



**4th International Seminar on
Education Research and Social Science
(ISERSS2021)
第4届教育研究与社会科学国际学术研讨会
IN VIDEO MODE**

CONFERENCE PROGRAM

All videos and PPTs are valid for a long time



KEYNOTE SPEAKERS

Keynote Speakers I



Prof. Syed Abdul Rehman Khan

Department of Supply Chain and Big Data, Business Research and Service Institute, USA

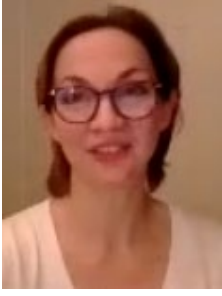
Biography: Dr Syed Abdul Rehman Khan is an expert of Supply Chain and Logistics Management. Dr Khan achieved his CSCP—Certified Supply Chain Professional certificate from the U.S.A. and completed his Postdoctoral Fellowship from Tsinghua University.

Dr. Khan 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 120+ 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 10 books related to the sustainability in supply chain and business operations. He is a regular contributor to conferences and workshops around the world.

Title: Industry 4.0 and Circular Economy Practices: A New Era Business Strategies for Environmental Sustainability

Abstract:

Amid rising environmental concerns, Industry 4.0 and Blockchain technology (BCT) are transforming circular economy (CE) practices and prevailing business models. Recognize the same; this study examines the role of blockchain technology in circular CE practices; and their impact on eco-environmental performance, which influences organizational performance. The study adopted PLS-SEM modeling for testing hypotheses, this study provides three key findings. First, BCT significantly improves the circular economy practices (circular procurement, circular design, recycling, and re-manufacturing). Second, CE practices help improve firms' environmental performance and stimulate their financial performance. Third, higher eco-environmental performance significantly boosts organizational performance. This study set-out the foundations for participating countries/firms that simultaneously achieve financial and sustainable goals by integrating blockchain technology in circular economy practices.



Keynote Speakers II

Dr. Viktoriia Buhaiova

Kyiv National University of Culture and Arts, Ukraine

Title: Determining the Directions of Specialist Preparation Development in the Specialty 026 Performing Arts Based on the Survey Results of Applicants for Higher Education

Abstract:

The material considers the problem of the lack of the standard of Ukraine's higher education of the first (bachelor) level of specialty 026 Performing arts (field of knowledge 02 Culture and art). According to the survey results of stakeholders (applicants for higher education) of Ukraine's several higher education institutions, the elements of the draft of such a standard and ways of development of higher education institutions that provide such training are proposed. Applicants should be trained only in a dual education system, which involves on-the-job training in enterprises, institutions, and organizations to acquire a certain qualification. Proposals formed by applicants are those new pedagogical conditions that need to be organized and implemented in the educational process: to form a system of information support of the educational process and feedback with applicants; to form a professional development system of scientific and pedagogical workers of higher education institutions.

The brief guidance:

Due to the COVID-19 and other restrictions, ISERSS-21 holds in video mode and presentation videos and PPTs have been updated on the network server. Please click on the title of the paper to watch the video/PPT presentation. Each video is about 15 minutes. If you have any questions, contact the author's email directly. The authors should reply to any questions of the paper in time. If you have any questions, please don't hesitate to contact us by email iserss@vip.163.com

PRESENTATION PROGRAMME OVERVIEW

December 25th, 2021, Saturday.		
9:00-10:20		
09:00-09:40	Keynote Speech I Prof. Syed Abdul Rehman Khan Industry 4.0 and Circular Economy Practices: A New Era Business Strategies for Environmental Sustainability	
09:40-10:20	Keynote Speech II Dr. Viktoriia Buhaiova Determining the Directions of Specialist Preparation Development in the Specialty 026 Performing Arts Based on the Survey Results of Applicants for Higher Education	
Oral Presentation. 10:30-17:45		
10:30-10:45	Jiali Zhang SS414 School of Education (Teachers college), Guangzhou University Title: Educational significance of games in community summer trusteeship: an ethnographic study	2112008009@e.gzhu.edu.cn
10:45-11:00	En-qing Dai SS4004 Yichang No. 9 Middle School, China Title: Optimization Research on Middle School Students' Methods of Solving Word Problems with Equations: Taking the Mistake in "Taking a Taxi" for an Example	dai_enqing@126.com
11:00-11:15	Lei Zhang ^{1,2} SS4019 ¹ School of Logistics, Wuhan Technology and Business University ² School of Management, Wuhan University of Technology Title: Analysis on the Development Status and Prospect of Intelligent Logistics in Hubei Province	495997665@qq.com
11:15-11:30	Yangqing Zhu SS4043 School of Electronic Information Engineering, Foshan University	zhuyangqing@fosu.edu.cn

