

附件 1

温州肯恩大学 2018 年 SpF/SpS 资助类项目								
序号	项目编号	项目名称	项目指导老师	共同指导老师	主要学生成员	项目执行时间	所属学院 (部门)	计划资助 经费 (元)
1	WKU201718004	Development of cloud medical platform and intelligent medical diagnostic system for college and community clinics in China	Changjiang Zhang	Yu Meng	Lu Lu Sunhao Hu	2018 年 3 月 -2019 年 3 月	理工学院	18,000
2	WKU201718008	Pattern Recognition Application of Traffic Lights for color blindness	Changjiang Zhang		Zhouhui Li Xinyu Yao	2018 年 3 月 -2019 年 3 月	理工学院	20,800
3	WKU201718009	Antibiotic resistant probiotics in dietary and health supplements	Aloysius Wong		Min Zheng Ruijia Zhang Yuxuan Wang	2018 年 3 月 -2019 年 3 月	理工学院	29,100
4	WKU201718012	Plants as a bioreactor: production of human interferon-gamma in transgenic ryegrass (<i>Lolium perenne</i> L.)	Man Zhou		Min Wang Haidan Liu Jing Zhang Yiheng Sun Haoran Deng Yutong Du	2018 年 3 月 -2019 年 3 月	理工学院	29,980

5	WKU201718015	“Forget Me Not”: An Augmented Reality-Based Mobile Memory Aid for Individuals Living with Dementia and Mild Cognitive Impairment (MCI) based on Face-Name-Event Association Learning	Pinata Winoto		Mingyue Tang Guanxing Chen	2018年3月 -2019年3月	理工学院	21,400
6	WKU201718016	The design and implementation of an interactive play-table for children with autism: a computational behavioral analysis approach	Pinata Winoto		Xiaoyang Qiu Hang Xie Aonan Guan	2018年3月 -2019年3月	理工学院	27,000
7	WKU201718017	Emotion AI: The Potential of Eye - and Face - Tracking in Near Real - Time Assistive Emotion Recognition for Children with Autism Spectrum Disorder (ASD) in a Naturalistic Interactive LEGO® Play Environment	Tiffany Tang		Guanxing Chen Aonan Guan	2018年3月 -2019年3月	理工学院	30,000
8	WKU201718006	Predicting the Probability of Labeling as “Special Treatment” for Listed Firms in China Stock Exchange	Mohammad M. Mousavi		Hanyue Zhang Jilei Lin Jiawei Xiang Kejia Zheng Jie Zhang Jinze Yu	2018年3月 -2019年3月	商学院	29797
9	WKU201718019	Negotiated Boundaries of Institutional Space: The Limits of Limitlessness	Scott Droege		Jingying Mao	2018年3月 -2019年3月	商学院	12,000

10	WKU201718020	Agglomeration effect in auto accessories industry in Wenzhou	Chang Fa-Hsiang		Yang Xuan Danna Zhao Lujie Sun Jiayu Yin Zeyu Huang	2018年3月 -2019年3月	商学院	30,000
11	WKU201718021	Can opinion leaders (in social media) make strong influence on public response to brand crises?	Rongjuan Chen		Jilei Lin Yipei Huang	2018年3月 -2019年3月	商学院	16,080
12	WKU201718023	Drivers of Brand Extension Success: What Matters for Luxury Clothing Brands	Han Chiang Ho		Jing Wen Xinyi Zhang Yongfei Li	2018年3月 -2019年3月	商学院	22,500
13	WKU201718026	Analysis of Opportunities during Turbulent Times: A Study of Luxury Brand Performance before and after Economic Crisis (2004-2011)	Candy Lim Chiu		Ai Ying Yanrou Wang Qi Zhang	2018年3月 -2019年3月	商学院	19,800
14	WKU201718027	Effect of Cross-Channel Integration on Retailers' Performance: Adding Bricks and Mortar to a Firm's Existing Online Channel	Somkiat Mansumittrchai		Jiajun Jiang Yifei Shu Zili Yan	2018年3月 -2019年3月	商学院	19,800
15	WKU201718042	The BlockChain Perspective — A New Approach to Poverty Alleviation in China	Jing Ma		Haotian Wu Xiaobin Han	2018年3月 -2019年3月	商学院	12,800
16	WKU201718043	Exploring the emotional effects of online reviews on product sales – An empirical study of Taobao	Huafan Ma	Rongjuan Chen	Yuanqi Mao Sicheng Shen Yichi Zhang Chaoyong Dai	2018年3月 -2019年3月	商学院	27,800

