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Conference Proceedings Citation Index (CPCI)
ICEM10402
**Research on Sustainable Development Capacity of University-Based Internet Industry Incubator**
Li ZHOU

**Abstract.** Incubator must cultivate the ability of self-sustainable development. University-based internet industry incubator is designed to be a professional “internet plus” service provider, with pluralism of investors, diversification of construction modes and marketization of operation mechanism, to provide governments, enterprises and all traditional industries with “internet plus” technical service and thus build up an innovation and entrepreneurship biosphere. The mechanism of internet industry incubator in universities is to achieve interdisciplinary collaboration and provide industrial service, and finally explore the development route from “scale incubation plus personnel training & transporting plus industrial upgrading” one-stop service provider to incubator with sustainable development capacity of service integration and commercialization.

ICEM10403
**Optimal Asset Allocation and Benefit Outgo Policies of the DC Pension Plan During the Decumulation Phase**
Lin HE, Zong-xia LIANG

**Abstract.** In this paper, we study the optimal dynamic asset allocation and benefit outgo policies of the DC pension plan with index-linked target during the decumulation phase. The pension management controls the asset allocation to minimize the deviations between the actual benefit outgo and the pre-set target with index-linked property. Using stochastic maximum principle and HJB methods, we establish the optimal proportions allocated in the risky and risk-free assets separately and the optimal benefit outgo policy. We also study the impacts of the fund wealth, target pension-salary replacement rate, the expected return of the risky asset, and the expected growth rate of the average salary on the optimal policies.

ICEM10404
**Research on the Sustainable Development of Animation Industry Cluster Based on Diamond Model**
Ke LIU, Xiao-cong DU

**Abstract.** China’s animation industry has developed rapidly, and has achieved commendable achievements in the cluster development strategy, but compared with the United States, Japan, South Korea and other animation power, there is still a big gap in the influence, sustainable development advantages and many other aspects. It is the urgent that animation industry cluster to gain an advantage for sustainable development. This paper based on Diamond Model, take the analysis of various
elements of the development of animation industry cluster, explore strategies of the sustainable development of the animation industry cluster, and provide a beneficial reference for the sustainable development of China’s animation industry cluster.

ICEM10501
**The Analysis on the Development Status and Trend of Global Industrial Robots**
Qian-wen LI, Jing-dong YAN

**Abstract.** The development of the industrial robots is positively correlated to the national economy, science and technology. Chinese Thirteen Five-Year Guideline has included the planning about the development of industry robots. The paper summarized the trends of industrial robots’ development by analyzing the basic situation of the global development of industrial robots, which included the industrial robot industry’s model status of Japan, Europe, the United States and global industrial robotics innovation status. At the same time, the Chinese model, with Chinese national conditions, was proposed in line with the development trend of industrial robot industry.

ICEM10602
**The Influence of National Vocal Music Characteristics on Consumers’ Intentions—Exemplified by the Marketplace Background Music**
Sheng-nan LIU, Xu WANG

**Abstract.** This research analyzes the behavior and reaction of consumers against national music. The background music was subdivided into psychological aspects and physical aspects to test the structural relationship of consumers’ behavior intentions. The analysis found the following results. First, in terms of the psychological attitude, it was found that emotion and diversity were factors that significantly influence consumers’ behavior. Second, in terms of the physical attitude, it was found that recommendations and balance were factors that significantly influence their behavior.

ICEM10603
Ze-hong LI, Jun-jie PAN

**Abstract.** Fama-French Three-Factor model (FF3), as a representative of multifactor asset pricing models, is an improvement of CAPM. For a long time, China’s electric power enterprises have widely used the CAPM in the process of investment decision-making. While the internal and external environment of China’s electric power industry is undergoing great changes in recent years, the applicability of the CAPM need further research. This article selects the stock data of Chinese electric power industry in the stock market during 2007-2013, then uses CAPM and Fama-French three factors model respectively to conduct regression analysis with the stock yield data, and compare the applicability levels of the two models, thus access the applicability of Fama-French three factors model, the purpose is to find a suitable stock market yield prediction model for the present China’s power industry.
Legislation in Pollution Prevention and Control of Large-scale Breeding of Livestock and Poultry
Yong YAN, Xiang-zhu CHEN
Abstract. At present, the contradiction between economic and social development and environmental protection is becoming more and more serious and tense, the high-speed development of the livestock industry has brought enormous pollution in promoting agricultural economic benefits at the same time. The legal implementation of pollution prevention and control work environment of livestock and poultry breeding is the fundamental work in environmental protection. The country should be combined with “the implementation of large-scale breeding of livestock and poultry pollution control regulations”, construct the legal framework for the livestock and poultry breeding, must realize the livestock and poultry breeding Law Based on the suit one’s measures to local conditions and refinement of the law, gradually change the status quo, bull management strict government responsibility, improve livestock and poultry science planning system, improve the review and approval system, and implement a clear policy of government support, so that livestock breeding pollution rate to a minimum to achieve the goal of sustainable development of livestock and poultry breeding.

Design and Development of Manufacturing Quality Management Information System for Auto Parts Enterprise
Chen-fei WEI, Ming LI and Cheng-xiang ZHANG
Abstract. At the current auto parts manufacturing quality management present situation, this paper analyses the problems existing in the informatization, put forward from the specification quality data, and sets up quality management information platform, development and quality management information system development countermeasure, to help enterprises improve quality management level.

Research on the Factors Influencing on the Selective Tendency of Financing Method—Based on the Listed Companies’ Empirical Evidence in China
Qin CAO, Yang LI and Jia-hui LIU
Abstract. This paper use stepwise regression to do empirical analysis of the factors influencing on the selective tendency of financing method, based on the sample of China’s listed companies in 2009-2013. Research findings show that profitability, information asymmetry, operating and financing risks, non-debt tax shield and cost of equity have different corresponding significance and correlation relationships with the degree of internal, debt or equity financing. Financing risk is the most factor influencing the tendency of internal and debt financing, and Profitability influences equity financing most.
ICEM10801
China’s Small Micro Enterprise Financing Problems and Countermeasures
Ke LIU, Bin MA
Abstract. China’s small micro enterprise is an important part of the national economy, has become the main channel of employment, the force of increasing the financial and creating a thriving market. On the other hand, small micro enterprise with flexible operation mechanism and market adaptability, become the important strength that contribute to China’s economic system reform. In China, about 97% of all enterprises are small micro enterprises, provide jobs is 4-5 times higher than large and medium-sized enterprises, at the same time, it is the main channel to solve the employment of urban and rural surplus labor force in our country. But in recent years, about research on this topic has the important practical significance which impels small micro enterprises development.

ICEM11102
Application Analysis of Cyber Marketing in Real Estate
Jin-yi WU
Abstract. Cyber marketing is an important part of real estate E-commerce. Compared with the traditional model, it has many advantages. Through internet, the enterprise can perform a variety of marketing activities and communicate with the scattered consumer more interactively with large amount of information and lower cost. The application of cyber marketing in real estate mostly concentrates market survey, market segmentation and targeting, product promotion, and so on. However, there are still some problems. Security of network transactions is difficult to guarantee. Authenticity of network information is being questioned and there is a contradiction between virtual network and reality. To improve the effectiveness of cyber marketing, it is important to protect the customer’s information security and innovate upon marketing methods.

ICEM11103
Research of the Forming of Application Technology Talents’ Entrepreneurship Ability
Hong-xiang GE
Abstract. Developing students’ entrepreneurship is one of the important indicators that show the realization of Mass entrepreneurship and innovation in current situation. In order to cultivate college students’ strong entrepreneurial ability, we must follow the law of formation of entrepreneurial ability, paying more attention to enhance their entrepreneurial awareness, cultivating their entrepreneurial ability, building good entrepreneurial knowledge structure, and integrating these abilities into actual industrial capacity by practical activities.

