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# Part I ISMSS2019 Conference Schedule

## Oral Session (Part 1)

Saturday, April 13, 2019

Time	Activity	Location
7:30-8:00	Registration	
8:00-8:30	Opening Ceremony	
8:30-09:10	<b>Invited Speech:</b> An Epistemological Argument against Moral Universalism <b>Speaker:</b> Matt Lutz, Doctor of Philosophy, University of Southern California, USA; Associate Professor of Wuhan University, China.	<b>Academic Hall of School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)</b>
9:10-9:50	<b>Invited Speech:</b> Research and Application on Improving Precision Base on CNC Machine and Automated Estimation of Welding Spots by Using Vision System <b>Speaker:</b> Essa Alghannam, Research Associate Teacher at Tishreen university, Syria; Ph.D. student at Wuhan University of Technology.	
9:50-10:20	<b>Photo and coffee break</b>	
10:20-11:00	<b>Invited Speech:</b> Researches on Interaction Mode of Bonded Area and Port in Wuhan Based on Logistics and Port Developments <b>Speaker:</b> Gang Liu, Professor of School of Business, and the director of library of Hubei University, China.	
11:00-11:40	<b>Invited Speech:</b> MOOC and Its Role in Lifelong learning and the Growth of Creative Talents <b>Speaker:</b> Qingying Zhang, Professor of Wuhan University of Technology, China; Guest Professor in Royal Institute of Technology, Sweden.	
12:00-14:00	<b>Launch Buffet</b>	
14:00-14:30	<b>Invited Speech:</b> Application on Automated Warehouse Simulation System in Location Optimization <b>Speaker:</b> Yong Wang, Associate Professor of Wuhan Technology and Business University	

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- 14:30-15:00 **Invited Speech:** Research on Logistics Outsourcing Decision-making Model Based on Cost and Competence  
**Speaker:** Meng Wang, Associate Professor of Wuhan Technology and Business University
- 15:00-15:20 **Coffee Break**
- 15:20-15:50 **Invited Speech:** The Literature Review and Future Prospects of Talent Management Research in China  
**Speaker:** Saipeng Xing, Associate Professor of Wuhan Technology and Business University
- 15:50-16:20 **Invited Speech:** Promotion Method of Young Teachers' Professional Ethics in Colleges and Universities  
**Speaker:** Licai Zhang, Counsellor of Wuhan Technical College of Communications
- 16:30-18:00 **Visit the Laboratory of Shipping Simulator**
- 18:30-20:00 **Welcome Banquet (Shengqinfeng Restaurant)**
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## Oral Session (Part 2)

Time	Activity	Location
14:00-14:15	Zhida Wang, Hongmei Gao, Guiyou Zhang, <b>Research on Circulation Mode of Fresh Agricultural Products in Tianjin -1024</b>	
14:15-14:30	Guiyou Zhang, Hongmei Gao, Zhida Wang, <b>Research on Logistics Operation Mode of Fresh Agricultural Products in Yonghui Supermarket -1025</b>	Conference Room of School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)
14:30-14:45	Jingjing Bing, Hongmei Gao, Xiao Zhang, <b>Analysis on Evolution of Price Mechanism of Rice in China and Japan -1028</b>	
14:45-15:00	Shisi Zhou, Jian Gong, Lun Li, Liang Fengbo, <b>Study on the Outdoor Sports Tourism Development in Hubei Province -2007</b>	
15:00-15:20	<b>Coffee Break</b>	
15:20-15:35	Saipeng Xing, Qinxian Chen, Weihui Du, <b>Research on the Evaluation System of "Four in One" Innovation and Entrepreneurship Education in Applied Undergraduate Colleges -979</b>	