17	WKU201718045	Exploring Entrepreneurial Passion with Women Entrepreneurs --The Moderating Role of Social Support	Jing Ma		Qixia He Wenxia Yuan	2018年3月 -2019年3月	商学院	10,800
18	WKU201718022	Sustainable development of vernacular historical districts in Wenzhou Area	Vincent Peu Duvallon		Tieru Huang Zirui Wang	2018年3月 -2019年3月	建筑与设计学院	18,560
19	WKU201718010	UI Design for Moodboard Designers' APP called Breeze	Erin Schwartz		Qitong Man Yunxin Xu	2018年3月 -2019年3月	人文与社 科学院	4,366
20	WKU201718053	Chinoiserie Stories as Popular Literature and Everyday Chinese-style Objects in Europe	Shengyu Wang		Chunlu Yang ZiranXu Anqi Dai Wanghan Chen Shengyu Wang	2018年3月 -2019年3月	人文与社 科学院	30,000
21	WKU201718048	A Pathway to Digital Humanities Research at Wenzhou-Kean University	Charles J Greenberg	Le Yang	Yutong Feng Bodong Chen	2018年3月 -2019年3月	图书馆	10,240
22	WKU201718040	Implementation of first-aid training program into general education system at Wenzhou Kean University.	Fangfang Cai	Yu Meng	Jinze Yu	2018年3月 -2019年3月	后勤与资 产管理部	26,800
23	WKU201718050	温州肯恩大学海绵校园建设可行性评估项目：基于校园水流水质变化分析研究	Xuan Zhou	Xuchen Tian Xutong Pan	Lele Yan Ze Yang Zhou Huang	2018年3月 -2019年3月	教学部	21,800

24	WKU201718051	Study on Cosmetic Effect of Akebia Fruit Extract	Huiting An	Xuechen Tian	Yi Sun Yimin Ying Ming Li Jiawen Fang Chengwei Xu	2018年3月 -2019年3月	教学部	30,000
25	WKU201718052	中外合作办学政策研究	Shusi Zhou	Xinghong Shi Xiangxiang Zhu	Lu Lu	2018年3月 -2019年3月	教学部	6,606

附件 2

温州肯恩大学 2018 年 SpF/SpS 培育类项目

序号	项目编号	项目名称	项目指导老师	共同指导老师	主要学生成员	项目执行时间	所属学院 (部门)
1	WKU201718007	The Effect of North-Korea Crises on the Performance of China and Global stock markets	Mohammad M. Mousavi		Yuhong Sun Wenxin Xue Gao Yan Xuanda Ren	2018 年 3 月 -2019 年 3 月	商学院
2	WKU201718025	Influence of Celebrity and Non-Celebrity Endorsement on Social Media Advertisement in the US and China: A Comparative Study of Attributes and Purchase Intention of Young Adults on Mobile Phones	Han Chiang Ho		Yinan Ye Limei Zhang Yihan Huang	March 2018-March 2019	商学院
3	WKU201718028	Corporate Social Responsibility, firm performance and Gender Diversity: Insights from Chinese Companies	Haroon Khan		Kun Li Jie Liu Zhenyao Shen	2018 年 3 月 -2019 年 3 月	商学院
4	WKU201718035	Environmental Accounting Systems in China: Concepts, Development, Practices, Opportunities, and Challenges	Candy Lim Chiu		Mingrui Li Shengnan Xu Siyu Wei Zhihui Wu Jingxin Zhang	2018 年 3 月 -2019 年 3 月	商学院

