

# CONTENTS

Exploration of Innovation in Enterprise Performance Management in the Era of Big Data / Liu Yan .....	1
Research on the Promotion of Corporate Social Responsibility / Huang Ying .....	5
Research on the Inheritance and Innovation of Traditional Culture in the Context of National Tide— Taking LI-NING as an Example / Liu Yanling .....	8
Guangzhou Home Furnishing Industry Customer Satisfaction Survey—Take IKEA Guangzhou Tianhe Store for example as needed / Liu Yang .....	11
Research on Risk Management of Science and Technology R&D-based Enterprises from the Perspective of ISO31000 / Xiao Zhenhua .....	14
Discussion on improving customer satisfaction strategy based on new media / Liu Hua .....	17
Analysis of the Impact of Employee Stock Ownership Plans on the Performance of Chinese Listed Companies: A Case Study of Internet Companies / Liu Yongjiang .....	20
Analysis of the Impact of Financial Technology Innovation on the Profitability of Commercial Banks / Ni Jiangwei .....	26
Research on the asset allocation effect of leveraging in households / Li Hongwei .....	30
Research on the protection of employment rights for young elderly people in the context of active aging / Wang fan .....	35
Trend changes in the consumption structure of Chinese residents and market analysis of their marketing / Fan Sihui .....	41
The impact of digital transformation on the international breadth of enterprises: the mediating role of dynamic capabilities / Liu Wei .....	46
Research on the impact of new asset management regulations on the regulation of shadow banking in China / Zhao Hong .....	52
Research on the impact of artificial intelligence on the level of regional green financial development / He Yi .....	57
Research on financing channels for small and medium-sized enterprises based on the background of Internet finance / Zhen Bonan .....	62
Research on the pricing of insurance for connected cars: prospects for the application of 5G technology in the Internet of Vehicles / Lu Feikun .....	66
Thinking on the information construction of enterprise business administration in the supply chain era / Sun Shanguang, Zhao Shen .....	70
Enterprise Operation Management and Decision Optimization in the Era of Big Data / Zhao Shen ,Sun Shanguang .....	73
Research on the current situation and trend of China-Europe freight train operation / Xu Xu .....	76