



7th International Conference on Social Science and Higher Education (ICSSHE 2021)

第7届社会科学与高等教育国际学术会议 IN VIRTUAL MODE

CONFERENCE PROGRAM

添加 ICSSHE 官方咨询微信号，届时会务组将创建ICSSHE 2021 微信群，以确保您及时接收会议信息。如果之前已经加入上述微信，请给会务组留言“姓名+文章编号”

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www.icsshe.org

Oct. 30th, 2021 · Xiamen, China

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WELCOME MESSAGE

Dear Colleagues and Friends,

It is my great honor to deliver the welcome message. It is known to us all, the spread of the COVID-19 epidemic in 2022 has brought great threats and challenges to cultural exchanges and people's lives and health. Governments around the world have taken various measures, such as traffic restrictions, social distance, and mask requirements to limit the spread of the virus to ensure health. As the ICSSHE conference organizer, promoting academic development exchange and sharing of results is important, but participants' life and health should be the first consideration. Actually, the exchange of academic results and ensuring health can also be achieved through the postponement of the conference. However, COVID-19 epidemic global dissemination will not be terminated in a short term. So we had to change the original offline meeting into online forms.

ICSSHE2021 was organized by Xiamen University Tan Kah Kee College, Hainan University and Sanya University. The ICSSHE theme in 2021 is "The Problem and Opportunity of Higher Education and Social Science Development".

ICSSHE was established in 2015 and was successfully held in Sanya, China in 2015-2018, Xiamen in the year 2019 and a virtual mode in 2020. In the last six years, it was praised for the richness of its social networking, was widely recognized for its continuous adaptation to emerging hot topics, and attracting numerous education and social science players. Alongside the economic development and social advancement, higher education has reaped varied achievements in teaching, and the number of relevant social science researches increases. In the new era, more and more scholars have paid attention to the applications and limitations of new ideas and technologies. ICSSHE is such a forum that provides the opportunity for scholars to communicate and exchange ideas face-to-face, sharing the research achievements and cutting-edge technologies with experts and scholars dedicated to education and related social sciences, in a bid to get to know the academic development trend, broaden research ideas, enhance academic friendship, strengthen exchanges and cooperation, and, more importantly, promote the transformation of scientific research results.

We would like to thank our outstanding Keynote Speakers: Prof. Xiaonan Xiao, from Xiamen University Tan Kah Kee College, Prof. Syh-Jong Jang from Center for General Education, Asia University, Prof. Syed Abdul Rehman Khan, from Brasi School of Supply Chain Management, USA and Prof. Xiaohui Zou, from Sino-American Searle Research Center for sharing their deep insights on future challenges and trends in social science and higher education.

Last but not least, we would like to thank all the committees for their tremendous support in organizing the conference. We also would like to thank all the reviewers for their outstanding effort in reviewing the papers submitted to ICSSHE2021. Special thanks to all the researchers and students for their work and participation at the conference.

We hope all is well with everyone, with families and friends. Thank you.

KEYNOTE SPEAKERS

Keynote Speakers I



Prof. Xiaonan Xiao

Xiamen University Tan Kah Kee College, China

Biography: Prof. Xiao_Xiaonan, Ph.D. advisor, and the chair of the Department of Information and Computational Science at Xiamen University Tan Kah Kee College. He is the associate dean of the College of Information Science and Technology and a member of the International Association for Biostatistics & International Statistics Association. Professor Xiao is the executive director of the Biological Mathematical Society & Mathematical Society of Fujian Province. He has been awarded The Distinguished Teacher of Higher Education in Fujian Province. His expertise mainly focuses on the studies of complex systems modeling and optimal control. He has published 124 articles in important journals and 23 academic works and textbooks. He was awarded numerous nationwide and international prizes in research and teaching, including 69 research projects that have won the national, provincial, and college awards (33 first prizes, 13 second prizes, 10 third prizes, 13 Awards of Excellence).