5	WKU201718039	Development, Opportunities and Challenges of SME Financing for Young Entrepreneurs in China: A Comparative Study of Beijing and Shanghai	Robert Marjerison	Candy Lim Chiu	Chen Yuexi Yang Xuehui Zhang Danlei	2018年3月 -2019年3月	商学院
6	WKU201718013	Exploring the Heritage and Innovation of the Traditional Cultural Elements in International Context – Local Chinese Time-honored Brand Identity Re-Design	Yaoyao Huang		Chengzi Wang Yichen Yuan	2018年3月 -2019年3月	建筑与设计学院
7	WKU201718024	Deep-Learning Protein Structure Simulation Model to Study the Structure and Function of Brain Targeting Peptide K16ApoE	Changjiang Zhang		Lu Lu	2018年3月 -2019年3月	理工学院
8	WKU201718029	Emotion, Bounded Rationality and Decision-Making in Web 3.0: Recursive Deep Learning for Sentiment Analysis on Chinese Movie Reviews	Tiffany Tang		Guanxing Chen Aonan Guan	2018年3月 -2019年3月	理工学院
9	WKU201718032	Analysis of the Emission of Carbon Dioxide and Gross Domestic Product by Data Visualization	Leng Leng Lim		Shanting Li Wenqi Yuan Shaoyi Guo	2018年3月 -2019年3月	理工学院

10	WKU201718003	An Analysis of the Situation of Learning and Teaching of English Writing in Top High Schools Under the New Policy of Gaokao in Zhejiang Province, P.R. China	Chiang Yung-nan		Yisheng Hu Zhenyang Xu	2018年3月 -2019年3月	人文与社科学院
11	WKU201718005	Analysis of the Spread of the WangHong Digital Revolution in Wenzhou	Garry Gray		Zixuan Wang Zengyi Pan Luyin Qian Chen Wang	2018年3月 -2019年3月	人文与社科学院
12	WKU201718033	An Analysis of the Reasons Why the Attrition of Foreign Faculty at China-Foreign Cooperative Universities is High	Yung-nan Chiang		Yisheng Hu Zhenyang Xu	2018年3月 -2019年3月	人文与社科学院
13	WKU201718047	Calling all Autistic Artists: A Comparative Analysis of Art Education Programs in China	Raquel Stuart		Yijun Shi Chunlu Yang Yanan Lv Yutian Jia	2018年3月 -2019年3月	人文与社科学院
14	WKU201718033	The relationship between family factors and college's student adjustment	Su Yi		Chenghang Wu Songcheng Gan Siyan Ding Jiaqi Tang Yilin Xia Liu Yan	2018年3月 -2019年3月	学生事务中心

15	WKU201718036	Self-determination Factors and the Learning of English in Traditional Chinese University and Chinese-foreign Cooperatively-run University	Long Lin		Jing Huang	2018年3月 -2019年3月	教学部
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Appendix A

A List of Student Partnering with Faculty/ Staff (SpF/SpS) Research Programs Sponsored Projects

No.	Programs serial number	Title	Advisor and Principal Investigator	Co-advisor	Students	Project Schedule	College (Department)	Grants (yuan)
1	WKU201718004	Development of cloud medical platform and intelligent medical diagnostic system for college and community clinics in China	Changjiang Zhang	Yu Meng	Lu Lu Sunhao Hu	March 2018-March 2019	CST	18,000
2	WKU201718008	Pattern Recognition Application of Traffic Lights for color blindness	Changjiang Zhang		Zhouhui Li Xinyu Yao	March 2018-March 2019	CST	20,800
3	WKU201718009	Antibiotic resistant probiotics in dietary and health supplements	Aloysius Wong		Min Zheng Ruijia Zhang Yuxuan Wang	March 2018-March 2019	CST	29,100
4	WKU201718012	Plants as a bioreactor: production of human interferon-gamma in transgenic ryegrass (<i>Lolium perenne</i> L.)	Man Zhou		Min Wang Haidan Liu Jing Zhang Yiheng Sun Haoran Deng Yutong Du	March 2018-March 2019	CST	29,980