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- 15:35-15:50 Yongbo Liu, **Analysis on the Influencing Factors of Graduate Training Quality Based on Grey Relevance Theory -1052**
- 15:50-16:05 Qinxian Chen, Saipeng Xing, **Research on the Reform of Classroom Informatization from the Perspective of Media Integration -995**
- 16:05-16:20 Qian Lin, **Performance Appraisal System for Undergraduate of Applied Majors during the Internships -1041**
- 16:20-16:35 Xingwu Chen, Chunxiu Long, Yichi Zhang, **An Empirical Research on the “Integrated Teaching Mode” of College English from the Perspective of the Memetics -1023**
- 16:35-16:50 Lun Li, Jing Zhao, **On the Ways of Integrating Ideological and Political Education into Physical Teaching in Universities in the New Era -2021**
- 16:50-17:05 Yongzuo Wu, Dongyuan Ge, **Exploration of Key Technologies of Warehousing Robot Facing Intelligent logistics -1038**
- 17:05-17:20 Ziyue Wang, Bin Hao, Mi Tang, **Sports Event Interpretation in the Age of Media Integration -1061**
- 17:20-17:35 Lun Li, Jing Zhao, **On the Ways of Integrating Ideological and Political Education into Physical Teaching in Universities in the New Era -2021**
- 17:35-17:50 Yanmei Gao, **Differences and Strategies of High and Low Context Cultures from the Perspective of Burberry’s Advertisement -969**
- 17:50-18:05 Meng Fu, **Practice and Reflection of “N+2” Assessment Mode——Taking the course of “Cargo Transportation Organization” as an example -1044**
- 18:05-18:20 Yiheng Zhang, Rong Fan, Mingyi Liu, **Study on the Reform of Chinese Olympic Individual Sports Organization System in the New Era -990**
- 18:30-20:00 **Welcome Banquet (Shengqinfeng Restaurant)**
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# Poster Session

Saturday, April 13, 2019

Time	Activity	Location
Full day, Saturday, April 13, 2019	Jie Zhou, Mengke Yang, Xiaoguang Zhou, Kechuang You, Mengyuan Zhang, <b>Distribution Service Mode of the Express Terminal Outlets Power-Supply-981</b>	
	Chengxia Dai, Zhifeng Zhao, <b>Research on Railway Logistics Resources Optimization Theory -1001</b>	Academic Hall of School of Logistics
	Dingzheng Huang, Yanan Liu, <b>The Formation Mechanism of Emergency Logistics Standard System -1009</b>	Engineering, Wuhan University of Technology
	Lu Cao, Gongzhuo Xu, <b>Research on Optimization of Waste Material Recycling Logistics of Hubei Province Based on "Internet +" - 1010</b>	(Yujiatou Campus)
	Zhifeng Zhao, <b>Research on Optimization and Integration of Railway Logistics Resources in China - 1011</b>	
	Yan Li, <b>An Analysis of Green Environment-Friendly Logistics Management Concept - 1013</b>	
	Xin Li, Yong Wang, <b>Evaluation of the Operation System of the Sales Logistics Distribution Center in Steel Enterprises Based on AHP - 1018</b>	
	Lian-bo Pan, Yu-zhen Li, <b>On the Humanity Hypothesis and Management Research of the New Generation Staff—Autonomous Man - 1019</b>	
	Xiaofen Zhou, Rongyan Zhu, Yong Wang, Gongzhuo Xu, <b>Analysis of Factors Influencing Consumer Behavior of Mobile Commerce based on Factor Analysis - 1026</b>	
	Yan Liu, Zhi Jun Dang, Jun Yao, <b>Data Driven "Internet +" Open Supply Chain System for Fresh Agricultural Products - 1031</b>	
Jie Ma, <b>Path Choosing of Logistics Service Upgrading Driven by Big Data - 1033</b>		

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Yongzuo Wu, Dongyuan Ge, **Key Technologies of Warehousing Robot for Intelligent logistics - 1038**

Qian Lin, Yong Wang, Xiaofen Chou, **Research of "Ecological Landscape" Design in Modern Logistics Park Planning - 1040**

Rongyan Zhu, Xiaofen Zhou, **Cool Chain Logistics Distribution Routing Optimization for Urban Fresh Agricultural Products Considering Rejection of Goods - 1042**

Lu Cao, Gongzhuo Xu, **Research on Specific Ways of Recycling Waste and Used Materials under "Internet +"- 1043**

Chunyan Zhen, Xiaofen Zhou, **Design of Cold Chain Logistics Network Layout in Northwest China - 1047**

Xiaocui Wang, **Analysis of Electronic Commerce Model of Organic Agricultural Products - 1050**

Xiaofen Zhou, Yi Zhang, Xin Li, **Research on the Influencing Factors of Intentional Innovative Usage of Information System - 1027**

Lulu Wang, Qian Lin, Rongyan Zhu, **Performance Appraisal System for Undergraduate of Applied Majors during the Internships - 1041**

Xiaotong Chao, Xinyu Tao, Lingling Zeng, **Application of Markowitz's Portfolio Theory in Obtaining the Best Portfolio in the Stock Market - 985**

Fenfang Liu, **Financial Risk Control and Avoidance Measures in Enterprises Mergers and Acquisitions - 994**