ICEM11501
Regulation of Equity Crowdfunding in China
Yong-tao CUI, Can ZENG
**Abstract.** Equity crowdfunding is a novel concept of using the strength of the Internet to raise business capital through the “crowd” and it is being developed well in China. Backed by government, entities and investors. Considering equity crowdfunding involves great risk, China has laid down some rules to regulate it in order to protect investors. Through the method of empirical analysis, the article analyzes the risks contained in equity crowdfunding and the deficiencies of China’s regulatory rules. At the end of the article, puts forward some suggestions to improve the level of equity crowdfunding regulation based on above analysis. The main purpose of this paper is to research how perfect the regulatory rules to protect investors who are interesting in equity crowdfunding and promote the healthy development of it in China.

ICEM11801

**Research on Application of Just-In-Time Theory in Counselor’s Daily Management**
Hong-xiang GE

**Abstract.** As the changing of education environment in colleges and universities, university student work managers must adapt to new situations, solve new problems and constantly improve their work efficiency. College counselors as front-line education managers have key effects upon student’s growth and development. The research purpose of this article is to find new idea and method of counselors’ student management, to make contribution to the enhancing of the scientific and effectiveness of student management. Just-In-Time (hereinafter referred to as JIT) theory is not only an effective mode of production, it also plays an important role in the field of management and with the expansion of the scope of management, people are continuously exploring the application of JIT mode. The author adopts the method of combination of theory and practical analysis to apply the JIT mode to college counselors’ daily management. The application of JIT mode plays a guiding role in student management. Adopting scientific concept to the practice of the counselors work can fully mobilize the initiative of the students’ solving problems, enhance students’ work efficiency and plays a positive role in promoting good cooperation between teachers and students work handover.

ICEM12102

**Parity Reversion of Absolute Purchasing Power Parity**
Zhi-bai ZHANG, Zhi-cun BIAN

**Abstract.** In this paper, we study the parity reversion of 40 main bilateral real exchange rates (RERs) constructed by actual price levels to be consistent with absolute purchasing power parity (PPP), rather than by price indexes as used in popular studies. The time series ADF and KPSS unit root tests reveal that 39 RERs are stationary in their periods of about 60 years or less. The half-lives span from 1 to 40 years and are mostly outside of the consensus range of 3-5 years in relative PPP. Thus, the parity reversion of absolute PPP may be very different from that of relative PPP.
ICEM12202
Major Restricting Factors in the Construction of the Tourism Towns and the Improvement Measures in Heilongjiang Province
Qi SUN
Abstract. With vigorous development of China’s tourism towns, the process of developing the tourist towns in Heilongjiang Province is accelerating. In order to promote the construction of the tourism towns, the measures for improvement are to make scientific planning, broaden financing channels, regulate government guidance and promote the cooperation of regional economy.

ICEM12501
A Study of RMB Exchange Rate Fluctuation Influence on China’s Tea Export Value
Fan-ling KONG
Abstract. It is an empirical analysis of whether RMB real effective exchange rate (REER) can influence China’s tea export value and how, using least square method and error correction model to establish long-term and short-term equilibrium relationships among variables on the basis of unit root test, autocorrelation test and co-integration test. The empirical results show that RMB appreciation can increase China’s tea export value in the short term, but decrease in the long term; the average price rise of China’s tea export can increase the tea export either in the long term or short; US consumer price index (CPI) rise can increase China’s tea export in the long term, but decrease in the short term; China’s manufacturing purchasing managers index (PMI) for China economic climate can also accelerate China’s tea export. But all the influences are not significant.

ICEM12503
About Shanghai Jahwa United in the Struggle for Control of the Company’s Thinking—Based on the Equity Culture and the Analysis of the Efficiency of Corporate Governance Perspective
You-peng ZHANG
Abstract. Shanghai Jahwa in the struggle for the control of company is the most focus event in capital market recently. Finally, the investor Pingan Trust took the real control of the company after overcoming the management. The conclusion is that analyzes shanghai Jahwa struggled for control of company, base on two relatively new perspective of the equity culture and corporate governance efficiency. Two conclusions are drawn, to begin with, capital is represented by Ping An Trust obtained absolute control of Shanghai Jahwa isn’t caused by who is the largest shareholder, it is due to lack of equity cultures. A deficiency in market participants’ comprehension and respect of equity essential characteristics and the essential meaning of equity culture what is protection of investors, especially small and medium investors. The result will inevitably lead to the value of shareholder plunged and the efficiency of corporate governance dropped obviously. Secondly, it puts forward that the aspect should be paid attention to, namely, the equity culture is significant to improving the efficiency
of corporate governance and forming a corporate governance structure.

ICEM12504

Validity of Absolute Purchasing Power Parity in G7 Countries
Zhi-bai ZHANG, Zhi-cun BIAN

Abstract. In popular studies, the theory of relative purchasing power parity (PPP) is tested for the real exchange rates (RERs) that are constructed by price indexes. In this paper, we construct the bilateral RERs by general price levels and study the absolute PPP theory in G7 countries. Coefficient restriction and RER misalignment distribution tests reveal that absolute PPP holds for the RERs of Canada, France, Germany, and Japan against the US in the whole samples. For the RERs of Italy and the UK against the US, we find the Balassa-Samuelson effect’s modification to the absolute PPP theory in the sub-samples.

ICEM12506

Dynamic of Corporate Profit Tax Paid by Consolidated Groups of Taxpayers
K. A. Bannova, A. V. Khaperskaya and N. V. Pokrovskaya

Abstract. This article describes the basic principles behind the concept of the consolidated groups of taxpayers (CGT) and their results in Russia. We evaluate the efficiency of the intergovernmental tax distribution after the establishment of CGT. As per the analysis of the changes in the tax proceeds because of the CGTs, it was discovered that in 2013 the overall corporate profit tax revenues (as compared to those in 2012) decreased by 9.9%. In the meantime, in the most regions with the companies participating in CGTs, a significant increase (3.1% on the average) in the tax revenues over the previous year has been noted. This is due to the new formula used for the distribution of corporate profit tax proceeds in connection with the creation and operation of CGTs.

ICEM21501

Performance Regulation, Efficiency Salary and Compensation Incentive for Executives of State-owned Enterprises
Hua ZHANG

Abstract. The relationship between salary and performance is a controversial and inevitable problem in the study of executives’ compensation incentive of state-owned enterprises. A compensation incentive framework with rated performance is designed in this paper to discuss the optimal compensation incentive decisions for executives of state-owned enterprises, based on a two-stage game. Study found that high salary could motivate the executives to work hard, and the effect of compensation incentive would be reduced when there are uncertain factors impact executives’ performance; if executives’ performance could be measured effectively, increasing the rated performance standard is more conducive to motivate executives to work hard than high compensation. Finally, some suggestions are presented to improve the effect of compensation incentive for executives of state-owned enterprises in the matters of industry particularity, performance appraisal standard and the relationship between
government and enterprise.

ICEM31701
Site Overhead Cost Index Prediction Using RBF Neural Networks
Michał JUSZCZYK, Agnieszka LESNIAK

Abstract. Cost estimation is one of the key tasks in the process of construction project management. Total costs incurred during the construction stage of the project by a contractor include direct costs that are related to works execution and indirect costs that accompany the delivery. This paper presents Artificial Neural Network (ANN) approach for prediction index of site overhead cost which is significant part of indirect cost. Applicability of Radial Basic Function (RBF) networks was investigated. A quantitative study on the factors conditioning site overhead costs of polish construction projects was completed. Moreover actual site overhead costs incurred by enterprises during project implementation were investigated. This research phase resulted in completion of a data set which covered 143 real-life cases of building projects. On the basis of the neural modelling the authors stated that the RBF networks can be a promising solution in the regression problem of site overhead cost index prediction.

ICEM32901
Impact of Training & Development on the Performance of the Employees of Silk Bank Limited—Karachi East Division Branches
Sheeraz ALI, Farhana SHOUKAT, and Asif KAMRAN

Abstract. This study explored the impact of training & development and modern training methods on the performance of the employees of Silk Bank Limited Karachi East Division Branches. The essentialness of training and change in the Banking Industry has been highlighted in the past works. The reason for this study is to take a gander at the effects of training and improvement and present day training systems on the performance of the representatives of Silk Bank. A well-structured questionnaire was designed and utilized for gathering the data. The outcomes reported in this study prescribe that preparation and change influence the execution of Silk Bank authorities as for their occupations. This result is broadly unsurprising with prior organization composing on get ready and change. Remembering the final objective to secure specific data of preparing and change from the example specialists, assorted request are acquainted with the respondents and in like manner broke down. Preparing and Development and modern training techniques have positive effect on the execution of the representatives of Silk Bank Limited. Talk of the considerable number of results demonstrates the speculations; there is an important relationship between Training & Development and performance of the workers implies that employees’ performance is expanding through training and advancement. There is a positive relationship between modern training methods and performance of the workers’ means that modern training methods are enhancing Silk Bank’s representative’s performance.