5	WKU201718015	“Forget Me Not”: An Augmented Reality-Based Mobile Memory Aid for Individuals Living with Dementia and Mild Cognitive Impairment (MCI) based on Face-Name-Event Association Learning	Pinata Winoto		Mingyue Tang Guanxing Chen	March 2018-March 2019	CST	21,400
6	WKU201718016	The design and implementation of an interactive play-table for children with autism: a computational behavioral analysis approach	Pinata Winoto		Xiaoyang Qiu Hang Xie Aonan Guan	March 2018-March 2019	CST	27,000
7	WKU201718017	Emotion AI: The Potential of Eye - and Face - Tracking in Near Real - Time Assistive Emotion Recognition for Children with Autism Spectrum Disorder (ASD) in a Naturalistic Interactive LEGO® Play Environment	Tiffany Tang		Guanxing Chen Aonan Guan	March 2018-March 2019	CST	30,000

8	WKU201718006	Predicting the Probability of Labeling as “Special Treatment” for Listed Firms in China Stock Exchange	Mohammad M. Mousavi		Hanyue Zhang Jilei Lin Jiawei Xiang Kejia Zheng Jie Zhang Jinze Yu	March 2018-March 2019	CBPM	29,797
9	WKU201718019	Negotiated Boundaries of Institutional Space: The Limits of Limitlessness	Scott Droege		Jingying Mao	March 2018-March 2019	CBPM	12,000
10	WKU201718020	Agglomeration effect in auto accessories industry in Wenzhou	Chang Fa-Hsiang		Yang Xuan Danna Zhao Lujie Sun Jiayu Yin Zeyu Huang	March 2018-March 2019	CBPM	30,000
11	WKU201718021	Can opinion leaders (in social media) make strong influence on public response to brand crises?	Rongjuan Chen		Jilei Lin Yipei Huang	March 2018-March 2019	CBPM	16,080
12	WKU201718023	Drivers of Brand Extension Success: What Matters for Luxury Clothing Brands	Han Chiang Ho		Jing Wen Xinyi Zhang Yongfei Li	March 2018-March 2019	CBPM	22,500
13	WKU201718026	Analysis of Opportunities during Turbulent Times: A Study of Luxury Brand Performance before and after Economic Crisis (2004-2011)	Candy Lim Chiu		Ai Ying Yanrou Wang Qi Zhang	March 2018-March 2019	CBPM	19,800

14	WKU201718027	Effect of Cross-Channel Integration on Retailers' Performance: Adding Bricks and Mortar to a Firm's Existing Online Channel	Somkiat Mansumitchai		Jiajun Jiang Yifei Shu Zili Yan	March 2018-March 2019	CBPM	19,800
15	WKU201718042	The BlockChain Perspective — A New Approach to Poverty Alleviation in China	Jing Ma		Haotian Wu Xiaobin Han	March 2018-March 2019	CBPM	12,800
16	WKU201718043	Exploring the emotional effects of online reviews on product sales – An empirical study of Taobao	Rongjuan Chen		Yuanqi Mao Sicheng Shen Yichi Zhang Chaoyong Dai	March 2018-March 2019	CBPM	27,800
17	WKU201718045	Exploring Entrepreneurial Passion with Women Entrepreneurs --The Moderating Role of Social Support	Jing Ma		Qixia He Wenxia Yuan	March 2018-March 2019	CBPM	10,800
18	WKU201718022	Sustainable development of vernacular historical districts in Wenzhou Area	Vincent Peu Duvallon		Tieru Huang Zirui Wang	March 2018-March 2019	CAD	18,560
19	WKU201718010	UI Design for Moodboard Designers' APP called Breeze	Erin Schwartz		Qiutong Man Yunxin Xu	March 2018-March 2019	CLA	4,366

