” according to the titanic “Hill Industry”.

ICEM-A249
Analysis on Factors Influencing Consumers’ Continuous Trust in Drive Training Based on the DEMATEL Method
Hongya Liu, Aizu Chen, Xinhui Li
Abstract. In view of the current reality of poor reputation and non-standard teaching system in the driving community with unqualified coaches, DEMATEL method is creatively introduced to the analysis of the factors influencing consumers’ trust in driving school. On basis of it, some suggestions to improve the consumers' credibility through interviews and expert consultation are put forward. Finally, the results of the survey show that the driving community should fulfill its promises when signed up to increase the consumer's trust.

ICEM-A250
Discussions on Teaching Reform of Analog Circuit
Fangni Chen
Abstract. Combining with the experiences in our teaching practice on the course of Analog Electronic Circuit, the problem of why students keep feeling this course is very difficult is discussed. The present teaching situation of this course is analyzed, the reform measures of teaching modules and orders, examples and practice, case
teaching, flipped classroom and motivation promoting strategy are proposed, so as to accelerate the teaching reform and achieve the goal of improving teaching quality and cultivating students.

Icem-A251
Discussions on Teaching Reform of Communication Principals Based on Application Oriented Education
Fangni Chen
Abstract. According to the applied undergraduate education objective of many universities, course reform of communication principles is deeply discussed. The present teaching situation of this course is analyzed, the reform measures of teaching content, teaching methods, assessment methods are proposed. Through strengthening the pertinence of theory teaching, improving the practice teaching and emphasizing the training of practical ability and application ability, so as to achieve the goal of cultivating applied talents.

Icem-A252
Status and Obstacles of Modern Public Employment Service System in China
Jianmei Chen, Weiwei Kong, Hui Wang
Abstract. Combining with the qualitative and quantitative research methods, this paper analyzes the status and obstacles of modern public employment service system in China. Problems of public employment service system in China are big difference between urban and rural areas, including single service items, narrow coverage of employment requirements information, and insufficient funds on grass-root employment service. This paper illustrates a modern public employment service system with high quality employment popularity. The system could be set up by means of improving the urban and rural modern public employment service system, strengthening the diversity of employment service, building the information system of employment, and enhancing the vocational skills training.

Icem-A253
Statistical Arbitrage Research Based on Pairs Trading Strategies
Juan Zhang, Feng Guo
Abstract. This paper had put forward a new strategy: "opening positions when Spread deviates from their opening line of portfolios, closing positions when crossing the meaning line at the first time". The strategy can achieve better arbitrage gains in the empirical test. In addition, this paper used GARCH (1.1) model to predict the time-varying standard deviation as the opening line. This improvement obtains higher returns.

Icem-A254
Classification of Fund Clients Based on Cluster Analysis
Jinwen Wu, Yu Wang
Abstract. This paper introduces the research status of CRM system customer
segmentation, classification and discrimination indicators proposed features for the customers using K-Means method Convoy's fund clients conducted empirical research data clustering analysis. For product design and marketing for the fund of different populations to provide the corresponding recommendations.

ICEM-A256
Study on Exchange Strategy of Chinese GEM Stock Market Based on the Positive Feedback Exchange
Peiling Zhao, Manping Tang, Zhongguo Zhao
Abstract. Taking data of daily yield rate of GEM index from December 31, 2011 to December 31, 2014 as research object, this paper assumes there are two traders types, including rational traders and feedback traders, in the stock market. By establishing trading model, it can be drawn the following conclusion through integration of the fluctuation rate of the stock market using the GJR model which embodied the leverage effect: 1. There are rational traders and positive feedback trading in China’s stock market. 2. When GEM stock is volatile, the autocorrelation between current stock and earlier stock is negative. When GEM stock remains stable, the autocorrelation between current stock and earlier stock is positive. This conclusion can be used to help investors to choose the right exchanging strategy in the volatile stock market.

ICEM-A257
Fund Management in Group Corporations based on the Value-chain Theory
Xiaohua Lin, Lei Tang
Abstract. In the process of deepening economic reform, group corporations have been witnessing great advances. Centered on core businesses, conglomerates develop and expand along investment links. Both inner growth and external competition demand more efficient fund management. Here fits in the study of fund management for group corporations based on the value-chain theory, in the context of ever-changing market environment and escalating competition. The study takes process management as its main line of analysis, and approaches the overall group goal by arraying corporate members along the value-chain featuring upgraded core business and optimized information flow.