

# 价值工程

2017年8月中旬刊 (总第463期 / 第36卷)  
1982年创刊 2017年8月18日出版

中国商界文联会刊

中国技术经济研究会价值工程专业委员会  
中国高等教育学会价值工程分会 会刊

封面刊名题字：袁宝华

主管单位：

河北省科学技术协会

主办单位：

河北省技术经济管理现代化研究会

名誉总编：郜明信

总 编：高志彪

总 编 室：师瑞

电 话：0311-87024742

编 辑 部：马慧霞

刘英禄

电 话：0311-83020178

0311-83036626

传 真：0311-87024742

投稿信箱：vezzsbjb@163.com

网 址：[www.vezzs.com](http://www.vezzs.com)

责任编辑：高生明

封面设计：王金军

版面设计：韩宇红

国内统一连续出版物号：CN 13-1085/N

国际标准连续出版物号：ISSN 1006-4311

国内邮发代号：18-2

国内订阅：全国各地邮局

国内发行：河北省报刊发行局

国外发行：中国国际图书贸易总公司

印 刷：廊坊市长岭印刷厂

编辑出版单位：价值工程杂志社

社 址：石家庄市槐安西路88号卓达  
物业楼A501室

邮 编：050091

国内定价：30.00元人民币

海外定价：30.00美元

# 目录

## \* 价值管理 \*

- BIM技术在某轨道工程中应用管理研究 ..... 崔留强等(1)  
基于PPP模式的水利项目风险管理研究 ..... 宋洋(6)  
城市环境空气质量自动监测优化布点研究 ..... 杨会珠等(9)  
浅谈铁路隧道辅助坑道进洞施工安全管理 ..... 赵连梅(11)  
融资结构对企业成长性影响的研究 ..... 瞿璐(13)  
科研院所投资项目后评价方法创新应用案例 ..... 刘苏(15)  
我国公共租赁住房融资模式多元化分析 ..... 龙钰淑等(17)  
船舶生活污水污染与其治理方案分析 ..... 程文祥(19)  
基于“马斯洛需求层次理论”的重庆旅行社导游流失现象探讨  
..... 李晓帆(21)

- QC小组活动在电力工程施工质量管理中的应用 ..... 周巧玲(23)  
浅析低碳理念下高速公路施工措施研究 ..... 闫泰渝(25)  
试析测绘工程的质量管理与控制措施 ..... 刘竞达(27)  
研究地铁工程施工中模糊层次分析法的安全评价 ..... 涂启珺等(29)  
城市公共交通发展策略研究 ..... 郑朝成(31)  
计算机网络管理中维护冲突原因分析及对策分析 ..... 邹煜光(33)  
浅谈如何打造交通建设工程的本质安全 ..... 余同山(35)  
设计、采购、施工总承包(EPC)合同报价审查探讨 ..... 王爽(38)  
我国大型商业银行现状思考 ..... 龚雅雯(40)  
银行财务管理存在问题及解决对策分析 ..... 庞建宇(43)  
山西省非物质文化遗产旅游开发模式研究 ..... 郭昕等(45)  
体育地产开发理念及运行模式分析 ..... 于昊田(49)  
铟资源的回收技术研究进展 ..... 王涵等(51)  
地铁运营安全的风险评估与管理 ..... 李志东(54)  
城市湿地公园门票定价方法实证研究 ..... 施德群(57)  
基于物理-事理-人理方法论的大型企业安全生产风险管控研究  
..... 金浩等(59)

- 黄楼沟边坡治理设计分析 ..... 刘文祥(63)  
某管道工程岸坡稳定性分析及防治方案研究 ..... 许云等(65)  
浅谈城市隧道的科学养护 ..... 张进等(67)  
咸宁市耕地资源利用绩效分析 ..... 郭东勤等(69)  
基于活性系统施工质量信息协同控制研究 ..... 彭晓等(71)  
企业微信营销渠道及其策略分析 ..... 向高潮等(73)  
新常态下我国工程造价咨询企业发展对策研究 ..... 黄丽华(75)  
互联网时代下银行会计信息化的问题与优化研究 ..... 张亦婷(77)  
浅谈煤矿安全管理队伍的建设 ..... 宋富生等(79)  
建筑施工项目成本控制问题研究 ..... 袁时(81)  
南水北调工程建设征地生产安置方案分析 ..... 崔伟(83)