Title: Creative Ability Training & Creative Quality Education in the Information Age

Abstract:

Facing the challenge of talent cultivation in the new millennium, we closely focus on the theme of “innovative education” and continuously explore the efficacy of innovative education programs in universities. With the advancement of modern technology, this topic has withheld a profound significance for undergraduate education in both China and abroad. Based on the ways of cultivating the innovative ability of current college students and expanding their knowledge horizon, my speech further discusses the topic selection and writing of the papers of the college students' innovation projects. Finally, I will analyze the mathematical thinking and innovative ability of college students through a specific example.

Keynote Speakers II



Distinguished Prof. Syh-Jong Jang (张世钟 音译)

Center for General Education, Asia University, Taiwan.

Biography: Prof. Syh-Jong Jang now is a Distinguished Professor at Asia University in Taiwan. He received his PhD in Science Education from the University of Texas at Austin, USA. He served associate dean of International College and the director at Center Of Cross-Strait Academic Exchange, Asia University. He also served Co-Chair and Review Committee in the Field of Science Education of MOST, Taiwan. He was invited as Honor Lecture on Teaching in the Graduate School of Education at Peking University and Honor Lecture on Teaching in the School of Education at Shaanxi Normal University. He has been a visiting Professor at the University of Georgia, USA

and FT PGDE(P) Program External Examiner-The Hong Kong Institute of Education. He has published a lot SSCI-index research papers that focus on technology in teacher education and innovative science teaching in all levels. These published Journals include *Computers in Human Behavior*, *Computers & Education*, *BJET*, *AJET*, *Educational Research*, *Higher Education*, *International Journal of Science Education*, *Journal of Computer Assisted Learning*, etc. He also grants many research projects from the Ministry of Science and Technology, Taiwan.

Title: Exploring a Blended Online Flipped Class Model on University Courses

Abstract:

Online flipped classrooms are based on constructivism with learner-centered learning environments considered to be a form of innovative teaching and learning. The purpose of this study was to develop a blended model explore how online flipped classrooms affected university students' self-regulated learning (SRL) and teachers' technological pedagogical and content knowledge (TPACK). This study adopted a mixed-method research with a case study approach on one university course. The findings showed a significant difference in SRL. The results showed the videos of online flipped courses are diverse, rich, and attracting students' attention and interest. Online software has a video recording function, which is convenient for students to review or make up lessons. Synchronous online teaching is more instantly interactive, while asynchronous online learning increases more discussion. Furthermore, the instructor uses multiple strategies to combine with abundant videos and demonstrates the expertise of different thematic units in this course. Implementing online flipped classrooms is beneficial for university the instructor's TPACK. The research implications of this study are provided along with suggestions.

Keywords: Flipped classrooms, Blend online flipped class model, Technological pedagogical and content knowledge (TPACK), Self-regulated learning

Keynote Speakers III



Prof. Xiaohui Zou

Sino-American Searle Research Center;
Zhuhai Hengqin Searle Technology Co., Ltd.
AAAS member
ACL member
Cambridge Panel for Higher Education
ACM member

Research Area: science of language, information and intelligence

Good at: natural language understanding and expert knowledge expression; intelligent text analysis and knowledge module finishing; construction and application of interdisciplinary knowledge center.

Work Experience:

Sino-American Searle Research Center: Beijing, CN

2012-02-06 to present | Researcher | 2017-2019 Interdisciplinary Knowledge Center Project Group, Chief Architect Beijing, CN

2016-10 to 2018-12 | Host of the 2016-2018 Interdisciplinary Seminar (PKU), Rongzhi Forum

(SASRC), Language Cognition Forum (Peking University) and Cognitive Systems Forum (Tsinghua University) Beijing, CN
2009 to 2017 | (Part-time researcher (graduate tutor)) China University of Geosciences Beijing: Beijing, CN; University of California Berkeley UC Data: Berkeley, CA, US
2011-01 to 2012-02 | Academic exchange (Department of Philosophy, Institute of Education, and Center for Higher Education Research), Harvard University: Cambridge, MA, US
For the Detailed Introduction: <https://orcid.org/0000-0002-5577-8245>

Title: Innovation Management in Educational Technology

Abstract:

The aim is to explore the entry point for this topic to base itself on the identity of the Internet of Things machine-assisted by the first-level node and the second-level node. The method is the National Internet of Things logo management public service platform Rongzhixue Application Promotion Center connects them in the way of digitization, networking, informationization, knowledge and intelligence, and achieves a significant improvement in the social system engineering for teaching, management, learning and using. Its characteristic lies in the purpose of quality. The result is the national Internet of Things logo analysis example for more than 7,000 courses in Peking University is not only a demonstration model of a unified logo analysis system for basic carrier objects, but also corresponding classrooms. Its significance lies in: the further improvement and optimization of the "five modernizations" of digitization, networking, informationization, knowledge and intelligence that the advantages of human-machine collaborative intelligence are easier to form.