Lifang Su, **On the dilemma and solution of Internet financial supervision - 1014**

William Obeng-Amponsah, Zehou Sun, Hazimi Bimaruci Hazrati Havidz, Elias Augustine Dey, **Determinants of Domestic Credit to the Private Sector in Ghana: Application of Vector Auto-Regressive Method - 1034**

Fenfang Liu, Han Wang, **Analysis of Earning Modes of Sharing**

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**Economy Enterprises - 968**

Lingyan Xiang, Xiaojun Zhang, Na Liu, **International Experience of Supply-side Reform and Its Enlightenment to China – 978**

Xifang Wang, Ruijuan Dai, **Analysis of the Influence of Exhibition Industry on Ecological Environment and Countermeasures - 1003**

Xifang Wang, Ruijuan Dai, **Green Exhibition Practice Approach Based on Circular Economy Theory - 1004**

Ruijuan Dai, Xifang Wang, **Research on the Present Situation and Countermeasures of Green Exhibition Development – 1005**

Ruijuan Dai, Xifang Wang, **Review on the Function and Operation of Exhibition Industry –1006**

Xiaoling Hu, **Research on the Path of Precision Poverty Alleviation of Rural Tourism –1007**

Xia Xiao, Hui Ao, **Government-led rural Infrastructure PPP Project Risk Allocation –1030**

Fan Yang, **Research on Value Assessment of Wechat Public Number Transaction –2022**

Lu Liu, **A Report on the Status of Counselors' Career Survival in Private Universities –959**

Pei Zhang, **Building Harmonious Interpersonal Relationship of Dormitory in Private University based on PAC Personality Structure Theory –966**

Ming Sun, Hailun Jiang, **Design and Implementation of an Internship Program for First-class Undergraduate Majors in Port and Shipping Management –975**

Xinyi Wang, **Research on the Professional Ethics of Counselors in Higher Vocational Colleges –988**

Xinyi Wang, **On the Role and Impact of Higher Education Regulations in the Work of Counselors in Higher Vocational Colleges –989**

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Hui Zhou, **Research on the Construction of Modular Curriculum System for Logistics Management Specialty of Applied Undergraduate –1002**

Dandan Zhang, **Coordination between University Discipline Structure and Industrial Structure –1008**

Yi Huang, **Innovation and Reform of Calculus Teaching –1015**

Siyang Zhang, Jingjing Shi, **The Cultivated Ability of Innovative Practice for the College Students –1016**

Huili Hou, **Foreign Language Education Practice in Hubei in Late Qing Dynasty and Its Implications –1032**

Lili Li, Wenjuan Hu, Xuemei Tang, Zhenyu Wang, Zuwang Cu, **Research on the Reform of Ideological and Political Education from the Perspective of "Core Literacy" and "Key Abilities" –1035**

Fan Chen, **Analysis of the Acquisition and Teaching Strategy of Chinese Culture by Foreign Students –1039**

Meng Fu, **Practice and Reflection of "N+2" Assessment Mode –1044**

Xiang Ren, Hui Li, **Research on Joint Enrollment and Training of College-enterprise Cooperation of Express Operation Management Specialty –1051**

Yongbo Liu, **Analysis on the Influencing Factors of Graduate Training Quality Based on Grey Relevance Theory –1052**

Juan Li, Wenchao Wei, **Evaluation Model for Applied College Teachers' Social Responsibility Based on Fuzzy Synthetic Evaluation Method –2004**

Chaoqin Li, **Pioneer and Model Role of Student Party Members of Art Majors in Higher Vocational Colleges –2006**

Jiaqing Huang, Lingyan Xiang, **Design and Practice of Intelligence Teaching in Colleges and Universities under the Background of Informatization –2010**

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Ming Zeng, **Reform of Flipping Classroom Teaching Model of "Computerized Accounting" from the Perspective of Mobile Internet –2011**

Dongbiao Xu, Xiaohong Niu, **Innovation System of "Base Group" in Outdoor Sports Practice Teaching in Universities –2015**

Yanmei Gao, **Differences and Strategies of High and Low Context Cultures from the Perspective of Burberry's Advertisement –969**

Rong Fan, Yi-heng Zhang, **Implications of Resilience for Sports Psychology –1036**

Xia Li, Nannan Wu, **Investigation and Study on Job Burnout of Psychological Counselor –2009**