## \* 价值链·供应链 \*

- O2O模式下生鲜冷链配送路径优化研究 ..... 曹美容(85)  
天猫超市逆向物流服务质量评价体系构建 ..... 黄恩钰(87)  
循环快递包装回收模式的调研 ..... 张禄等(92)  
信任视角下供应链协同创新研究 ..... 黄宁宁(94)  
基于层次分析法B2B电子商务物流配送模式的选择研究  
..... 丁博等(96)

## \* 功能载体创新 \*

- 常见边坡支护方式及其选择的因素 ..... 何宏智等(98)

延长球磨机衬板使用寿命的实践 .....	张建刚(100)	就业能力和目标定向对大学生就业质量的影响 .....	季素萍 等(185)
磁浮轨道承轨台道床施工技术研究 .....	唐希峰(102)	“双创”背景下独立学院大学生创业自我效能感现状及提升策略研究 .....	刘琳 等(188)
岔区大跨度隧道双侧壁导坑超前施工技术 .....	黄选军(104)	基于决策能力培养导向的军校教育质量提升创新思考 .....	姚宏林(190)
浅谈旋挖钻桩基施工在 KKH 二期工程中的应用 .....	王进 等(107)	探索通信行业“微信自媒体”渠道拓展方式——“轻渠道” .....	贾文丽(192)
反锚全液压往复式轨排组装生产施工关键技术研究 .....	史凌峰(109)	双元工作室模式下的创新创业教育训练平台建设探索 .....	徐洁(194)
关于专用线爆破施工工艺及质量控制分析 .....	王煜晨(111)	基于“协同创新”理论视角的高等气象人才培养模式研究 .....	杨丰政 等(196)
超声波法提取咖啡中水溶性固形物工艺研究 .....	代妮娅 等(114)	面向工程教育认证的新形势下通信工程专业课程体系建设 .....	王丽娜(198)
采用半刚性接头拱肋预制与吊装施工 .....	郝登科(116)	大数据背景下的共享型高职会计教学资源库建设思路研究 .....	张乐(200)
手枪可感后坐仿真分析 .....	谭继宇 等(120)	融校园、花园、乐园于一体的校园绿化建设研究 .....	李文斌(202)
浅析路基施工对沥青混凝土路面平整度的影响 .....	刘明华(122)	医学高专院校学生毕业五年后就业状况比较分析 .....	齐晓翠 等(204)
爆破应力波对有节理裂隙围岩的影响研究 .....	张艳玲 等(124)	转型发展对液压传动课程的影响及改革措施 .....	焦艳梅(206)
广东省平兴高速公路山区软土物理力学特性及相关性分析研究 .....	徐光波(126)	增设中医学专业的可行性论证分析 .....	张振祥 等(208)
沈阳地铁区间暗挖段安全施工技术研究 .....	安军(129)	CASS9.1 软件成图数据转换 .....	李友明(210)
室内覆盖中的 MIMO 技术应用研究 .....	朱永平 等(131)	西南严重缺水地区地下水动态分析 .....	康伟 等(213)
光的反射法测防水效果装置设计 .....	戴敏(133)	基于 PLC 自动加药系统在选矿厂的应用 .....	李克鹏 等(215)
盐酸、EDTA 土柱淋洗法修复 Cd 污染土壤 .....	姜雨坤(135)	“互联网+”在现代化农业发展中的应用及探索 .....	骆海淼(216)
<b>* 价值应用 *</b>			
某国道沿线典型坠落式危岩体的稳定性分析 .....	梁海涛(137)	基于物流储配方案大赛的项目化教学 .....	李春红 等(220)
《数字换位差值速算法》的应用 .....	高庆胜(139)	工程管理专业学生工程造价实践能力培养研究 .....	刘钟莹 等(222)
某新区地质灾害危险性评估及防治研究 .....	郭军东 等(141)	给排水设计中应注意的问题分析 .....	葛鹏(225)
数控电火花微孔加工参数对孔片质量影响的研究 .....	黄艳春(142)	聚乳酸的改性研究进展 .....	曹强(227)
