## **Contents**

China's Sports Industry's Lack of Status and Outlook	1
Institutional Environment's Effect on the Investment Efficiency of Listed  Companies	7
Product Competitive Market and Investment Efficiency	13
An Analysis on the Environmental Effects of Exporting Trade: Evidence from Zhejiang Province of China	19
An Empirical Study of Organizational Justice, Organizational Citizenship Behavior and Service Fairness	27
Empirical Research on National Competitiveness through Strong Brands' Industry Distribution	35
The Change of Chinese Agricultural Productivity	43
Analysis on the Reason Why Does the Listed Company Prefer Equity Financing in Our Country	51
Perspective on Government Strategies to Promote International Services  Trade	59



Study on Financing Mode of Indemnificatory Housing Construction in China	67
Peng Mao, Xu Wang	07
The Cognitive-Base Knowledge Acquisition in Expert System  Bing-ru Yang, Hui Li, Wen-bin Qian	73
A Novel Behavioral Similarity Measure for Artifact-Oriented Business  Processes	81
Exchange Rate and Price: A Granger Causality Test of Consumer Price  Index in China	89
Risk Transmission Mechanism of Social Responsibility on Supply Chain YuHui Yuan	95
The Relationship between Economic Growth and Financial  Development	103
Research on Avoiding Expanded Structural Risks of Chinese Commercial Banks	111
The Empirical Research of Hebei Province's Foreign Trade's Effect on Upgrading the Industrial Structure	115
Factors Affecting Female College Graduates' Job Satisfaction	121
Research on Microfinance in Rural Areas Based on Dynamic Games with Incomplete Information	129
On the Study of Capital Structure and Governance of Listed Companies Li-Juan Zhao, Ji-Wen Shang, Zhen Li	137
Ponderation over the Protection of Merchandising Right of Fictional Characters: A Case Study of the Issue of "San Mao"	143
A Study on Economy and Trade Competition between China and Brazil  Hongfen Lv, Chen Qian	151
Impact of Natural Condition and Economic Situation on Cotton  Production	161

The Comprehensive Application and Research on Urban Public Traffic  System Evaluation Based on SPA	169
Construction and Operation Management of Institutions for Elderly in Nanjing	179
The Reasonable Development of Fictitious Economy and Its Application in Protecting National Economic Security	185
Difference Analysis of Economic Development among Beijing's Districts and Counties	195
The Management Innovation Research of Industry Association under the Background of Social Transformation—Guangzhou as Example	205
Study on Network Finance Risk on the Basis of Logit Model	213
A Literature Review of Entrepreneurial Team	221
The Regional Distribution and Breakthrough Mode of Chinese Enterprises' Multinational Investment Risk Early Warning	227
The Construction of Emergency Management Whole Process Model Based on the Emergency Life-Cycle: Wenchuan Case Study  Jinhua Han, Peng Zhang, Yinghua Song	235
The Construction of Emergency Communication Model Based on the Kite-Type Co-orientation Approach	243
Design and Security Strategy Analysis for SaaS and Private Cloud-Based OA Platform Dacan Li, Yuanyuan Gong, Nana Shen, Tongshu Qin	251
Speech Characteristic Signal Recognition Based on BP_AdaBoost	259
Research on Law Risks Identification and Evaluating Model in the Whole Process of Engineering Construction Project	265

Analysis on Innovation Cost Barriers to the Development of New-Style  Rural Cooperative Economic Organizations	273
Energy-Saving Benefit of Campus Energy Control System-Case Study of Chaoyang University of Technology in Taiwan	279
Backgrounds of Independent Directors and Corporate Performance: An Empirical Study on Chinese Listed Financial Services Companies Yan Guo, Lei Lu	287
Microscopic Model on the Dissipative Structure of University Knowledge Innovation System	295
Design of Knowledge Management System for R&D Department  Guifen Zhao, Liping Du, Fei Duan, Zhanguo Ma	305
Discussing on Opening-Up Policy of Coastal Regions Based on the Idea of Economy Sustainability	311
Factor and Regional Difference Analysis on Real Estate Price Li Li, Lei Xiao, Jia-wen Xiao	317
Evaluation and Analysis of the Pulling Effect of Local Fiscal Policy on Local Economic Growth: Based on the Data of Liaoning  Dongdong Cai, Qian Li	325
The Discipline of SME Cellular Innovative Organization	331
The Impacts of Renminbi Appreciation on the BRICS' Economies-A CGE Analysis	339
The Research of Large Enterprise Growth	347
The Impact of Deregulation Reform on the China's Natural Gas Industry Based on Co-integration Analysis	355
On-Line Database Encryption and Authentication	363
Evaluation Studies on Mobile Marketing Capabilities of Traditional Service Industry	371