ICEM10702
The Maker-Platform Eco-system Model in Internet Environment: A Case Study of Haier
Yang YANG

Abstract. Enterprises can adapt themselves to a dynamic environment by conducting product innovation and management innovation. In this paper, however, we think that enterprises have to engage in management innovation, but not merely product innovation in Internet environment. In case study of Haier, we conclude that its management innovation process, which experiencing bureaucracy triangle structure, inverted triangle structure, eventually maker-platform eco-system mode, meeting the requirements of the Internet environment. As three key nodes of the maker-platform eco-system, open-source platform provide resources for the existence of eco-system, diversified small-micro businesses offer the ecosystem with vitality and Internet facility is essential to upgradation of the ecosystem. At last, we discuss the potential implications of this new model to transformation of large businesses and establishment of maker-platform, as well as some issues that may hinder the positive effects of this model.

ICEM11101
The Study on Peasant’s Willingness on the Abdication of Rural Residential Land of “Village in City” of Shenyang
Li-shuang CHEN, Yan-bin PENG, Di ZHANG and Ying HU

Abstract. Through to the field investigation and the peasant questionnaire in Shenyang, using the descriptive statistical analysis method, this paper analyzed Peasant’s opinion of rural residential land and willingness on the abdication of rural residential land. It discovered that the peasant strongly depended rural residential land, could not easily give up. The main reason that the peasant needs rural residential land was deeply worrying about the future, such as solving employment, children’s education, social security. The problems must be solved if government is going to promote the work of the abdication of the rural residential land.

ICEM11401
Rural Social Complex and Rural Public Services—A Perspective of Rural Social Management Innovation
Bi-gang HONG

Abstract. The contradiction of increase in demand and shortage of supply of rural public service is highlighted, restricting the rural economic development and social progress. “Strong interference and weak autonomy” mode in the People’s Commune period provided rural residents with relatively equal public service of low level; “stronger intervention and weaker autonomy” mode in the “Village self-governance” period caused serious inadequacy of rural public service and inequality between the urban and rural; “Strong intervention and strong autonomy” mode in New Rural Construction period has accelerated the rural public service progress, but problems remain unsettled. So in the period of building a well-off society in an all-round way and realizing China Dream, the rural social management mode should beinnovated to
improve the rural public service supply system, thus the conception of “Rural Social
Complex” is proposed.

ICEM11802
Research on Entrepreneur Ability’s Effects on the Core Competence of Small
and Medium-Sized Enterprises
Ming-zhi LIAO, Yan-yu CHEN
Abstract. This paper is based on the entrepreneur theory and core competence theory. In 1990, C. K. Prahalad and Gary Hamel formally brought up the theory of core competence in The Core Competence of the Corporation published in the Harvard Business Review. Prahalad and Hamel hold that core competence was “a kind of accumulative knowledge in an organization, especially a kind of common knowledge to coordinate different production skills and organically integrate various techniques.” [1] In order to promote the core competence of small and medium-sized enterprises, the author studies entrepreneur ability’s effects on the core competence of small and medium-sized enterprises by contrast method, citing instances method, literature method and classification method, and then finds that in the process of recognizing, molding, extending and improving the core competence of small and medium-sized enterprises, entrepreneur’s five abilities play important roles such as their honest character, spirit of leadership, acute discernment, learning ability and pioneering creativity.

ICEM11901
The Development Ideas of Higher Education’s Discipline Structure of Henan
Province Under the Background of Industrial Upgrading
Qing-xiu PENG
Abstract. This paper, at first, makes research on Harmonious relationship of restrict and promote each other between industry structure and higher education structure. Then, we carried on the comprehensive analysis on industrial structure in Henan province and the process of discipline structure of the higher education development present situation .Finally, according to the higher education structure and industrial structure, division of kind of professional setting and market demand can not be timely docking and professional penetration force is weak wait for a problem, we put forward the effective solutions, and put forward to promote the upgrading of the industrial structure of Henan higher education structure development idea.

ICEM12101
The Study on Health Preserving Tourism of Chinese Medicine in Jilin Province
Yi QI, Yang SUN
Abstract. In the process of struggle to disease for thousands of years, our people summarized special system of traditional Chinese medicine. They possess profound history and valuable experience and have a wide influence in the world. The paper introduces the emergence, development and current situation of tourism of traditional Chinese medicine from medical tourism and health tourism separately.
Analysis on the Influence Factors and Fluctuation of Iron Ore Price Based on Oligopoly Market

Wen-qì ZHU, De-yì XU

Abstract. In this paper, we use factor analysis and VAR model, established the dynamic relationship between the price of iron ore and output, inventory, shipping cost, GDP. By using factor analysis, three common factors were extracted, and we discuss the common factor for iron ore price impact and the rule. The empirical analysis shows that the supply factors have a negative impact on the current prices; demand factors influence iron ore prices are relatively large which has a positive impact in the first phase of the price; Financial factors have a negative impact on the price of the current period, and the effects of the three factors are gradually disappearing.

Building Online Trust in Retailing Industry in China

Yu CAO, Jiang-yu LI

Abstract. In China, online retailing often refers to B2C or B2B2C, is expected to grow up at aggressive rates in the coming years. Since e-commerce stretches transactions over spaces and time, it requires more trust than traditional business does. Therefore, one of the most critical factors preventing the growth of online retailing in China is the lack of trust between consumers and vendors. The model of trust for e-commerce (MoTEC) [7], the categorization framework of trust services [17] and the types of the trust definition [10] will be adopted in this thesis to provide a framework making explicit factors likely to affect customer trust. This paper try to give suggestion in order to use trust service to build the mutual trust relationship between websites and customers, integrating the conclusion of former research with the practical background of e-retailing in China.

The Analysis on Qingdao Industrial Development Evaluation

Li-xun XU, Pan-pan XU

Abstract. As to solve the problem of speed slowing-down and growth rate downward on Qingdao industry development, this paper established the evaluation model by the method of linear regression based on the historic data of Qingdao industry. By evaluating the state of Qingdao industries and analyze the reasons, this paper gives the countermeasures for the future transformation and upgrading of Qingdao industrial development.

The Research About Outward Foreign Direct Investment Location of China

Shuang-shuang CHEN

Abstract. With the opening reform of China, more and more firms start to invest in
foreign countries. This paper has a brief summary of the international investment theory and reviews the FDI location research of scholars at home and abroad. The statistics are adopted from 43 countries from 2003 to 2011, and then we have an empirical study of the OFDI location of China from the angle of the influence of the fuel, the GDPP, the institution and the trade between the two countries. The conclusion is that China prefers developed countries with good resource and poor institutions and developing countries with abundant resources and good institutions.

ICEM22901
Empirical Research on the Influence of E-commerce on TFP of China’s Service Industry
Xiong-hui ZHANG
Abstract. Based on e-commerce development index system of alibaba, this paper adopts DEA method and uses non parameter Malmquist index model to empirically analyze the TFP, corresponding technical progress rate and technical efficiency, with further analysis of the relationship between e-commerce and TFP, technical progress rate and technical efficiency of China’s service industry. The result is the development of technical efficiency is due to e-commerce eliminates the decrease of scale efficiency caused by the decrease of marginal output elasticity of factors like capital. That’s why the average growth rate of TFP of China’s service industry from 1997 to 2013 remains high level of 6.29%. Therefore, technical progress is the main power to promote the growth of TFP of China’s service industry.