高校大学生学风状况调查研究 .....	杨静 等(144)	高校育人模式的创新初探 .....	王兴祥 等(229)
中职《市场调查与商情预测》课程建设浅析 .....	李瑞盟(146)	市场营销专业“实境、实体、实战”人才培养模式的探索与实践 .....	杨明 等(231)
黑龙江省东宁县新城子沟地区化探异常特征及找矿方向 .....	陈华飞(149)	大学生创业融资新模式的探索研究 .....	韩露 等(233)
计算机网络故障处理及维护技术研究 .....	杨凡根(151)	<b>* 理论综述 *</b>	
智能化技术在电气工程自动化控制中的应用分析 .....	郑火胜(153)	后金融危机时代中小企业的成长困境分析 .....	杨文逸(235)
食品包装纸铝复合内衬纸色偏差的影响因素研究 .....	王宝金 等(155)	基于绿色维修的汽车美容行业发展策略探讨 .....	王亚平 等(238)
高校辅导员如何利用微信群开展心理健康指导 .....	洪美珊(157)	论农村钢结构住宅融资 .....	初光强 等(240)
医院开展日间手术的经济可行性分析 .....	李明 等(159)	高速铁路弹条扣件失效研究进展 .....	张景坤 等(242)
BIM 技术在装配式建筑中的应用探究 .....	刘俊娥 等(161)	Scrum 开发模式在多媒体播放软件开发行业的应用研究 .....	褚晨雷(244)
纳米 SiC 水基液压介质基液的分析研究 .....	朱颖智 等(164)	眼动分析法在国内广告中的研究综述 .....	王苏云 等(246)
大学生自主创业面临的问题及对策分析 .....	胡佳希 等(166)	<b>* 综合 *</b>	
中高职 3+3 分段培养电气自动化技术专业人才培养方案的思考与实践 .....	吴繁红(169)	徐州夜市发展中存在的问题与对策 .....	刘婧婷 等(249)
双基站 GPSRTK 技术在沙漠区域公路施工测量中的应用与研究 .....	彭江涛 等(171)	基于职业能力培养的《经济法》课程与创新创业模式的融合 .....	奥丽汗娜 等(251)
网络一对一真人视频教学平台的分析与设计 .....	丰浩翔 等(173)	基于实验室开放的汽车电器构造与检修课的分析与探究 .....	李维兴 等(253)
室内空气中 TVOC 检测的影响因素研究 .....	张烨 等(175)	工程教育专业认证背景下大学数学基础课教学内容研究 .....	王骏飞(255)
不同土质和埋深工况下送电工程土石方费用研究 .....	马东海 等(177)	应用型本科土木工程专业力学课程群模块化建设 .....	郑文 等(258)
水准仪与经纬仪操作经验之谈 .....	陈晓娟(179)		
创新创业教育在现代工程训练中的应用 .....	刘彬彬 等(181)		
基于 AHP 的价值工程理论在建筑设计中的应用 .....	王运鑫 等(183)		

**Value Engineering**  
**(VE)**  
Fortnightly Issue  
Started in 1982  
Vol.36 8.b  
(Sum No.463)  
Published in Aug. 18, 2017

**Inscribed:** Yuan Baohua  
**Honorary Editor-in-Chief:** Gao Mingxin  
**Executive Editor-in-chief:** Gao Zhibiao  
**Manager:** Hebei Association for Science and Technology  
**Sponser:** Hebei Institute of Technology Economy and Modern Management