Keynote Speakers IV (Video Presentation)



Prof. Syed Abdul Rehman Khan

Brasi School of Supply Chain Management, USA

Biography: Dr Syed Abdul Rehman Khan is an expert of Supply Chain and Logistics Management. Dr Khan achieved his CSCP—Certified Supply Chain Professional certificate from the U.S.A. and completed his PhD in China.

Since 2018, Dr Khan is a teacher of Logistics and Supply Chain Management. He has more than twelve years' core experience of supply chain and logistics at industry and academic levels. He has attended several international conferences and also has been invited as a keynote speaker in different countries. He has published more than 100+ scientific research papers in different well-renowned international peer-reviewed journals (SSCI/SCI and ABS listed) and conferences, including couple of research paper indexed in Essential Science Indicators (ESI). Dr Khan is the authored of 7 books related to the sustainability in supply chain and business operations. He is a regular contributor to conferences and workshops around the world.

During the last three years, Dr Khan has won 5 different national/provincial-level research projects. Besides, Dr Khan has achieved scientific innovation awards three times consecutively by the Education Department of Shaanxi Provincial Government, China. Further, Dr. Khan is the member of project evaluation board of APCIS – Supply Chain and Logistics, US; National

Science Foundation and Ministry of Education, Oman; Science Foundation of Kazakhstan; and Business Research and Service Institute, US.

Also, Dr Khan holds memberships in the following well-renowned institutions and supply chain bodies/associations: APCIS-U.S.; Production and Operation Management Society, India; Council of Supply Chain Management of Professionals U.S.; Supply Chain Association of Pakistan; and Global Supply Chain Council China.

Title: E-Learning System Network Security Current Issues and Research

Abstract:

The field of E-learning system security is highly associated with the improvement of higher education performance. The field is designed to integrate academic staff and researchers with the real-time implementation of computer network monitoring and IT security awareness. It comprehensively corporate security policy, software, and hardware needed to protect the E-learning system and the resources accessed through the network from unauthorized access and ensure that academic staff and researchers have adequate access to the E-learning system and resources to work. This keynote speech identifies different computer security issues arising during using the E-learning system and how to avoid them.

PRESENTATION PROGRAMME OVERVIEW

October 30th, 2021, Saturday.	
Keynote Speech Session: Higher Education and Social Science 9:00-11:40 Room ID: 814 161 924	
9:00-9:10	Opening Ceremony
9:10-9:50	Keynote Speech I Prof. Xiaonan Xiao
9:50-10:00	Group Photo Time
10:00-10:40	Keynote Speech II Prof. Syh-Jong Jang
10:40-11:20	Keynote Speech III Prof. Xiaohui Zou
11:20-12:00	Keynote Speech IV (Video Presentation) Prof. Syed Abdul Rehman Khan The Video Link: https://www.bilibili.com/video/BV173411C787?share_source=copy_web
12:00-13:30	Lunch
Oral Presentation. 14:00-18:00 Room ID: 814 161 924	
14:00-14:20	Zhengjie Xu HE710 School of Economics and Management, Beijing Jiaotong University Title: Impact of Media Multitasking on Work Engagement under the Background of the Internet—Based on Resource Limitation Theory
14:20-14:40	Xiao-liang Guo HE719 School of Marxism, Harbin Institute of Technology Title: Investigation and Analysis on Group Quality Characteristics of College Students with High-quality Employment
14:40-15:00	Hung-Chi Hsu HE720 (许鸿基, 音译) School of Business Administration, Baise University Title: Research on Service Quality of Telecom Corporation Based on PZB Model
15:00-15:20	Zichen Zhang HE7025 School of Management, Chengdu University of Information Technology Title: Research on Professional Identity of Flexible Employment Personnel
15:20-15:40	Xinyan Xia HE7059 School of Economics and Management, Beijing Jiaotong University Title: The Impact of the Quality of Higher Education on the Development of Regional Economy—Empirical Analysis Based on Provincial Panel Data
15:40-16:00	Zemin Cui HE7094 Business School, Macau University of Science and Technology Title: Top Management Team Characteristics, Accounting Information Quality and Enterprise Investment Efficiency