ICEM22904
Research on Integrated Emergency Response Mode of Power Enterprise
Chuang DENG, Jun-yong LIU, Huan-huan LI, Zhong-fu TAN
Abstract. To effectively response to various types of complex emergencies and make full use of power enterprise’s internal and external emergency resources, this paper analyzes domestic and foreign emergency linkage experiences and this manuscript put forward the three essential factors of emergency linkage, namely emergency linkage subject, emergency linkage content and emergency linkage level, which provide the foundation of building emergency linkage model. Then based on the emergency management status quo, this paper analyzed emergency linkage modes that applicable to power enterprise internal, external and synthesized linkage. Whewein the internal emergency linkage mode contains two parts, namely functional department emergency linkage mode and internal unit emergency linkage mode. The external linkage mode refrres to the emergency linkage between emergency event unit and external units. And the synthesized emergency linkage mode refrres to teh coordination between power company and external departments. The proposed emergency linkage modes could provide scientific reference for power emergency linkage mechanism and help improve emergency manage capability of the Power Company.

ICEM30202
Corporate Social Responsibility of Chinese Enterprises Going Global From a Context of the One Belt and One Road Strategy
Kai-jun YANG, Ling-ling TANG

Abstract. Chinese enterprises are thinking about how to avoid risks of going global, and becoming a global corporate citizenship, in particular with a context of the One Belt One Road (OBOR) strategy. The questions include how to cope with the challenges, seize the opportunities and how Chinese enterprises implement OBOR strategy effectively. This article aims to review the connotation of OBOR and development of Chinese enterprises going global, and analyze the reasons why Chinese enterprises going global lack of social responsibility. The article finally puts forward relevant policy proposals combined with corporate social responsibility (CSR) and sustainable development.

ICEM30203
Ricardo-Barro Equivalence Theorem and the Positive Fiscal Policy in China
Xiao-huan LIU, Su-yu LV

Abstract. This paper selects the economic data of Financial Deficit and National Debt Balance during the years of 1983-2013 to make an empirical analysis to see how the positive fiscal policy in China influences the resident consumption and whether the Ricardo-Barro Equivalence Theorem is tenable or not in China. The conclusion is that the issuing of government bonds has positive effects on the increasing of resident consumption in China, as for the growing of financial deficit, it has little effect on resident consumption in the short term, while in the long term, it seems restrain the resident consumption. Empirical results proves that the Ricardo-Barro Equivalence Theorem is untenable in China, the main reason is that Chinese consumers cannot make economic decisions under rational expectations, which means China can implement positive fiscal policy to achieve what it wants.

ICEM30301
The Impact of Corporate Social Responsibility on Consumers Purchase Intention
Li-yao JIN

Abstract. Corporate Social Responsibility (CSR) occurs the new development and new trends under the influence of globalization. This article studies the importance of Corporate Social Responsibility, and then, we discuss the impact of consumer behavior and we will put forward the Corporate Shared Value for improving in the future. The conclusion shows that the consumer behavior in our consciousness proved hard to overcome. Corporate Shared Value provides a new win-win way for consumers and businesses.

ICEM30302
Research on Financing Constraints and Corporate Value Under Financial Crisis Shock
Ya-qiong PAN
Abstract. Since the difference between internal and external financing costs, enterprises are facing financing constraints. Outbreak of financial crisis affected the degree of financing constraints, then influenced corporate value. This paper uses financial data of Chinese listed manufacturing enterprises from 2005 to 2013, builds a model of financing constraints index with logistic regression and a model of financing constraints-corporate value with panel regression method to assess the impact of financial crisis on financing constraints and corporate value. The findings are shown as follows: (1) Reducing asset-liability ratio, increasing liquidity ratio, enterprise scale and return on equity will improve financing constraints. (2) Loosening financing constraints, decreasing asset-liability ratio, increasing gross profit margin, enterprise scale and earnings per share will promote corporate value. (3) Shock of financial crisis affects financing constraints significantly. (4) Outbreak of financial crisis deepens the degree of financing constraints, then reduces corporate value significantly.

ICEM30401
Study on How to Build Regional Industrial Clusters Brand
Ming-wu LI
Abstract. The regional brand is of great significance to the development of industrial clusters. The industrial scale with bigger clusters is the basis to form the regional brands and the cultivation of business brand is the important support for the regional brands. The building of the benign interaction mechanism between the regional brands and the business brands is the core of the brand strategy of industrial clusters. The governance of the “tragedy of the commons” of brands is the key to prevent the risk of regional brands. At the same time, the guidance of local government and the service of intermediaries can provide a favorable environment for the building of regional brands.

ICEM30702
Mode Construction of “Managing the Real Estate Tax by Information” in the Big-data Times
Fu-qiang ZHANG, Jia-chun YI
Abstract. With the development of the application of the big data technology, the tax information management, especially the information management of the real estate tax is feasible and urgent. Thus, it is essential to understand the necessity of fastening the construction of “managing tax by information” in the historical background of the big data and to explore a new way to construct a suitable mode of “managing the real estate tax by information” on the basis of learning from developed countries and taking full advantage of the big data development. According to this research, in order to acquire the external tax-related information so as to provide the substantial legal guarantees to “managing tax by information”, the taxation authority should be specifically empowered through Law on the Tax Collection and Administration. The research methods mainly adopted in this research are the literature research method, the case method and the interview method, and case studies are used in small scale.
ICEM30703
Research on Chinese E-book Market and Developing Strategies
Bao-ling LI
Abstract. With the rapid development of digital publishing, Chinese traditional publishing industry has experienced profound changes in recent years. The development of digital publishing has not only led to the changes in the content carrier, form of expression, mode of transmission and methods of reading, but also extended the scope of the digital publishing to nearly all digital content industries. The paper firstly analyzed the current scale and competition of Chinese e-book market, and then discussed the three big bottlenecks in developing e-book market in China. Based on these analyses, it proposed that strengthening copyright protection and regulating related standards are the only ways for China to develop e-book market rapidly and healthily. In the future for a long time, Chinese book market tends to be the convergence of traditional media and new media.

ICEM31103
Convergence and Interpenetration: Automobile Industry Is Developing in the Culture and Creation
He GAO, Yan WANG, and Guan-zhong CHEN
Abstract. Automobile Industry is one of the important pillar industries in China, as the growth of living standard, China has really stepped into “automobile society”. China, as a new-coming country for automobile industry, encounters problems in developing automobile industry in market competition, technological innovation, environmental protection and individual demand. Chinese automobile industry should take cultural and creative convergence as a new idea and new measure for innovative development. To combine cultural and creative results to build automobile culture for enterprises, converge cultural and creative elements to promote innovation for automobile industry, absorb cultural and creative idea to broaden the product connotation, interpenetrate cultural and creative tactics to automobile industry marketing are not only the reform path for current automobile industry but also the developing direction for it.

ICEM31104
Research on the Method of the Convergence Development of Cultural and Creative Industry and Automobile Industry in Jilin Province
He GAO, Shu-ting ZHENG, and Guan-zhong CHEN
Abstract. With the rapid development of economic globalization, phenomenon of mutual convergence between industries has already become more common. Particularly, creative industry and traditional industry presents the convergence and development of new forms. As the pillar industry of Jilin Province, the automobile industry has made a great contribution for its economic growth. Based on the perspective of industry convergence, automobile industry and cultural and creative industry lack of convergence and development in Jilin province. There are some
problems, such as low independent innovation ability, insufficient fund and human capital investment, design and service level of backward, management system constraints and so on in the convergence. Therefore, we should focus on adopting cultural and creative industry to promote the development of the automobile industry, enhancing the brand value of the car industry and increasing the cultural value of car industry etc. to promote the convergence and development of automobile industry and cultural and creative industry.

ICEM31401
**Weak Form Efficiency in Asian Markets—The Cases of China, India, Malaysia and South Korea**
Xi-yang LI, Bin LI

**Abstract.** This paper examines the weak form market efficiency in a group of Asian equity markets. The sample encompasses four emerging markets comprising India, China, South Korea and Malaysia. Daily, weekly and monthly market returns are estimated for a runs test and variance ratio tests. The findings are contrary to some of the previous studies that are based only on unit root tests. This study sheds new lights on the extant literature on market efficiency and has important implications for investors who seek to identify mispriced assets in order to make abnormal profits.