**Chief Edior's Department:** Shi Rui  
**Editor:** Editorial Team of VE  
**Publisher:** Magazine Publishing House of VE  
**Address:** Room A501, Zhuoda Property House, No.88 Huai'an Road  
**Tel:** (0311) 87024742  
**E-mail:** vezzshjb@163.com

**Printed by:** Changling Printing House, Langfang  
**Distributor:** Shijiazhuang Post Office  
**Subscriptions:** Chinese Local Post Office  
**Domestic Issue Code:** 18-2  
**Domestic Single Price:** ¥30.00  
**Overseas Single Price:** \$ 30.00  
**Open Publishing**  
**ISSN 1006-4311**  
CN 13-1085/N

# CONTENTS

## VALUE MANAGEMENT

- |                                                                                                                                    |                        |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 1 Application of BIM Technology in One Track Engineering .....                                                                     | CUI Liu-qiang, et al.  |
| 6 The Study on the Risk Management of Water Conservancy Project of PPP Model .....                                                 | SONG Yang              |
| 9 Study on Optimization of the Distribution of Urban Ambient Air Quality Automatic Monitoring Points .....                         | YANG Hui-zhu, et al.   |
| 11 On the Safety Management of Railway Tunnel Auxiliary Tunnel Entrance Hole Construction .....                                    | ZHAO Lian-mei          |
| 13 A Study on the Influence of Financing Structure on Enterprise Growth .....                                                      | QU Lu                  |
| 15 Innovative Application Case of Post-evaluation Method of Project Invested by Research Institutes .....                          | LIU Su                 |
| 17 Analysis on the Diversification of Public Rental Housing Financing Mode in China .....                                          | LONG Yu-shu, et al.    |
| 19 Analysis on Pollution of Ship Domestic Sewage and Its Treatment Plan .....                                                      | CHENG Wen-xiang        |
| 21 Discussion on the Phenomenon of Drain of Tourists in Chongqing Travel Agencies Based on "Maslow's Needs-Hierarchy Theory" ..... | LI Xiao-fan            |
| 23 Application of QC Circle Activities in Construction Quality Management of Power Engineering .....                               | ZHOU Qiao-ling         |
| 25 Study on Construction Measures of Expressway under Low Carbon Concept .....                                                     | YAN Tai-gan            |
| 27 Analysis on Quality Management and Control Measures of Surveying and Mapping Engineering .....                                  | LIU Jing-da            |
| 29 Safety Evaluation of Fuzzy Analytic Hierarchy Process in Subway Engineering Construction .....                                  | TU Qi-jun, et al.      |
| 31 A Case Study on the Development Strategy of Urban Public Transport in Nanjing .....                                             | ZHENG Chao-cheng       |
| 33 Cause and Countermeasure Analysis of Maintenance Conflict in Computer Network Management .....                                  | ZOU Yu-guang           |
| 35 On How to Build Intrinsic Safety of Traffic Construction Project .....                                                          | YU Tong-shan           |
| 38 Design, Procurement and Construction General Contract (EPC) Contract Quotation Review .....                                     | WANG Shuang            |
| 40 The Reflection on the Current Conditions of Chinese Large-scale Commercial Banks .....                                          | GONG Ya-wen            |
| 43 Analysis on Problems and Solutions of Financial Management in Banks .....                                                       | PANG Jian-yu           |
| 45 A Study on the Development Mode of Intangible Cultural Heritage Tourism in Shanxi Province .....                                | GUO Xin, et al.        |
| 49 Analysis on the Development Concept and Operation Mode of Sports Real Estate .....                                              | YU Hao-tian            |
| 51 The Development and Prospects of Indium Enrichment and Separation Technology .....                                              | WANG Han, et al.       |
| 54 Risk Assessment and Management of Subway Operation Safety .....                                                                 | LI Zhi-dong            |
| 57 An Empirical Study on Ticket Pricing Method of Urban Wetland Park .....                                                         | SHI De-qun             |
| 59 Research on Work Safety Risk Management and Control of Large Enterprises Based on Wuli-shili-renli Methodology .....            | JIN Hao, et al.        |
| 63 Analysis on Slope Treatment Design of Huanglougou .....                                                                         | LIU Wen-xiang          |
| 65 Study on Stability Analysis and Control Scheme of Bank Slope in a Pipeline Project .....                                        | XU Yun, et al.         |
| 67 On the Scientific Maintenance of Urban Tunnels .....                                                                            | ZHANG Jin, et al.      |
| 69 Analysis on Cultivated Land Resources Performance in Xianning City .....                                                        | GUO Dong-jie, et al.   |
| 71 The Research of Construction Quality Information Synergy Control Based on Viable System .....                                   | PENG Xiao, et al.      |
| 73 Analysis on Enterprise WeChat Marketing Channel and Strategy .....                                                              | XIANG Gao-chao, et al. |
| 75 Research on the Development Countermeasures of Engineering Cost Consulting Enterprises in China under the New Normal .....      | HUANG Li-hua           |