16:00-16:20	Rong Wei HE7146 School of Physics and Technology, University of Jinan Title: Practical Significance of Teachers' Disciplinary Power and Its Implementation Guarantee
16:20-16:40	Jiajia Liang HE7159 College of Economics and Management, Harbin Engineering University Title: Research on the Mechanism of Social Mobilization in Major Public Health Emergencies—Taking the COVID-19 Epidemic as an Example
16:40-17:00	Yaoqi Hong HE7167(Video Persentation) YuZhang Normal College Title: Research on the Evaluation System of Classroom Teaching Based on the Cultivation of Mathematics Core Quality The video can't be uploaded successfully to the video service due to transcoding issues. Download It . (The security code: ycsu)
17:00-17:20	Tatiana Kokodey HE7178 (Video Persentation) Sevastopol State University, Russia Facilitative Approach to Teaching and Learning The Video Link: https://www.bilibili.com/video/BV1Vq4y157pX?share_source=copy_web
17:20-17:40	Ying Wang HE705 School of Mathematics and Statistics, Qinghai Normal University Title: Analysis of Grade Difference of TPACK Among Teacher-Oriented Students of Mathematics in Qinghai-Tibet Plateau Area
17:40-18:00	Lanfen Ji HE706 School of Foreign Language, Qinghai Normal University Title: From Conflict to Harmony: An Analysis of the Deep Influencing Factors of Trilingual Teaching Mode Based on Teacher's Instructional Interference
Poster Presentation. 17:30 Room ID: 814 161 924	
During the poster session, we will upload all the poster files in the "meeting room". For learning more about posters, you could open the files to read only. For your convenience, you should download all posters on your own computer for viewing and learning.	

INSTRUCTIONS TO PRESENTATIONS

Materials Prepared and Provided by the Presenters:

Oral Presenter:

PowerPoint or PDF files

Duration of Each Presentation (Tentatively 15 minutes) Laptops/PC (with MS-Office & Adobe Reader)

Camera and Microphone

Poster Presenter:

Poster: Color printing; Add Conference Name's Acronym and Paper ID on the top of the poster (Such as "ICSSHE 2021, HE7001")

Minutes of Q&A

Presenter: 10-15 Minutes of Presentation and 5 minutes' Q&A

Online Presentation Guide:

1) The online presenter shall download the default tool/software on the presenter's own computer, which will be notified by the organizing group ahead.

2) When the presenter is giving a talk, others will be mute by the administrator. After each talk, other audiences can push the "raise your hands" button, then the presenter and audience will go on Q&A process.

3) When giving a talk online, the presenter shall push the "sharing in the group" button, and then everyone will watch the PPT online. And the presenter shall set "sharing voice in the PPT".

NOTICE:

- Certificate of Participation will be awarded after the conference via E-mail delivery.
- One best presentation will be selected and awarded with a "Best Presentation" certificate via E-mail delivery.

ONLINE VIDEO CONFERENCE OPERATION GUIDE VIA VOOV

腾讯会议在线视频会议操作指南

会议信息 (Conference Information):

时间 (Time)	会议 ID (Conference ID)	会议链接 (Link)
9:00-12:00 10月30日(北京时间) October 30, Beijing time	814 161 924	https://meeting.tencent.com/dm/g04O1KRvt1NB
14:00-17:20 10月30日(北京时间) October 30, Beijing time	814 161 924	https://meeting.tencent.com/dm/g04O1KRvt1NB

测试(Testing):

所有参会者可于测试时间进入会议室，会议秘书会逐个安排做口头报告的参会者进行测试。All the participants can join the conference room during the testing time, the conference secretary will arrange participants who will do the oral presentation to test devices one by one.