ICEM31402
**Analysis of the Operating Mechanism of O2O Business Model in the Retail Industry Under the Internet Plus Era**
Fang-lan Xu, Song LUO

**Abstract.** With the rapid development of Internets (mobile Internet or Internet of Things), “Internet Plus” has been integrated into all fields of society and economy as a brand new economic form. Therefore to keep Retail Industry, one of our conventional industry growing healthy and to maintain its sustainability, it is imperative to adjust consistently the Retail Industry’s marketing strategy and transform its pure bricks-and-mortar operating to fit into the impact of internet technology on the industry.

ICEM31403
**“One Belt One Road” Strategy and the Sustainable Development of Asia: The Case of Afghanistan and DPRK**
Yan-zhe ZHANG, Hui-zhi ZHANG

**Abstract.** The goal of this study is to determine how efficient the “One Belt One Road” strategy to stabilize and promote the growth of Asian economy. “One Belt One Road” strategy, which is advocated by the Chinese president Xi Jianpin, may have the same value of “New Silk Road Strategy”. The strategy situates China as a regional trade and transit hub in the “Heart of Asia”. This study’s theoretical framework is a hybrid of fragile state theory and the new economic geography theory. The finding of this study is about the “One Belt One Road” strategy is more advanced than the traditional international development aid model. This study employee the Afghanistan
and DPRK (Democratic People’s Republic of Korea) as the case studies to identify “One Belt One Road” strategy would promote the most fragile and isolated states to become more fully integrated into the regional and global economies by developing the transport, energy and mining sectors. The study further finds that the implementation of the hardware infrastructure projects may result in increased risk of failure in certain politically fractious and unstable regions of the countries. This study contributes substantially to aid policy by demonstrating the characteristics that are essential to a successful strategy for the development of a failed state that is geological-characterized, fragile, and conflict-affected. Moreover, this study expands the use of econometric techniques such as cost-benefit analysis to the design of an economic development strategy for the failed states. Thus, from both theoretical and applied perspectives, this study will contribute to the emerging bodies of academic research on fragile states; post-conflict reconstruction and stabilization; geological-characterized less development countries; and applied and theoretical economic growth models.

ICEM31504
The Analysis of the Bubble of Property Industry in China: Based on the Data from 35 Cities
Song CHEN
Abstract. By using the large scale data from demand and supply side, including house price growth rate, income growth rate and the total household numbers and the total number of households, this paper analyzes the market behavior of 35 cities in China. Our analysis shows that there seems a huge property-value bubble both in standpoints of demand side or that of supply side.

ICEM31702
Thinking on China Developing Real Estate Industry: Based on the Analysis of Socio-economic Hotspots of 2015
Dai-jing ZHANG
Abstract. During the whole 2015, there have been many hotpots causing the focus of national concern, such as Paris climate conference, two sessions (National People’s Congress and Chinese People’s Political Consultative Conference), Asian Infrastructure Investment Bank, Internet giants gathered, which have inextricable relations with our economy and life. This paper discusses these hotpots’ impacts on the real estate industry in our country, from three aspects of the Paris climate conference of low-carbon economy, the government work report “Internet plus” and “property 330 New Deal”, and look into the development of real estate economy.

ICEM32403
Research on Demand Forecast of Project Materials Based on Classifier
Jun-jun GAO, Peng-peng TIAN, Fang-hua Hong
Abstract. Based on the phenomenon that companies often encounter difficult multi-project management with a variety of project materials, this paper put forward a
project material demand forecasting model on the basis of classifier. First, C4.5
decision tree classification algorithm was applied to training set data, which generated
classifier. Then, the classifier was used to sort out test set data. Finally, demand
forecasting about the post-classified project materials was conducted. The empirical
results showed that this classification method has improved the accuracy of project
materials demand plan.

ICEM32404
Multi-peak Lifecycle Forecasting Model Based on Artificial Bee Colony
Algorithm
Jun-jun GAO, Jian WANG
Abstract. There are many issues in tradition lifecycle models especially when we
apply them to the products whose sales curve has a feature of multiple peaks. Two of
them are the bad performances on fitting the sales curve and forecasting the demand.
In order to solve the first problem, we proposed a method of fitting in batches which
divided an entire category into some launching batches and fitted the sales curve of
every launching batch separately, and then we got the sales curve of the category by
adding the sales curve of every batch up. In order to solve the second problem, we
introduced the Artificial Bee Colony Algorithm and built a self-update lifecycle
forecasting model. Tested by a real sales data in garment industry and comparing with
the tradition method and model, the method and the forecasting model can realize a
higher accuracy both in fitting and forecast.

ICEM32502
The Relationship Between Users’ Cognitive Styles and Their Navigation
Behaviors on the World Wide Web
Yan LUO, Xiao-hui ZHONG
Abstract. The purpose of this paper is to model users’ cognitive styles based on user
web navigation patterns. The main aim is to investigate whether fuzzy clustering
 technique can group users in particular cognitive styles by means of psychometric test
and navigation behavior analysis. Three navigation metrics are utilized to find
identifiable groups of users that have similar navigation patterns in relation to their
cognitive styles. Index of Learning questionnaire (ILS) is applied to extracting users’
cognitive styles. Users’ navigation behaviors are analyzed using a reproduced version
of a brief introduction webpage of “Suishouji”.

ICEM33104
Research on Urban Tunnel Lifecycle Management Based on BIM
Min HU, Yi WANG
Abstract. Urban tunnel construction usually has huge mass and cross complex layers.
Due to urban tunnel is hidden construction, its management usually is straggling and
abstract. Adopt BIM (Building Information Modeling) technology to model the tunnel
during its lifecycle will integrate the straggling information and enhance the
management efficiency. This paper discussed contents of BIM tunnel, then proposed
demanding model of tunnel lifecycle management, and verified its value by applied to practical construction at last.

ICEM40601
Research on the Selection of China’s Intermediate Target of Monetary Policy
Yuan SHE, Ting-ting ZHOU
Abstract. This article mainly studies the selection of the intermediate target in China. It does a comprehensive analysis of broadly defined money supply index (M2) from its test-ability, control-ability, relevance and interference immunity, and finally comes to the conclusion that whether the M2 should still be the intermediate target of monetary policy or not.

ICEM41302
Li-jun JIA, Yi-xuan LIU
Abstract. Since China developed technology, its exports of high-tech products increased rapidly. Whether trade comparative advantage in China is reversal? Is export structure optimized? This paper measure the revealed comparative advantage (RCA) of technology of China and the U.S., and measure the export domestic added value comparative advantage (AVCA) based on non-competitive input-output model. The results show that China’s RCA has increased except special industries; the RCA exceed the U.S. in some technical industries; while the domestic value added coefficients are always less than American; compared with the U.S., RCA of different technologies after adjustments has decreased significantly in China.

ICEM41303
Intersection Signal Management Based on Multi-Objective Optimization and Decision
Juan CHEN, Jun-jie GENG and Ming-xing JIA
Abstract. Aiming at solving the multi-objective signal timing optimization and decision making problem for isolated intersections, a multi-objective optimization and decision making integration method is proposed in this paper. Firstly, a multi-objective optimization signal management model is established. Then multi-objective optimization algorithm HypE (Hyper-volume Estimation Algorithm) is used to obtain the signal timing described as Pareto set, and an improved method for uncertain multi-attribute decision problem in which attribute weights are set as interval numbers is proposed to select the satisfactory solution from the Pareto set. Simulation results show that compared with entropy weight method and TOPSIS (Technique for Order Preference by Similarity to an Ideal Solution) method, the proposed method not only can balance the tradeoff between preference demand of decision-makers and objective evaluation information, but also improve comprehensive traffic efficiencies effectively. Moreover, in comparison with the classical ARRB (Australian Road Research Board) and HCM (Highway Capacity
Manual) method, the proposed multi-objective optimization and decision making method proposed brings better control effects.