	Title: Research on Ideological and Political Teaching Use Cases and Teaching Strategies of Database System Principle Course	
11:30-11:45	Volodymyr Liutyi SS4049 National Academy of the National Guard of Ukraine, Zakhysnykiv Ukrainy Square Title: Pedagogical Conditions for the Language Competence Development in Officers of the System of the Ministry of Internal Affairs of Ukraine in the Process of Continuous and Distance Learning	liutyi37@gmail.com
11:45-12:00	Ming Cao SS4058 School of Humanity and International Education, Xi'an Peihua University Title: An Empirical Analysis on the Changes of Students' Learning Behaviours Based on Online Presentation-Assimilation-Discussion Mode	caoming@peihua.edu.cn
12:00-13:30	Lunch Time	
13:30-13:45	Fangfang Duan SS4065 Foreign Language Department, Lijiang Teachers College Title: The Ethnolinguistic Vitality of Naxi Language in Jinshan Bai Minority Township of Lijiang City	duanfangfang5687@163.com
13:45-14:00	Yunjie Zhao SS4067 Institute of Educational Economics and Management, Tongji University Title: Research on Development Path of Culinary Specialty in Secondary Vocational Schools Based on Data Mining Technology COVID-19 Epidemic Background	zyj9863@163.com
14:00-14:15	Shuai Liu SS4069 School of Foreign Studies, University of Science and Technology Beijing Title: A Critical Genre Analysis of Negative Parts in CSR Reports	b20180433@xs.ustb.edu.cn
14:15-14:30	Jiao Dong SS4079 School of Management, Wuhan Textile University Title: Impact of Augmented Reality Characteristics on Retail Brand Equity	JOANNA0068@163.com
14:30-14:45	Caiyu Liu SS4089 Northeast Petroleum University Title: SWOT Analysis Based on Heilongjiang University Curriculum Ideological and Political Research	1692616244@qq.com

14:45-15:00	Qianying Wang SS4095 Xi'an University of Technology Title: The Impact of Women Directors on Executive-Staff Pay Dispersion	1217504435@qq.com
15:00-15:15	Yan Ling SS4105 School of Educational Science, Bohai University Title: Research on the Utilization of Mathematics Network Curriculum Resources in Rural Middle Schools	120607247@qq.com
15:15-15:30	Mengdie Hu SS4108 School of Education, China University of Geosciences Title: Research on Ideological and Political Construction of Physical Education Curriculum from the Perspective of Dissipative Structure Theory	670543380@qq.com
15:30-15:45	Yan Ma SS4116 School of Accounting, Nanjing University of Finance & Economics Title: Accounting Talent Training Reform in the Era of Artificial Intelligence	yanma_nus@126.com
15:45-16:00	Changda Du SS4128 Harbin Institute of Technology Title: Research on the Safeguard Mechanism of University-Industry Collaboration in Nuclear Power Industry's Engineering Talents Cultivation	duchangda2000@163.com
16:00-16:15	Ting Zhang SS4034 China People's Police University Title: Research on the New Mechanism of China and ASEAN Countries Police Law Enforcement Cooperation in the Context of Regular Epidemic Prevention	carlyzhang@foxmail.com
16:15-16:30	JueMing Wang SS4091 Nanjing University of Aeronautics and Astronautics Title: Research on the Influence Path of Equity Pledge on Enterprise Value—Taking SMEs as an Example	810880544@qq.com
16:30-16:45	Yang Zhou SS429 Southwest Jiaotong University Title: A Study of the Impact of Instruction Style on the Quality of Postgraduate Education	zy992436@163.com
16:45-17:00	Lingling Zhou SS4125 Guizhou University of Commerce Title: The Construction and Development of German Digital Education	verazhoulingling@qq.com
17:00-17:15	Yuxin Wang School of Foreign Languages, Central South University	776919882@qq.com