Wenfeng Wu, **Tower-type Advanced Energetic Rehabilitation Model for Adult Mental Disorder Persons –2013**

Donglin Wang, **Three Problems of Sports Communication in China in the New Media Era –982**

Ziye Wang, Shu Feng, Xinpeng Zhao, **MECE Method and Its Application in Sports Event Interpretation –1060**

Ziye Wang, Bin Hao, Mi Tang, **Sports Event Interpretation in the Age of Media Integration –1061**

Jun Fang, Ziye Wang, Bin Hao, **Analysis of "Anesthesia" Mechanism in Mobile Short Video Applications –2020**

Yueqi Lv, Qin Qin, **Satisfaction Effectiveness Analysis of Rural Mutual Aid for Elderly in China –961**

Wanqing Lv, Yijie Wang, Yi Zhang, **Research on Delocalization of Ethnic Villages Based on Evolutionary Game Analysis –964**

Qin Qin, Shuyi Tan, **Research on Mutual-supporting Pension in Rural China with the AGIL Model –980**

Zhao-xue Zhang, You Gao, **Empirical Study on Education for Poverty Alleviation and Mandarin Popularization –1012**

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**Sunday, April 14, 2019**

<b>Time</b>	<b>Activity</b>	<b>Location</b>
10:00-16:00	One-day Tour in Wuhan	Wuhan

## Part II Invited Speeches

**Invited Speech:** An Epistemological Argument against Moral Universalism

**Speaker:** Associate Professor, Matt Lutz

**Time:** 08:30-09:10, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** Human desire to see, hear and feel something what is distant and far away and to transfer the life around us to far distance is a main inspiration for Telecommunications. For more than 100 years, low quality voice transmission (phone) extended with very low speed text transmission (fax) was the only possibility for distant information transfer. Multimedia communication is a new but already common period in Telecommunications. In spite the fact, that technology industry offers high speed communications channels, an amount of transferred data is so huge, that transfer optimization, adaptive multimedia content delivery, recommendation engine, user experience are very important keywords to fulfill user requirements for information retrieval. Telereality or visualization of distant reality seems to be a new milestone in telecommunications.

### Biography

**Matt Lutz,**

An Associate Professor of Philosophy at Wuhan University, where he has worked for the last four years since earning his PhD from the University of Southern California in 2015. He works on ethics, epistemology, and the nature of philosophical explanations. His papers have been published in leading journals, including *Philosophical Studies*, *Erkenntnis*, *Synthese*, and *Oxford Studies in Metaethics*.

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**Invited Speech:** Research and Application on Improving Precision Base on CNC Machine and Automated Estimation of Welding Spots by Using Vision System

**Speaker:** Ph.D., Essa Alghannam

**Time:** 09:10-9:50, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** In this paper, a vision eye-in-hand system based on 6DOF robotic arm and a CCD camera has been used to inspect the quality welding spots on the car underbody. The suggested vision system is robotized, and CCD camera attached to the robot's end-effector will be used to take pictures of various welding spots locations on the car underbody. These pictures are sent into a supervisor computer where methods are developed to extract features such as the welding spot shape, welding center location, welding dimensions, welding area, and welding surface such as (the formation of shrinkage voids in the fused zone, interfacial failure and pull out failure). The system analyzes these data and compares them with stored ideal data in order to make sure that the car is built within specifications. The methods are written in Matlab and they are based on image segmentation, mathematical morphology (dilation and erosion), flood fill operation and least-squares fitting curve and some other techniques which are explained in details below. The process to extract the features from each welding spot image is very fast (about 20ms), so this system is a real time system. A graphical user interface (GUI) has been designed on Matlab as well to visualize the results to the users. The results of the study concluded that the system provides a fully automatic quality inspection of resistance spot welds using image-processing techniques. This system which belongs to the non-contact non-destructive evaluation technique, can be applied in automobile factories to make the manufacturing process more flexible by adding an automated inspection stage of the welding spots quality based on our suggested vision system. Adding this stage will generally save money and time, which in turn wider range of vehicle bodies can be processed.

## Biography

**Dr. Essa Alghannam,**

Was born in December 1987 in Syria. He received his Bachelor degree in Mechatronics Engineering from Tishreen University, Syria, in 2010. From 2010 to 2012 he has been a Research Associate teacher at the school of Mechatronics Engineering, Tishreen university, Latakia, Syria. He received his Master's degree in Mechatronics Engineering from Wuhan University of Technology, China in 2015. He is currently a Ph.D. student at the School of Mechanical and

Electronic Engineering, Wuhan University of Technology, Wuhan, China. His research interests include robotics, motion planning, robot vision, and human interface. He has published 2 scientific papers.