ICEM41802
Analysis on China’s Consumption Alienation Issue Under the Background of Internet Finance
Jing-ying CHEN, Jian-qing MA
Abstract. The Internet finance brings much convenience to human’s life and consumption, meanwhile, it is also the “catalyst” which intensifies “blind consumption”, enhances “luxury consumption”, boosts “sensual consumption”, and breeds “boastful consumption”. Analyzing the China’s consumption alienation issue under the background of Internet finance is an important subject with characteristics of the times. This paper takes the characteristics of Chinese people’s consumption behaviors under the background of Internet finance as object, reviews and examines China’s current consumption alienation issue, calls for the return from “materialized people” to “free people”, and the concept transformation from “consumption comes first” to “green consumption”, and the step-by-step progress from “materialism” to “post-materialism”. Moreover, it actively explores ways of abandoning the consumption alienation, to provide theoretical reference for building harmonious consumption culture with Chinese characteristics.

ICEM42003
Driving Forces of Direct Carbon Emission From Urban and Rural Household Energy Consumption in China
Ling-fang WU
Abstract. In China, economic growth stimulates urban expansion and rural household income and consumption expenditure. The study calculates direct carbon emission from the energy consumption of Chinese urban and rural household and applies LMDI (Logarithmic Mean Divisia Index) decomposition model to identify the driving forces that influence variations in residential direct carbon emission. The result shows that direct carbon emission of urban residents is always higher than that of rural and there is still a significant gap between them. Income lever effect and energy structure effect present positive impact on both urban and rural residential emission, while the emission intensity effect plays a negative role. In addition, population size plays positive effect on urban residential direct carbon emission, while negative role on rural. The study concludes with the policy implications.

ICEM42005
An Empirical Study on the Influencing Factors of Urban Residents’ Acceptance Behavior of Social Financing
Shan YE, Chen-xi XU, Mei-rong DU, Zhang-guo SHENG and Xiao-long MA
Abstract. With the reform of the Internet Finance, the transition from traditional mode of financial management to social financing is becoming an inevitable trend. Based on an in-depth analysis of the existing problems in the development of social
financing, this thesis constructs the Five Factor UTAUT model. A questionnaire survey was conducted on 7 cities in Zhejiang province, 853 questionnaires were collected, reliability and validity were analyzed by using SPSS statistical analysis software, and the concept model was empirically tested through constructing the structural equation model. Research results show that the relationships between performance expectations, effort expectations, perceived risk, trust tendency and urban residents’ willingness to use social financing products are significant. Based on these, the thesis puts forward some suggestions for the development of social financing.

ICEM50302
Classification of Clothing Products Based on Principal Component Analysis and Clustering Algorithm
Jia-zhou ZHENG

Abstract. Inventory management of clothing products becomes more and more difficult due to its high volatility and short life cycle features. In order to predict the stock condition of each stock keeping unit, this article presents a condition forecasting method based on principal component analysis and weighted K-means algorithm, which can classify the sales condition before the following sales period. Firstly, two common clustering algorithms and three supervised learning algorithms are tested by real world data of a Chinese clothing company. The results indicate that the supervised algorithms perform better, which illustrates potential correlation between adjacent selling periods. Secondly, the correlate factors and attribute weight are estimated using principal component analysis (PCA). After that, a group of multi-factor weighted K-means algorithms are proposed and tested on the data set. The results show that a three-factor weighed algorithm has better performance than the others, which can make full use of the correlation factors between adjacent sales periods, therefore promises an 80% overall accurate classification rate.

ICEM50303
An Empirical Study on the Innovation and Development of Knowledge Intensive Business Service and Manufacturing Industry in China
You-ming ZHU

Abstract. The characteristics of knowledge intensive business service have decided that it must be a strong support to promote the transformation and upgrading of China’s manufacturing industry. This paper has objectively analyzed the mechanism of knowledge intensive business service had promoted the strategic upgrading of manufacturing enterprises, and had tested the relationship between the effect and influencing factors. The policy recommendations are put forward in view of the test results.

ICEM50903
The Employment Trend of Rural Floating Population and the Choice of Public Policy
Jing ZHANG

Abstract. With the development of economy and the need of national construction, a large number of farmers have lost their land, and under the influence of various factors, the floating population has entered the city and began to seek a new way of life. It is more and more difficult to realize the reasonable distribution of the employment of the rural floating population, relying solely on the market regulation. Therefore, the government’s intervention and the choice of public policy are particularly important. Based on the premise of the market allocation of resources to play, through the analysis of the employment situation of rural migrants, combined with existing problems, this paper explain the trends of floating population employment and puts forward suggestions for public policy choices of rural migrants employment.

ICEM51202

A Conceptual Model of Business Model Innovation in the “Internet +” Age—Based on the Perspective of Humanistic Care
Yong WANG, Rong-bing HU

Abstract. The Internet, like any other technology, is a double-edged sword; while it makes people’s lives better, it also makes people realize the lack of humanistic care. This paper elaborates the relations between the “Internet +” age and humanistic care, analyzes the risks and concerns of the “Internet +” age, and, on the basis of literature review, constructs a conceptual humanity-based business model in the “Internet +” age, and at last points out the practical values of this model through case studies.

ICEM51203

Research on Risks and Countermeasures of Digital Publishing Unit
Ren-qun WU

Abstract. Under the impetus of the computer technology, network communication technology and digital technology, digital publishing has been developing rapidly. However, digital publishing unit will face many risks while digital publishing provides opportunities for them. Fortunately, some countermeasures can be taken to avoid the risks. This paper will discuss risks and countermeasures of digital publishing unit.

ICEM51601

Competitive Intelligence Changes in Big Data Era Based on Literature Analysis
Meng-ru LI, Ruo-dan SUN, Hong FU and Shi-tian SHEN

Abstract. The coming of big data has brought opportunities and challenges to competitive intelligence. This paper sums up the research status of competitive intelligence in big data era on the basis of existing research and practice, analyzes the innovation and development of intelligence service, big data applications in the field of intelligence, growing trend of big data, opportunities and challenges that brings to information industry through the method of literature analysis. At last, it puts forward the impact of big data on intelligence research.
“Hunger Marketing” Strategy and Its Application Research—Based on Apple Products
Sheng-bing TIAN, Da CHEN

Abstract. As China’s consumer market matures and consumer purchasing power has increased, more and more companies are looking for the breach of the competitive advantage, attracting consumers through the new marketing methods to get more profit and increase market share, and also to build the brand loyalty. More and more manufacturers and sellers begin to test a new way of marketing named “hunger marketing”, which have achieved great success. This article, based on Apple products “hunger marketing” strategy, analyzed the internal key reasons for the great success of Apple products marketing. And combined with the problems that enterprises faced in the process of implementation of hunger marketing, it tries to bring certain reference value when formulating reasonable marketing strategy for the enterprise, and also tries to provide a new reference for the development of its business model.

The Analysis and Layout Research of Airport Economic Zone Industry in Wuhan
Zhe-lun WANG

Abstract. Air transport industry plays a more and more important role in the development of regional economies and airport economic zone become driven force for the development of the economies around airport. It can promote urban economies grow fast, optimize the urban space resource and create a considerable amount of jobs. So it is significant to the location and reasonable layout of airport economic zone industry so as to make a full use of its importance for the surrounding economies. The airport economy in Wuhan district industry status and layout were deep research and analysis in this paper and some suggestions are put forward to promote the development of Wuhan airport economic zone.

Development Strategy of Agricultural Retail E-commerce Based on Marketing Channels
Lin-na HU

Abstract. Agricultural retail e-commerce is an important opportunity to upgrade the traditional agriculture. In this paper, PEST model is used to explain the macro-environment of agricultural e-commerce development, comparative analysis of the three kinds of operating mode on agricultural retail e-commerce. The focus of this paper is to explore the agricultural retail e-commerce marketing channels, propose practical measures to the supplier.

Lean Intelligent Production System and Value Stream Practice
Biao WANG, Ji-yuan ZHAO, Zhi-guo WAN, Ji-hong MA, Hong LI and Jian MA

Abstract. This paper makes a brief introduction of the Industry 4.0 and “Made in China 2025” plan and analyzes the relationship between the lean production and intelligent manufacturing. Considering the situation of the manufacture in China, the concept of the lean intelligent production system (LIPS) is proposed. Based on the LIPS, the value stream analysis and design are implemented to the manufacturing process of a contactor product to minimize the work in process and improve the production efficiency.