	Title: A Discourse Analysis of Shifu, You'll Do Anything for Laugh from the Perspective of Systemic-Functional Grammar	
17:15-17:30	<i>Hongxiang Sun</i> SS4073 Xi'an University of Science and Technology Title: Using "Element and Line as the Basis and the Eight Guidelines as the Body" to Construct Quality Evaluation for Ideological and Political Theory Course	shx64@xust.edu.cn
17:30-17:45	<i>Jia Yu</i> SS4074 Guangdong Technion-Israel Institute of Technology Title: Development of Quality Evaluation Model of Ideological and Political Theory Course in Colleges and Universities in the New Era	shx64@xust.edu.cn

THE POSTER LISTS

海报列表

SS406	<i>Feiyang Liu</i> The Development Mode of the World-class Scientific and Technical Journals —A Case Study of Nature and Science
SS409	<i>Rui Xing</i> The Relationship between Cognitive Adaptability and Entrepreneurial Decision-making Quality: A Moderating Effect of Environmental Uncertainty
SS415	<i>Jingjing Xu</i> Strategies for Constructing Efficient Mathematics Classroom in Junior Middle School
SS422	<i>Zhaoyuan Zhang</i> Sexual Victims are Less Likely to be Accepted by Their Boyfriends? -A Comparative Between Sexually Invaded Women and Women with Voluntary Sexual Behavior
SS424	<i>Jingyu Fu</i> Research on the impact of corporate social responsibility behavior on financial performance from the perspective of optimal differentiation
SS4008	<i>Rui Zhu</i> Practice and Evaluation of Nursing Curriculum Teaching Reform under the "Curriculum Ideology and Politics" Educational Concept
SS4023	<i>Bingjie Zou</i> An Investigation of the Relationship between Shanghai Preschool Teachers' Developmentally Appropriate Beliefs and Practices
SS4026	<i>Zupeng Yang</i> Analysis on The Evolution of China's Cultural Industry Policy from Perspective of Advocacy Coalition Framework
SS4033	<i>Yahang Tong</i> Cause Analysis and Countermeasure Research on job Burnout of Middle Managers in Enterprises
SS4037	<i>Xiaofeng Tian</i> The Impact of Internet Marketing on The Profitability of Yifeng Pharmacy
SS4041	<i>Chi-Cheng Luan</i> Guilt from Inaction: Discussion on the Moderated Mediation Effect of Cause-Related Product Hedonism, Country-of-origin Image, and Anticipatory Guilt on Purchase Intention
SS4044	<i>Jie Wei</i> The Rule of Law in Emerging Urban Communities
SS4050	<i>Bingyu Hu</i> Influences of Virtual Spokespersons' Characteristics on Brand Personality
SS4056	<i>Hongling Guo</i> The SNS-mediated communication modes and Teacher-student Relationships in Internet Era: Undergraduates' Perceptions From Four Chinese Universities

SS4083	<i>Wenshuang Bao</i> Review of Rural Finance Research From the Perspective of Supply-side Reform
SS4100	<i>Hong Shi</i> Teaching Strategies of Innovation and Entrepreneurship for Animation Major in Colleges and Universities
SS4101	<i>Haiyu Zhang</i> Analysis on the Leadership Cultivation of Cadets in the New Era
SS4102	<i>Yaqing Zhang</i> Research on the Impact of Corporate Philanthropy on Employer Brand
SS4115	<i>Songhao Yu</i> Does decentralization reform promote local economic growth? A meta-analysis
SS4028	<i>Bailue He</i> The Historical Background, Cultural Foundation and Educational Characteristics of Singapore's Patriotism