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**Invited Speech:** Researches on Interaction Mode of Bonded Area and Port in Wuhan Based on Logistics and Port Developments

**Speaker:** Prof. Gang Liu

**Time:** 10:20-11:00, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** The interaction of bonded area and port is an arrangement of local economy of close relationship, which can take use of the policy advantages fully of bonded area and the region advantages of the port, and form a pattern of “the bonded area is behind the port”. It is the requirements to realize the communal economy developments of the bonded area and the port, and it is an organizational process of the two sub-systems collaborates entirely. Protective tariff reflects the operation process of logistics, and bonded area is a special economy area while the port is the important staging area of logistics, they have tight relationships from the development practice of bonded logistics. Along with the operation of Wuhan bonded logistics center and the implement of Wuhan new port strategy, the Yangluo Port and the Wuhan Dongxihu bonded logistics center try out the strategy of the interaction. So the analysis of interaction mode based on bonded logistics has positive practical sense.

This paper first analyzes the connotation of the interaction of bonded area and port and related policies, and then introduces the present situation of the bonded areas and ports which has implemented the interaction of bonded area and port simply. Meanwhile, follows the concept of “Time window”, it analyzes the necessity of the implement of the interaction of bonded area and port to the development of the port and core competence in Wuhan, and the interacted effects to Wuhan economy, then it indicates the relationships of the development between the port and the city to a certain extent. Finally, it analyzes the operation mode of the interaction of bonded area and port in Wuhan.

## **Biography**

**Dr. Prof. Liu Gang,**

Professor of School of Business and the director of library of Hubei University. Member of the Teaching Instruction Committee of Ministry of Education of China on Mayor of Library Science in Universities. Began the career as a teacher 37 years ago, and got lots of achievement and honorary title. Published 7 books and more than 70 papers.

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**Invited Speech:** MOOC and Its Role in Lifelong learning and the Growth of Creative Talents

**Speaker:** Prof. Qingying Zhang

**Time:** 10:20-11:00, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** Lifelong education is a new idea of education and the demand of the new time, which is supported by various useful means, including MOOC. Aiming at the career demands and growth requirement of creative talents, from a system viewpoint, the paper inquires into the tendency of web-based learning, and discusses MOOC from the angles of origination, construction, performance, organization, application, and serviceability. By completing value analysis of MOOC, the function, cost, value and their corresponding relations are probed, and some useful conclusions are drawn that not the only way of improving efficiency while reducing total cost is impactful, but lots of methods based on a tradeoff are similarly effective, which are available to promote the progress the growth of creative talents.

## **Biography**

**Dr. Prof. Zhang Qingying,**

Professor of College of Logistics Engineering, Wuhan University of Technology. Worked in Sweden as a Guest Professor in department of production engineering, Royal Institute of Technology (KTH), and is the honorary professor of KTH. Began the career as a teacher 36 years ago, and got lots of achievements and honorary titles. Published 14 books and more than 130 papers.

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**Invited Speech:** Application on Automated Warehouse Simulation System in Location Optimization

**Speaker:** Associate Professor, Yong Wang

**Time:** 14:00-14:30, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** Enterprise warehousing management level is the core link of logistics companies. The level of warehousing management plays a crucial role in improving the efficiency of the entire logistics. The efficiency of the warehouse is mainly determined by the allocation strategy of the warehouse location. The use of a good location optimization strategy can greatly improve the efficiency of the warehousing and reduce the cost of the warehousing system. In order to improve the overall operating efficiency of the automated warehouse, company requires optimization of the location, coupling the chain of goods and the chain of storage, reducing storage and handling time. It can reduce overall logistics costs and increase economic returns. Based on the previous researches on the problem of automated warehouse, the paper further studies the optimization of warehouse storage and proposes corresponding solutions.

## **Biography**

**Dr. Associated Prof. Wang Yong,**

Associated Professor of School of Logistics, Executive Vice-Dean of SoL WBTU, Associate Professor, Master's Supervisor, Visiting Scholars Sponsored by CSC, Senior Logistics Division, Economist, Vice Director of Hubei Business Service Development Research Center, Director and Special Researcher of China Logistics Society, Director of China Agricultural System Engineering Professional Committee. He published 3 books and more than 40 papers.