ICEM51606

The Impact of H7N9 Avian Influenza on the Tourism Industry in China
Lu-min SONG, Jie HU, Wen-Yi CHEN and Yu-Hui LIN

Abstract. Health Economists have long concerned about the economic consequence of epidemics. We applied the Vector Auto-Regression model together with the Granger causality tests and impulse-response analyses to provide precautionary information in terms of the propagation mechanism of an unexpected outbreak of the H7N9 Avian Influenza across a period of time to investigate the effect of the H7N9 Avian Influenza on the tourism industry in China. Our results suggested that the economic consequence of the H7N9 Avian influenza in Chinese tourism industry may be minor in terms of a short impacting period after an unexpected H7N9 Avian Influenza outbreak.

ICEM51607

The Sustainable Development Degree of Regional Tourism Industry Responding to the Low-carbon Economy: A Case Study From Western Hunan, China
Yao-qing YUAN, Wu-ping FU

Abstract. The sustainable development degree of regional tourism industry responding to the low-carbon economy reflects the comprehensive ability of the scientific development of regional tourism industry. Based on the factors influencing the sustainable development degree of regional tourism industry, in the principle of low-carbon economy, the evaluation index system was established using the literature and experts consultation methods. The system consisted of four parts including tourism resource system, environment supporting system, tourism economic system, and facility supporting system. Meanwhile, the hierarchical accumulation from bottom to top was utilized to evaluate the sustainable development degree of tourism industry responding to the low-carbon economy in western Hunan, China. The evaluation results demonstrated that the overall development degree of tourism industry responding to the low-carbon economy in western Hunan was 0.596 in 2012, which belonged to the medium level of sustainable development. The sustainable development degree of tourism industry responding to the low-carbon economy in western Hunan during 2001-2012 exhibited a rising tendency at a slow growth speed. This period belongs to the transitional period on the whole and is characterized by unbalanced regional development.
An Empirical Analysis of Hubei Province Second Industrial Structure and Economic Growth
Bin HUANG

Abstract. China has experienced three decades of steady and rapid development, and has made great achievements, this country is transforming from an agricultural country into a traditional sense of the big industrial nation. But our country’s economic growth is still relying on the extensive mode of growth, industrial structure is unreasonable, the economic resources of industry between reasonable effective configuration and circulation. Industrial manufacturing simple extensive, consumption development road, bring a lot of environmental pollution. The second industry in the national economy accounted for the largest, economic development is still mainly relying on the second industry. In this article, through Eviews 6.0 software related empirical model it’s established to analyze relationship between industrial structure and economic growth in Hubei province, so as to study the specific relationship between the industrial structure and economic growth in Hubei province, to further grasp and better improve the two relations, to promote economic growth in Hubei province providing reasonable suggestions.

Financial Performance of State-owned Enterprises Listed As a Whole: An Empirical Analysis
Jian-qiang GUO, Pei ZHANG and Rui-qi QIU

Abstract. This article choosed 19 state-owned enterprises which were listed as a whole during 2004-2013, using factor analysis to compare financial performance of them among the year before holistic listing, the year of holistic listing and the year after holistic listing. The result revealed that holistic listing is not panacea for state-owned enterprises to improve their financial performance. Besides holistic listing, the enterprises should improve their corporate governance and management efficiency as well.

SWOT Analysis of Chinese Iron and Steel Enterprises’ Investment in Vietnam Under the Background of New Policy and Economy in Vietnam
Zhong-xiao CHEN, Lin-lin ZHAO

Abstract. After decades of development, China’s iron and steel industry has made great achievements, steel production has been greatly improved in both quantity and quality with the deepening of economic globalization, the international investment has become an important factor of national economy, for the steel big country like China, foreign investment is a good opportunity for the development of their own. With the close relationship between China and Vietnam, domestic investors are interested in investing in Vietnam, looking for opportunities to invest in Vietnam, however they don’t know much about Vietnam’s investment environment, new policy changes and economic environment in Vietnam, which have an impact on investment decisions.
Therefore, this paper briefly describes the policy and economic situation in Vietnam, then according to the investment process of Chinese iron and steel enterprises in Vietnam, it analyzes the advantages and disadvantages of the enterprises, the external environment opportunities, and provides suggestions for Chinese enterprises.

ICEM52302
Research on the Factors Influencing Halal Food Industry Internationalization: A Case Study of Ningxia (China)
Hai-juan YANG, François DUBE and Li-jun HUANG
Abstract. Halal food industry is one of the most important and potential industries in China under the construction of the Silk Road Economic Belt and the development of China-Arab cooperation. However, the halal food exports in China actually have been just hovering at $100 million in recent years, accounting for only about 0.5‰ of the total amount of global trade, and so its internationalization level is still very low. The question of what factors hindered the internationalization process of halal food industry remains unclear. The purpose of the present paper is to identify the main influence factors of halal food industry internationalization by taking the Ningxia Hui Autonomous Region in China as an example. Based on an in-depth interview survey and qualitative data collected during a wide-scale field research of 36 halal food enterprises and 4 related government agencies, using thematic analysis methodology, it was found out that the critical influence factors of halal food industry internationalization are the halal certification, halal logistics, trade barriers, and language obstacles. This finding will give the relevant government agencies, halal authorities, and enterprises a strong insight about the ways which can help and support the internationalization process of halal food industries.

ICEM52503
Study on Relationship Between the Self-evaluation of Qualification and the Work Attitude of Post-80s Generation Employees: Case of Cameroon-Yaoundé
Nya Thaïsse TCHAPTCHET, Jing NIE and Kana Ronald DONGMO
Abstract. In Cameroon because of high rate of jobless of youths, the post-80s generation has gradually become the most representative group in the labor market. It has a good level of education, aspires to better live, and it’s the largest group in the majority enterprises; which creates challenges for human resource management in companies. In this article, will be discussed the relationship between self-evaluation of qualification and work attitude of post 80s generation to help companies to establish appropriate measures to manage the post-80s generation in Cameroon in general and in Yaoundé (capital) in particular. For our purposes, a survey of a workforce of 210 employees distributed between 116 men and 94 women will be conducted. Firstly we tried to analyze the correlation between self-evaluation of qualification and the work attitude using our survey results. Secondly we got out a conclusion on relationship between the self-evaluation of qualification and the work attitude of post 80s generation employees in Cameroon. And at the end we suggested some strategies to implement for a good management of the post-80s generation
employees in companies in Yaoundé and in Cameroon.

ICEM53001

How Employees Response to Corporate Social Responsibility: A Review and Future Research Agenda
Yue SHEN

Abstract. This paper reviews the employee perception of corporate social responsibility (CSR) literature based on 25 articles. I conclude the current researches in this area into four perspectives, including leadership style, organizational identification, underlying psychological mechanisms and values and firms’ CSR behaviors. Definitions are discussed in the paper. Future research directions, which I encourage to borrow theories and constructs from justice literatures, underlying mechanisms and organizational identification are also mentioned in the last part to fill in the research gaps mentioned in the paper. The paper ends with a conclusion.

ICEM53002

Research on the Development Ability of Ecological Migrants in Ningxia (China)
Hai-juan YANG, Yu-kang LI and Li-jun HUANG

Abstract. The main purpose of ecological migrations in China is to rebuild ecological system, help migrants out of extreme poor living environment and improve their life quality. However, due to the living environment and production conditions of the migrants have changed dramatically after resettlement, coupled with the conservative thinking and inability to adapt to the new environment, the problem of how to improve the development ability of migrants becomes more and more urgent to solve. The purpose of the present paper is to evaluate the development ability of migrants by taking the Ningxia Hui Autonomous Region as an example. Based on an in-depth interview survey and questionnaire survey data, collected during a wide-scale field research of 201 valid questionnaires in five typical resettled villages, using fuzzy mathematical method, it was found out that the overall development ability of ecological migration in Ningxia is 0.4887, increased by 36.93% over five years, compared to the initial assumption value “0”. The results show that the relocation significantly improved the development ability of the migrants, but is not able to completely change their poor production and living conditions. This finding will give the related government agencies, local management authorities a strong insight about the ways which can help and support the immigrants improve their development abilities.