测试房间 ID Testing ID	864 575 214
测试房间链接 Link	https://meeting.tencent.com/dm/px26DXsRTNxj
测试时间 Testing Time	9:30-11:00; 2021 年 10 月 23 日(北京时间) 9:30-11:00; October 23, 2021 (Beijing time)

操作指南(Operation Guide):

1. 会议视频软件(the software): VooV

下载链接(download link):

A.) 中文版

<https://meeting.tencent.com/download-mac.html?from=1001&fromSource=1>

(Mac OS)

<https://meeting.tencent.com/download-win.html?from=1001&fromSource=1>

(Windows)

B.) International Version

<https://voovmeeting.com/download/darwin> (Mac OS)

<https://voovmeeting.com/download/windows> (Windows)

2. 加入会议 (Join the Conference):

方法一: 点击会议链接, 或选择“加入会议”后输入会议 ID。进入会议室时需填写手机号码进行验证; 验证完成后在入会名称处输入您的“文章编号+姓名”即可进入。

Method 1: Click the Conference link, or click “Join the conference”, then input the Conference ID. When you join the conference room, you need to fill in your phone number for authentication, then fill in your “Paper ID +Name” at the “Name” to join the conference.

*注: 如您不能以游客身份直接“加入会议”, 建议您按照方法二注册一个账号, 登录后再加入会议。
*Tip: Should you fail to “Join the Conference” as a visitor, we suggest you register an account by method 2, then log in and join the conference.

方法二: 您可在腾讯会议 APP 或官网 (<https://meeting.tencent.com/>) 中进行注册, 登录后通过链接或输入会议 ID 加入会议。

Method 2: You can register at the APP/ website (<https://www.voovmeeting.com/>), log in and join the conference by the link or tap the Conference ID.

注意(Note):

- 会务组将在会议前**5 分钟进行点名**, 请各位作者至少提前 5 分钟加入会议室。会议秘书将于会议当天 8:30 打开会议室等待各位加入。
The conference committee will **call the roll 5 minutes before** our conference, please join the conference in advance for at least 5 minutes. The conference secretary will be waiting since 8:30.
- 会议期间**务必戴上耳机**以防外界噪音。同时建议请保持视频开启, 持续在线。
Please **wear headphones** during the meeting to block out the outside noise. **Keeping the video on and keeping online** are suggested.
- 请提前测试会议软件。
Please test the video meeting software in advance.
- 海报报告期间, 会务组将在“会议室”内上传所有海报报告文件。您可以打开电子海报进行查阅。但请注意, 所有文章尚未出版, 请**尊重文章版权**。
During the poster session, we will upload all the poster files in the “meeting room”. For learning more about posters, you could open the files to read only. But please note that all materials have not been published; please respect the paper's originality and copyright.

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*Note: Since the International version does not support the function of file transmission, we recommend you download the Chinese version, then you can upload and download files smoothly. If the Chinese version is not available in your country or region, you can download the International version; as for e-posters, we could email you once you request.

建议您添加 ICSSHE 官方咨询微信号，会务组届时将创建 ICSSHE 2021 微信群，以确保您及时接收会议信息。

Please use your WeChat APP to scan the following QR code for consultation for the conference. ICSSHE 2021 Wechat Group will update conference information in realtime.



如有任何疑问，您可点击 <https://meeting.tencent.com/> 以获取帮助，或联系会议秘书：
+86-173-3871-9539/E-mail: icsshe@vip.163.com

Should you have any further questions about this operation guide, please click <https://www.voovmeeting.com/> for help. You can also contact the conference secretary at +86-173-3871-9539/E-mail: icsshe@vip.163.com