Contents	XIII
Data Exchange Standard on the Supply Chain Based on XML  Hongfeng Zhang, Lulu Wang, Guicheng Shen	379
Does Corporate Governance Affect M&A Performance?	387
The Effectiveness of Corporate Governance: Moderating Effect of Directorates' Characteristics and TMT Turnover	395
Analysis of the Minimum Wage Model	405
An Analysis of the Implicit Transaction Cost of Shenzhen A-Stock  Market Using Bayesian Gibbs Sampling	413
Improving the Individual Travel Services System	421
Using ARFIMA Model to Calculate and Forecast Realized Volatility of High Frequency Stock Market Index Data	427
Derivative Usage and Performance Volatility	435
Supply Chain Coordination Considering the Interest Expense Sharing Wei Liu, Hong Zhou, Mujin Yuan	443
Study on the Price of Agricultural Products and Tendency Analysis under the Floating Exchange Rate System	451
An Empirical Study of China's Rural Formal Financial Development and Rural Income Inequality	459
Research on the Appraising Method of Software Company	465
The Empirical Analysis of China Rural Poverty Line	471
Chinese Semantic Role Labeling Based on the Hybrid Convolution Tree  Kernel	479
Dynamic Behavior in a Singular Delayed Bioeconomic Model Yue Zhang, Qingling Zhang, Hongjin Yang	487

Research on Rapid Development of Short-Distance Travel in China  Tai-Yue Wu, Xiang Li	495
Study on Effects of Chinese Agriculture Related Enterprises  Implementing Informatization to Supply and Demand Coordination: Based on the Investigation Data of 125 Enterprises in Zhejiang	503
A Check Computation of Credits Recognition Method Based on Activity-Based Costing	511
A Quick Estimate Method for Stock Funds Market Cap in China  Iing Yuan, Kaifan Ji	519
The Study on the Innovative Financing Mode of Public Rental Housing lin Han, Qian Li	525
A Credibility Model of Web Service on Internet	533
Quality Analysis and Monitoring Strategy Research for Web Service in the Internet	541
Shareholding Structure, Investment Efficiency and Firm Value: Evidence from the Chinese Securities Market	549
The Study of Emergency Intellectual System	557
Classification of Enterprises Based on Industrial Module Heterogeneity and Analysis of Their Managerial Attributes	563
An Iterated Local Search Algorithm for the Cumulative Capacitated Vehicle Routing Problem	575
A Research on Impacts of Real Exchange Rate upon Foreign Direct Investment Based on VAR Model	583
Copula-GARCH Analysis of Chinese Stock Market Dependence Structure	589

A Study of Sale Service Innovation for Retail Stores Based on Service Science Theory	597
Empirical Study on the Construction of Competency Model of Major Discipline in the Medical University	605
Modeling Asset Returns in Chinese Stock Market with Gauss Mixtures Ke Huang, Hangbin Li, H.J. Cai	615
Ranking Marketing Journals by Using Social Network Analysis Zhiyong Yang, Changchun Gao	623
The Implement of Enterprise Resource Planning Based on the Enterprise Information Integration	631
Research on the Evaluation of the High-Tech Start-Up Enterprises Xiang Lv, Kun Qian	635
Diversity about the Capital Financing of Rural Infrastructure in China Xia Huang	643
Influential Factors Analysis of Services of Colleges and Universities Physical Education on Guaranteeing and Improving Livelihood  Jinliang Shi, Liying Ren, Xueming Yang, Xiaoping Xia	651
Early Warning Mechanism for the Studying of University Students	657
Performance Evaluation of Civil Servants from the Perspective of Service-Oriented Government	663
Evaluation and Prediction of the Performance of the City's Human Resource Development	671
A New Reservoir Operation Policy Generation Method (SOSM) Using Scenarios Optimization (SO) and Surrogate Model (SM)	679
<b>Study on Development Patterns of Rural Tourism in China</b>	689
Influence of Emotions and Cognitive Styles on the Decision-Making of Administrative Staff in Higher Education Institutions	695

Research on Efficiency Evaluation of Agricultural Products Wholesale Markets: A Case Study of Guangxi Autonomous Region	701
Study on Evaluation System of Value Chain Alliance Performance in IT Environment	707
Analysis and Study about Strengthening the Urban Construction  Management	715
Social Medicalization and Its Influence on Social Management	721
Transformation of Patterns of Economic Development in Bordering Area of Shanxi, Hebei, Shandong, Henan	727
The Innovation Model of Enterprises	733
Research on the Method of Lean Quality Improvement for Permanent Magnet Motor Tongbing Ma	739
Research on the Integrated Application of the ERP and LP	745
The Application and Design of Computer Multimedia Technology  Jinyuan Xu	753
Correlation Study of Regional Economic Development and College Education Resources	759
The Research and Detecting Techniques of Pharmaceutical Process Control System of Traditional Chinese Medicine	765
A Study on the Relevance between Industrial Development Pattern and Sustainable Development of Regional Economy	773
A Research on Quality Control of Hydraulic Engineering Construction Jun Hu	<b>7</b> 79

Analysis on a Cluster Server Virtualization Technology Architecture and Its Performance	785
The Influence of Real Estate Cycle on Chinese Banking  Ling Zou	793
Wuhan Blocks Traffic Space Morphology Research Using Regular Grid $\dots$ Shan $Hu$	801
Author Index	807