77 Research on Problems and Optimization of Bank Accounting Informatization in Internet Era .....	ZHANG Yi-ting
79 Discussion on the Construction of Coal Mine Safety Management Team .....	SONG Fu-sheng, <i>et al.</i>
81 Study on Cost Control of Building Construction Project .....	YUAN Shi
83 Analysis on Land Requisition and Production Resettlement Scheme of South-to-North Water Diversion Project Construction .....	CUI Wei

### VALUE CHAIN·SUPPLY CHAIN

85 Study on Optimization of Fresh Cold Chain Delivery Route in O2O Mode .....	CAO Mei-rong
87 Construction of Reverse Logistics Service Quality Evaluation System on Tmall Supermarket .....	HUANG En-yu
92 Research on Recycling Mode of Express Packaging .....	ZHANG Lu, <i>et al.</i>
94 Research on Collaborative Innovation of Supply Chain from the Perspective of Trust .....	HUANG Ning-ning
96 Research on the Selection of B2B E-commerce Logistics Distribution Mode Based on AHP .....	DING Bo, <i>et al.</i>

### FUNCTION CARRIER INNOVATION

98 Common Slope Support Mode and Its Selection Factors .....	HE Hong-zhi, <i>et al.</i>
100 Practice of Prolonging Service Life of Ball Mill Liner .....	ZHANG Jian-gang
102 Study on the Construction Technology of Maglev Rail Support Station Bed .....	TANG Xi-feng
104 Double Side Wall Pilot Advance Construction Technology in Large Span Tunnel in Fork Area .....	HUANG Xuan-jun
107 Application of Rotary Drilling Pile Foundation Construction in KKH Phase II Project .....	WANG Jin, <i>et al.</i>
109 Research on Key Technology of Production and Construction of Anti-anchor Hydraulic Alluvial Reciprocating Rail .....	SHI Ling-feng
111 Analysis on Construction Technology and Quality Control of Special Line Blasting .....	WANG Yu-chen
114 The Study of Extracting Soluble Material from Coffea by Ultrasonic .....	DAI Ni-ya, <i>et al.</i>
116 Arch Ribs Prefabrication and Hoisting Construction with Semi-rigid Joint .....	HAO Deng-ke
120 Simulation Analysis of Pistol Appreciable Posture .....	TAN Ji-yu, <i>et al.</i>
122 On the Influence of Subgrade Construction on the Roughness of Asphalt Concrete Pavement .....	LIU Ming-hua
124 Study on Influence of Blasting Stress Wave on Surrounding Rock with Joint Fissure .....	ZHANG Yan-ling, <i>et al.</i>
126 The Physical and Mechanical Properties and Correlation Analysis of the Mountain Soft Soil in Guangdong PingXing Highway .....	XU Guang-bo
129 Study on Safety Construction Technology for Interval Subsurface Excavation Section of Shenyang Metro .....	AN Jun
131 Research on Application of MIMO Technology in Indoor Coverage .....	ZHU Yong-ping, <i>et al.</i>
133 Device Designing According to the Principle of Light Reflection for the Measurement of Water Resist Leakage .....	DAI Min
135 Remediation of Cd Polluted Soils Using Hydrochloric Acid and EDTA Washing .....	JIANG Yu-kun