THE POSTER LISTS

海报列表

HE701	<i>Xuyan Sun</i> Research on Blended Learning Practice Based on Student Engagement
HE702	<i>To-Han Chang</i> (张图汉 音译) The latent structure of the Center for Epidemiological Studies Depression Scale (CES-D) among older adults in China
HE713	<i>Fei Chen</i> Empirical Study on SPOC-Based Mixed Teaching of College English Reading and Writing
HE727	<i>Xuanfang Hou</i> Research on Human Resource Management Countermeasures of Slash Youth
HE728	<i>Lu Chen</i> A Brief Review of Microgenetic Method in Second Language Acquisition Research
HE7029	<i>Yiming Zhang</i> The Influence of College Students' Employment Initiative on Employment Quality
HE7030	<i>Congcong Fan</i> Research on the Prevention and Control of Non-governmental Nonprofit Organizations Participating in Rural Community COVID-19 pandemic--Taking G County Non-profit Public Welfare Association as an Example
HE7046	<i>Lanjing Du</i> Research on the Related Issues of Rural Land Circulation in Escape Agriculture—Taking Village D in S City as an Example
HE7050	<i>Haowen Feng</i> Analysis on the Problems of College Students Cheating in Examinations from the Perspective of Game Theory
HE7054	<i>Zupeng Yang</i> The Evolution and Prospect of Research on Civil Servants' Job Burnout in China—Bibliometric Research Based on Document Journals
HE7059	<i>Xinyan Xia</i> The Impact of the Quality of Higher Education on the Development of Regional Economy—Empirical Analysis Based on Provincial Panel Data
HE7093	<i>Meiduo Zhou</i> Analysis of Chinese Local Governments' Policy Tools in Response to the COVID-19 Pandemic: Taking Provincial Capitals as Examples
HE7101	<i>JiaYu Chen</i> Exploration on the Intangible Cultural Heritage Technique of She Ethnic Group in the Teaching of Fashion Design under the Background of Cross-boundary Integration
HE7103	<i>Xiaoliang Chen</i> Discussion on the Mixed Teaching Reform of College Service and Management Courses in the Post-epidemic era

HE7104	<i>Ting Deng</i> The Production-oriented Approach to Teaching Translation between English and Chinese in Vocational and Technical Colleges
HE7118	<i>Yunfeng Luo</i> The Influence of Student Ability and Family Background on Independent Admission Results of Universities in China
HE7122	<i>Xu Zhao</i> An Research on the Effect of "Work-life Balance" on Fertility Intention of Child-bearing Age Population
HE7123	<i>Ziyi Dong</i> An Research on Gender Differences in Fertility Intentions: Based on the Theoretical Perspective of "Work-life Balance"
HE7124	<i>Miao Yu</i> Effective Conduction of University Safety Education in Scientific Practices through an Integrated Manner
HE7125	<i>Wenliang Song</i> "Scientific Research Nurtures Teaching" Based on Coaxial Electro spraying
HE7128	<i>Hua Shen</i> Research on Influencing Factors of International Student Mobility: An Empirical Study Based on Panel Data
HE7141	<i>Yang Zhang</i> Analysis on accurate early warning and intervention model of blended learning in ideological and political courses based on Learner portrait
HE7150	<i>Hongying Zhang</i> Research the Status Quo and Countermeasures of Medical Students' CPC History Learning Education in the New Era
HE7174	<i>Ziqian Chen</i> Temporal and Spatial Characteristics and Influencing Factors of Public Space Vitality in Historical Blocks—Taking Songcheng First Road in Zhaoqing as an Example
HE7179	<i>Feng Li</i> Study on Chinese Semantic Content Based on Syntactic Differences between Chinese And English
HE7187	<i>Jing Li</i> Research on Higher Education of Traditional Chinese Medicine in Southeast Asia in the Post-epidemic Era
HE7190	<i>Jianing Cheng</i> Research on the Improvement Path of Teaching Quality of Public Physical Education Courses in High Schools
HE7195	<i>Xiufeng Xing</i> Taking the Pulse of COVID-19 in Higher Education: Are Students Satisfied with the Experience of Online Learning?

HE7198	<i>Jun Xie</i> Research on the Teaching Mode of Advanced Mathematics under the Background of Curriculum Ideology and Politics
HE7200	<i>Yue Yang</i> Teaching Practice and Exploration of Engineering Mathematics Based on Informatization
HE7208	<i>Xuwei Gong</i> Role of Literature in Teaching English as Foreign Language Context
HE7212	<i>Hongyan Zhang</i> Research on Knowledge Creation Mechanism of Government in Industry University Research Cooperation Mode
HE7234	<i>Qiang Li</i> The “Whole-Process” Education to College Students Based on a Scientific Investigation