ICEM60602

Analysis of Purchasing Executive Business Based on Ecological System Views
Yi-jia DONG and Jie GAO

Abstract. Financing has been a big obstacle hindering the development of enterprises. As an important developing direction of logistics finance, procurement execution model is also an important way to solve the financing problems of enterprises. From the perspective of ecological system and coordinative development, this paper
describes the procurement execution business, which introduces logistics enterprises into ecological system to achieve a balanced development of this ecological system and a win-win development result for the all parties involved.

ICEM60701
Investigation on the Career Planning and Employment of College Students
Ying FU, Chi ZHANG, Yun-xiang MA and Yang SHAO
Abstract. Affected by the global economic downturn, the college students’ employment situation is grim. To understand the status of student employment and career planning and guidance, explain the impact of career planning on employment, job quality and satisfaction, this paper, through the questionnaire investigation, systematically analysed the current situation and satisfaction of student employment, career planning status. Meanwhile, the survey results were discussed and suggestions were provided by this paper.

ICEM60802
A Balance Optimization Method for the Quantity of Business in Finance Shared Service Center
Yin YANG and Wei LIANG
Abstract. This paper proposes using Zipf-like distribution to balance and predict the quantity of business in finance shared service center. It can estimate prediction parameters according to the present statistics of the business quantity occurrence. We classify the quantity of business from finance shared service center, and analyze the prediction rate through the quantity of business’s characteristic. We synthesize the analysis results in different prediction time granularity and prediction business quantity queue. Finally, we use the actual data from finance shared service center to discuss the effectiveness of prediction method. The discussion and analysis results indicate that this prediction method can balance the quantity of business efficiently.

ICEM60101
China’s Forest Certification Development and its Impacts on China’s Forest Products Trade
Fang-miao HOU and Ya-li WEN
Abstract. Forest certification—an institutional innovation propelling sustainable forest management—has been recognized and accepted by a number of countries. Though great progress China has made in forest certification in recent years, the certified forest area and its ratio should be enlarged and raised urgently compared with that of other regions and countries such as five BRICKS nations, APEC countries and the G20. It’s promoted worldwide for not only improving the credibility of certified institutions and the reputation of sylva of its country, but also playing a significant role in biological conservation, production safety of cutting sections and the environmental risk control in forest management. With the forest certification highly valued by the government, China Forest Certification Council (CFCC) has been established and increasingly improved with ten years’ development. In February
2014, CFCC achieved mutual recognition with Programme for the Endorsement of Forest Certification (PEFC), marking the formal presence of CFCC in global arena. The forest certification presents favorable opportunities for China to participate in forest products transactions. In this paper, both the forest certification development in China and the influences of forest certification development on the international (especially China’s) forest product trade were analyzed. Considering the major shares China has in global forest product trade, the influences that the forest certification development may have on China’s foreign trade of forest products should be fully recognized and utilized.

ICEM60301
Kang Youwei’s Political Investigation of Overseas Travels After the Failure of the Hundred Days Reform Movement
Yang SUN
Abstract. Without a choice, Kang Youwei had to into exile overseas after the failure of the Hundred Days Reform. During his exile, he traveled across the world for sixteen years. The main purpose of his round-the-world journey was to study the Western political systems, and to develop a strategy for China to become a prosperous nation. This paper intends to study the oversea tourism activities of Kang Youwei, in order to provide an insight into his ideological believes after the failure of the Hundred Days Reform movement.

ICEM60601
A Literature Review of Financial Development Relieving Enterprise Financing Constraints on R&D
Jie HU, Dan-yang REN
Abstract. The aim of this paper is to sort out and review the literature on the microscopic promotion of financial development and technological progress, and further summarize the research status of the financial development to relieve enterprise R&D financing constraints. It is pointed that financial development is indeed able to promote technological progress through relieving R&D financing constraints of enterprise from three different perspectives, such as financial development functions, investment-cash flow and other perspectives. Based on the systematical analysis of research achievements, the deficiencies of existing researches and prospects are provided for future researches. The contribution of this paper is not only a necessary reference for the future research in this field, but also has an important theoretical value and practical significance for the long-term stable development of the economy in the future.

ICEM60603
Empirical Study on the Impact Factors of the Investment Efficiency of Urbanization Construction in Guizhou Province, China
Cheng-gang LI
Abstract. Studying on the impact factors of urbanization construction investment
efficiency in Guizhou Province is helpful to improve the urbanization construction investment efficiency, and enhance the level of urbanization in Guizhou Province, China. The Group Method of Data Handling algorithm (GMDH) is used to empirically study on the impact factors of urbanization construction investment efficiency in Guizhou province. Empirical results show that, the main factors affecting the efficiency of urbanization construction investment in Guizhou Province includes the level of economic development, the level of urbanization of the previous period and the development of financial institutions in Guizhou Province. There is a nonlinear relationship between the impact factors and the investment efficiency of urbanization construction in Guizhou Province. The level of economic development, the level of urbanization of the previous period and the development of financial institutions in Guizhou province have positive effects on the investment efficiency of urbanization construction in Guizhou Province. Their effects are large. The impact of the development of financial institutions on urbanization construction investment efficiency in Guizhou Province is mainly through its interaction with the development of economy.

ICEM61401

Airport Economic Development Stage and Industrial Distribution in Zhengzhou City
Li-xue LIU

Abstract. Combined with regular feature of development stage, the work derived that airport economy was at growth stage by analyzing its development situation in Zhengzhou according to airport transportation scale and industrial structure. Based on this, the work proposed industrial structure adjustment modes including productive service supporting mode and airport high-tech industry chain absorption mode.

ICEM61402

Research on the Construction of “Communitization” of University Students’ Dormitories
Yin SUN, Yun-xiang MA, Guan-qii WANG, Jian-hui XU, Kai-yu XU

Abstract. In order to boost the construction and development of campus and dormitory culture, we will provide postgraduates high-quality service combined with good communitization atmosphere. In this essay, I made a clear description and research on the overall situation of the construction of “communitization” of university students’ dormitories, through which, I explored a targeted road to construct the “communitization” of postgraduates’ dormitories, and proposed my suggestions, which also provide some references for universities to make policies.

ICEM61403

Situation Analysis and Strategy Research of the Employment of College Students Under the New Economic Normal
Yun-xiang MA, Yin SUN, Ying FU, Kuan CHANG, Zhong-yuan SUN

Abstract. The employment of college students has always been a public concern of
all walks of life, because it not only matters to the national economic development, social stability and the fundamental interests of the people but also plays a big role in delivering sustained, healthy and balanced development of higher education. China’s new economic normal has offered college students new environmental factors and brought new challenges and opportunities. This paper analyzes the current difficulties and opportunities facing college students during job hunting and explores effective strategies of employment promotion so as to ensure the employment of college students.

ICEM61404

**Study on Relationship Among Innovation Climate, Organizational Commitment and Turnover Intention—Based on Survey of Cultural Enterprises Employees**

Wen-he LIN

**Abstract.** It is generally important challenge for cultural enterprises to keep employees. After investigating on cultural enterprises employee, it applies factor analysis, relationship analysis and structure equation model to study the interaction effect and causality among organizational innovation atmosphere, organizational commitment and turnover intention. Empirical results show that innovation atmosphere and organizational commitment have significant positive correlation, and both of innovation atmosphere and organizational commitment are negative predicted function to turnover intention.

ICEM51703

**Study on Residential Natural Gas Demand Elasticity in Typical Areas—Based on ELES Model**

Ting-ting XV, Xiao-han ZHAO

**Abstract.** At present, natural gas has become one of the main energy of resident’s life, study on the problem of gas demand is of great significance to resource allocation and energy conservation. Considering factors like economic development, geographic areas, and supply-demand situation of natural gas, we select Beijing, Shanghai, Shaanxi and Xinjiang four areas, use the data of residential energy consumption from 2005 to 2014, and use the extended linear expenditure system (ELES) model to estimate the local residential income elasticity and price elasticity of demand for natural gas. The results showed that natural gas consumption demand is not sensitive to income, the income elasticity of high income users is higher than low income; natural gas demand is the lack of price elasticity, income and price is the main factor influencing above medium high-income households and under medium low-income households demand for natural gas, respectively.