### VALUE APPLICATION

137 Stability Analysis of Typical Falling Rock Mass along a National Highway .....	LIANG Hai-tao
139 Application of Digital Transposition Difference Rate Algorithm .....	GAO Qing-sheng
141 Study on Risk Assessment and Prevention of Geological Hazard in a New Area .....	GUO Jun-dong, <i>et al.</i>
142 Study on the Effect of Numerical Control EDM Micro-Punching Parameters on Hole Quality .....	HUANG Yan-chun
144 Investigation and Study on the Study Style of College Students .....	YANG Jing, <i>et al.</i>
146 Analysis on the Course Construction of "Market Investigation and Business Forecast" in Secondary Vocational School .....	LI Rui-meng
149 Geochemical Anomalies and Prospecting Direction of Xinchengzigou Area, Dongning County of Heilongjiang Province .....	CHEN Hua-fei
151 Research on Computer Network Fault Handling and Maintenance Technology .....	YANG Fan-gen
153 Application of Intelligent Technology in Electrical Engineering Automation Control .....	ZHENG Huo-sheng
155 Study on the Factors Affecting the Color Deviation of Aluminum Composite Liner in Food Packaging Paper .....	WANG Bao-jin, <i>et al.</i>
157 How the Counsellors Carry out Psychological Education of College Students by WeChat Group .....	HONG Mei-shan
159 Economic Feasibility Analysis of Hospital's Daytime Surgery .....	LI Ming, <i>et al.</i>
161 Application of BIM Technology in Fabricated Building .....	LIU Jun-e, <i>et al.</i>
164 Analysis of Nano SiC Aqueous Hydraulic Medium .....	ZHU Ying-zhi, <i>et al.</i>
166 Problems and Countermeasures of College Students' Autonomous Entrepreneurship .....	HU Jia-xi, <i>et al.</i>
169 Talent Cultivation Plans of Electrical Automation Technology in 3+3 Sectionalized Training of Secondary and Higher Vocational Education .....	WU Fan-hong
171 Application and Research of Dual-base Station GPSRTK Technology in Highway Construction Survey in Desert Region .....	PENG Jiang-tao, <i>et al.</i>