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**Invited Speech:** Research on Logistics Outsourcing Decision-making Model Based on Cost and Competence

**Speaker:** Associate Professor, Meng Wang

**Time:** 14:30-15:00, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** How to scientifically choose logistics modes and outsourcing strategies is an important decision-making problem in the current enterprise operation. Based on Transaction Cost Theory and Core Competence Theory, this paper studies and constructs logistics outsourcing decision-making model. The model mainly includes four decision steps: strategic evaluation, specificity evaluation, logistics capability evaluation and cost-effectiveness evaluation. And in the decision process, all kinds of factors should be taken into account, including core competence, business specificity, capability similarity, complementarity, stability, asset specificity, uncertainty, and transaction frequency, etc. Using this model, enterprises can flexibly and correctly choose logistics operation strategies, including self-operation logistics, transaction logistics, contract logistics and strategic alliance.

## **Biography**

**Dr. Associated Prof. Wang Meng,**

Associated Professor of School of Logistics WBTU, Doctor of Military Science. He has worked in military academies for 16 years, and his researches focus on Civilian-Military Integration Logistics and Intelligent Logistics. He undertook more than 10 research projects, published 5 books and more than 30 papers, and was awarded 2 Prizes for Military Scientific and Technological Progress.

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**Invited Speech:** The Literature Review and Future Prospects of Talent Management Research in China

**Speaker:** Associate Professor, Saipeng Xing

**Time:** 15:20-15:50, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** Due to the tremendous changes in economic globalization, labor force structure, knowledge economy and information technology, the human resources market and management mode have been challenged severely. Talent management has become a new field of high concern in business and academic circles. Through a systematic literature review on talent management in recent years, this paper clarifies the current research situation of talent management in China, focusing on five areas: macro-policy and concept, talent category, talent evaluation, enterprise nature and definition of talent management. Furthermore, the paper analyzes the shortcomings of existing research: (1) lack of empirical research; (2) vague definition of theoretical boundary of talent management; (3) lack of a leading theoretical framework. Finally, this paper summarizes the conclusions of the study and points out the direction of further research in the future.

## **Biography**

**Dr. Associated Prof. Xing Saipeng,**

Doctor of Zhongnan University of Economics and Law, Associate Professor of School of Management, Wuhan Technology and Business University, Visiting Scholar of Wuhan University. Presided over more than 10 provincial-level, and university-level projects.

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**Invited Speech:** Promotion Method of Young Teachers' Professional Ethics in Colleges and Universities

**Speaker:** Counsellor, Licai Zhang

**Time:** 15:50-16:20, April 13, 2019

**Location:** School of Logistics Engineering, Wuhan University of Technology (Yujiatou Campus)



**Abstract.** Young teachers in higher education are the new force in the development of education, which determines the quality and future of education. This paper focuses on the professional ethics cultivation of young teachers in colleges and universities, expounds the role of universities and the mission of teachers, analyses the problems existing in the professional development and moral cultivation of young teachers, and explores the basic ways to improve the professional quality of young teachers from three aspects: rational deployment, full-time learning and creating an atmosphere. With the method of combining theory with practice, and facing the practice of teacher ethics assessment in our school, this paper studies the ideas and practices of determining assessment indicators, cultivating long-term effectiveness and establishing evaluation mechanism, aiming at putting forward beneficial suggestions for the growth and progress of young teachers.

## **Biography**

### **Mr. Zhang Licai**

He worked as a counselor for two years at Wuhan Technical College of Communications and three years as a student class teacher at the time of postgraduate study. Participated in a provincial project and two school-level projects. Attended an international academic conference and several domestic academic conferences. Published 6 papers.

## **Part III Instructions for Presentations**

### **Oral Presentation**

#### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen

Laser Sticks

#### **Materials Provided by the Presenters:**

PowerPoint or PDF files

Durations of each Presentation (Tentatively):

Regular Oral Session: about 10-20 Minutes of Presentation, 5  
Minutes of Q&A

Invited Speech: 30-40 Minutes of Presentation, 10 Minutes of  
Q&A

## **Part V Hotel Information**

### ***Conference Hotel - The International Hotel Newenke***

*506 Friendship Avenue, Xudong, Wuchang District, Wuhan*



The International Hotel Newenke

Address: 506 Friendship Avenue, Xudong, Wuchang District, Wuhan

Hotel Tel: 027-88739888

## **Part VI Contact Us**

### **Contact Information**

**Ms. M.Y. Zhang**

The Secretary of ISMSS2019

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