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The Defection and Improvement of the Land Management Right Registration System under

"Three Rights Division": on the Path of Information Regulation *XU Chao*(19)

Agricultural land information is not only the source of the country's decision to intervene in the public resources, but also the core elements of the market mechanism for resource allocation. Under the "three rights division", the land management right registration system shall be on the path of information regulation as the land information system platform connecting between market horizontal level and the national longitudinal level, to achieve the orderly flow of farmland information of horizontal and vertical level. However, after analyzing the current the contracting right of land management registration system, it is found that there are some defects, which lead to the failure of the agricultural land information. Therefore, our country should be updated from the system concept, get rid of the shackles of identity attributes, clear the rights of property, registration and entry into force model, registration effective mode, the type of registration, registration content and other aspects of the land management right registration system to be improved.

The Mechanism and Practice of Anti-poverty Project through Returns on Asset Investments in

China *WANG Sangui and LIANG Xiaomin*(28)

The anti-poverty project, which supports the poor through returns on asset investments, is one of the most critical poverty alleviation strategies in the 13th Five-Year Plan. It has been carried out in many provinces and made some achievements. Based on these multiple practices, this paper analyses the elements and mechanism of this newly implemented project. We promote some noteworthy issues in the future and put forward several propose.

The Consistency of Rural Residents' Ecological Consumption Awareness and Behavior: Based on the Investigation of Eco-civilization Demonstration Areas in Jiangxi Province

..... *LIU Wenxing, WANG Xingdong and CHEN Zhaojiu*(37)

Based on the survey in the Jiangxi Eco-civilization Demonstration Areas, this article developed a theoretical model of the gap between rural residents' ecological consumption consciousness and behavior. The research results show that: first, although the positive ecological awareness can be transformed into positive behavior, but this transformation is not very effective; second, rural residents' ecological awareness was the driving force (Internal) of consumption behavior, but the power of this drive force

was influenced by implementation cost, reference standard and situational factors (external factors), which led the occurrence of the gap between ecological consciousness and behavior; third, the life style of rural residents hindered the process of transformation between ecological consciousness and behavior, while social and government policies played as positive roles in the transformation between ecological consciousness and behavior.

Grounded Theory Research on Bricolage Strategy of Rural Entrepreneurs

..... *Zhang Jingwei, Pei Xueting, Li Zhigang and SHEN Jingquan*(49)

Entrepreneurial bricolage is an important strategy to deal with resource scarcity. It is tougher for rural entrepreneurs to solve this problem due to personal and geographical constraints. This paper uses grounded theory to analyze 52 rural entrepreneurial stories reported by CCTV in 2014, and recognizes 6 bricolage fields and 17 specific bricolage tactics used by Chinese rural entrepreneurs. The findings expand the meaning of entrepreneurial bricolage proposed by Baker et al. (2005), and illustrate unique characteristics of rural entrepreneurship. This paper contributes to entrepreneurial bricolage and rural entrepreneurship theory, and has important implications for rural entrepreneurial practice as well.

Empirical Analysis on Borrowing Behavior and Potential Demand for Credit of Rural Households: Based on the Questionnaire of 762 Farmers in Shandong Province

..... *ZHANG Xiaolin and DONG Jigang*(57)

Based on the investigation data of 762 rural households in Shandong province in 2016, this paper analyzes the characteristics of rural households' borrowing behavior and uses Logistic model to analyze their potential credit demand. It is found that the vast majority of rural households have borrowing demand, besides, the demand has a larger amount, longer duration and lower expected interest rate characteristics, but a considerable number of rural households have borrowing needs without actual borrowing behaviors. In addition, the use for loans of rural households is diversified, the preference of the preferred informal financial institutions in terms of lending channels, formal financial institutions have obvious characteristics of insufficient credit supply. The study shows that the four factors of household education, type, private lending and new rural financial institutions have a significant positive impact on the potential credit demand of farmers, and age, income source and household income have significant negative effects.

The Effect of Formal Lending Constraints on Agricultural Machinery Investment under the

Background of Rural Land Transfer *LIU Lingyun and ZHOU Hong*(65)

Study on Trade Creation and Trade Diversion of Agricultural Imports in China: Import Demand

Model Based on SYSGMM *XU Fen and LIU Hongman*(76)

Based on import demand regression model, this paper adopts the SYSGMM and counterfactual method to measure trade creation(TC) and trade diversion(TD) effects of multiple FTA on China's agricultural imports. The findings show that CAFTA, China - New Zealand FTA and China - Peru FTA have only TC effects. China - Singapore FTA and China - Switzerland FTA have neither TC nor TD effects. The TC effect of CAFTA is the largest, which will exist for a long time. In addition, the TC

effects of China – New Zealand FTA and China – Peru FTA account for a relatively larger proportion in their respective trade growth. Besides, the TC effect of China – New Zealand FTA gradually decreases, meanwhile the TC effect of China – Peru FTA has a substantial change.

Agricultural Subsidies, Non-agricultural Employment and Grain Production: Based on the Survey Data of 4 Provinces of Heilongjiang, Jilin, Henan and Shandong

..... *LV Xinye and HU Xiangdong*(85)

The Dynamics, Processes and Influences of Agricultural Knowledge Dissemination during Agricultural Modernization: Based on Study of Li Village in Hebei Province

..... *REN Shouyun and FU Huiyang*(92)

This paper tracked the evolution of agricultural knowledge dissemination in a traditional farming village, and found during the top-down practice of agricultural modernization, agricultural knowledge dissemination, as discourse and development intervention, constructs peasants' traditional farming as backward, inefficient and unscientific, but takes capital intensive and industrial agriculture as modern scientific farming. With the advance of marketization, peasants become an object accepting knowledge. Traditional farming and agricultural production relations have been transformed, and local knowledge has gradually dispelled. It is necessary to reconstruct the rural community as the center of agricultural communication with corresponding policy incentives. In the context of supply-side structural reform of China's agriculture, the feature of agricultural knowledge dissemination needs further research.

Research on Innovation of Fresh Supermarket's Sales Model in "Internet + " Environment

..... *WANG Lei, DAN Bin and WANG Zhao*(100)

With the continuous improvement of people's living standard and the quickening of the pace of life, the existing store sales model of fresh supermarket can not fully meet the growing diversity of consumers' preferences and needs. To address this problem, a compound innovative sales model for fresh supermarket in "Internet + " environment is designed in this paper from the perspectives of satisfying the consumers' preferences and needs. Then, the case analysis of Metro fresh supermarket proves the effectiveness of the sales model. At last, countermeasures and suggestions are proposed to promote the implementation of the "Internet + " fresh supermarket compound innovative sales model in order to provide guidance for the development of the domestic fresh supermarket.

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