173 Analysis and Design of Network One to One Live Video Teaching Platform .....	FENG Hao-xiang, <i>et al.</i>
175 Study on the Influencing Factors of TVOC Detection in Indoor Air .....	ZHANG Ye, <i>et al.</i>
177 Study on Earthwork Cost of Power Transmission Line under Different Soil and Depth Working Conditions .....	MA Dong-hai, <i>et al.</i>
179 On the Experience of Level and Theodolite Operation .....	CHEN Xiao-juan
181 The Application of Innovation Entrepreneurship Education in Modern Engineering Training .....	LIU Bin-bin, <i>et al.</i>
183 Application of Value Engineering Theory in Architectural Design Based on AHP .....	WANG Yun-xin, <i>et al.</i>
185 The Influence of Employment Ability and Goal Orientation on College Students' Employment Quality .....	JI Su-ping, <i>et al.</i>
188 A Study on the Current Situation and Strategy of Self-efficacy of Undergraduates in Independent College under the Background of "Double Creation" .....	LIU Lin, <i>et al.</i>
190 Creative Thinking of Military Academy Education Quality Improvement Based on Decision-making Ability Training Guidance .....	YAO Hong-lin
192 To Explore the Channel Expansion Method of Communication Industry "WeChat Media": "Light Channels" .....	JIA Wen-li
194 Exploration of Innovation and Entrepreneurship Education Training Platform in Dual Studio Mode .....	XU Jie
196 Research on the Training Mode of Higher Meteorological Talents Based on the Theory of Cooperative Innovation .....	YANG Feng-zheng, <i>et al.</i>
198 Construction of Curriculum System for Communication Engineering Specialty under the New Situation of Engineering Education Accreditation .....	WANG Li-na
200 Research on the Construction Idea of Shared Higher Vocational Accounting Teaching Resource Database under the Background of Big Data .....	ZHANG Le
202 Research on Campus Greening Construction Integrating Campus, Garden and Amusement Park .....	LI Wen-bin
204 The Employment Comparative Analysis of Several Majors for Graduated-Five-Years Students in Medical Colleges .....	QI Xiao-cui, <i>et al.</i>
206 The Influence of Transformation Development on Hydraulic Transmission Course and Its Reform Measures .....	JIAO Yan-mei
208 Feasibility Analysis of Setting up Traditional Chinese Medicine Specialty .....	ZHANG Zhen-xiang, <i>et al.</i>
210 CASS9.1 Software Mapping Data Conversion .....	LI You-ming
213 The Groundwater Dynamic Analysis of Severe Water Shortage Area in Southwest China .....	KANG Wei, <i>et al.</i>
215 Application of Automatic Dosing System Based on PLC in Concentrator .....	LI Ke-peng, <i>et al.</i>
216 The Application and Exploration of "Internet+" in the Development of Modern Agriculture .....	LUO Hai-miao
220 Project Teaching Practice Based on "Design and Implementation of Logistics Storage Scheme" .....	LI Chun-hong, <i>et al.</i>
222 Research on Training Students' Cost Practical Ability in Engineering Management Specialty .....	LIU Zhong-ying, <i>et al.</i>
225 Analysis of Problems Needing Attention in Design of Water Supply and Drainage .....	GE Peng
227 The Research Progress on Modification of Polylactic Acid .....	CAO Qiang
229 On the Innovation of College Education Mode .....	WANG Xing-xiang, <i>et al.</i>
231 Exploration and Practice on "Real Scene, Real Entity and Real Operation" Talents Cultivation Mode in Marketing .....	YANG Ming, <i>et al.</i>
233 Exploration and Research on New Model of College Students' Entrepreneurial Financing Based on the Analysis of Colleges and Universities in Taizhou .....	HAN Lu, <i>et al.</i>

## THEORETICAL REVIEW

235 Analysis of the Growth Predicament of Small and Medium-sized Enterprises in Post Financial Crisis Period .....	YANG Wen-yi
238 Discussion on the Development Strategy of Automobile Beauty Industry Based on Green Maintenance .....	WANG Ya-ping, <i>et al.</i>
240 On Rural Steel Structure Housing Financing .....	CHU Guang-qiang, <i>et al.</i>
242 Research Progress in Failure of High-speed Railway Spring Bar Fastener .....	ZHANG Jing-kun, <i>et al.</i>
244 Research on Application of Scrum Development Model in Multimedia Player Software Development Industry .....	CHU Chen-lei
246 A Review of Eye Movement Analysis in Domestic Advertising .....	WANG Su-yun, <i>et al.</i>

## COMPREHENSION

249 Problems and Countermeasures in the Development of Xuzhou Night Markets Based on the Study of Taiwan Night Market Culture .....	LIU Jing-ting, <i>et al.</i>
251 The Integration of "Economic Law" Curriculum and Innovation and Entrepreneurship Model Based on Professional Ability Training .....	Aolihanna, <i>et al.</i>
253 Analysis and Exploration of the Construction and Maintenance Course of Automotive Electrical Equipment Based on Laboratory Opening .....	LI Wei-xing, <i>et al.</i>
255 Research on the Teaching Content of College Mathematics Basic Course under the Accreditation of Engineering Education .....	WANG Jun-fei
258 The Modulus Curriculum Construction of Mechanics Course Group for Civil Engineering Specialty in Application-oriented Universities .....	ZHENG Wen, <i>et al.</i>