20	WKU201718053	Chinoiserie Stories as Popular Literature and Everyday Chinese-style Objects in Europe	Shengyu Wang		Chunlu Yang Ziran Xu Anqi Dai Wanghan Chen Shengyu Wang	March 2018-March 2019	CLA	30,000
21	WKU201718048	A Pathway to Digital Humanities Research at Wenzhou-Kean University	Charles J Greenberg	Le Yang	Yutong Feng Bodong Chen	March 2018-March 2019	Library	10,240
22	WKU201718040	Implementation of first-aid training program into general education system at Wenzhou Kean University.	Fangfang Cai	Yu Meng	Jinze Yu	March 2018-March 2019	LD	26,800
23	WKU201718050	The Construction Feasibility Study of Re-engineering Wenzhou-Kean University Campus to Act as a Rainwater Sponge: Based on the Study in Changes of Water Flow and Water Quality on Campus in Certain Time Period	Xuan Zhou	Xuchen Tian Xutong Pan	Lele Yan Ze Yang Zhou Huang	March 2018-March 2019	AA	21,800
24	WKU201718051	Study on Cosmetic Effect of Akebia Fruit Extract	Huiting An	Xuechen Tian	Yi Sun Yimin Ying Ming Li Jiawen Fang	March 2018-March 2019	AA	30,000

					Chengwei Xu			
25	WKU201718052	Study on Chinese-foreign cooperation in running schools Policy	Shusi Zhou	Xinghong Shi Xiangxiang Zhu	Lu Lu	March 2018-March 2019	AA	6,606

Appendix B:

A List of Student Partnering with Faculty/Staff (SpF/SpS) Research Program Developmental Projects

No.	Programs serial number	Title	Advisor and Principal Investigator	Co-advisor	Students	Project Schedule	College (Department)
1	WKU201718007	The Effect of North-Korea Crises on the Performance of China and Global stock markets	Mohammad M. Mousavi		Yuhong Sun Wenxin Xue Gao Yan Xuanda Ren	March 2018-March 2019	CBPM
2	WKU201718025	Influence of Celebrity and Non-Celebrity Endorsement on Social Media Advertisement in the US and China: A Comparative Study of Attributes and Purchase Intention of Young Adults on Mobile Phones	Han Chiang Ho		Yinan Ye Limei Zhang Yihan Huang	March 2018-March 2019	CBPM
3	WKU201718028	Corporate Social Responsibility, firm performance and Gender Diversity: Insights from Chinese Companies	Haroon Khan		Kun Li Jie Liu Zhenyao Shen	March 2018-March 2019	CBPM

4	WKU201718035	Environmental Accounting Systems in China: Concepts, Development, Practices, Opportunities, and Challenges	Candy Lim Chiu		Mingrui Li Shengnan Xu Siyu Wei Zhihui Wu Jingxin Zhang	March 2018-March 2019	CBPM
5	WKU201718039	Development, Opportunities and Challenges of SME Financing for Young Entrepreneurs in China: A Comparative Study of Beijing and Shanghai	Robert Marjerison	Candy Lim Chiu	Chen Yuexi Yang Xuehui Zhang Danlei	March 2018-March 2019	CBPM
6	WKU201718013	Exploring the Heritage and Innovation of the Traditional Cultural Elements in International Context – Local Chinese Time-honored Brand Identity Re-Design	Yaoyao Huang		Chengzi Wang Yichen Yuan	March 2018-March 2019	CAD
7	WKU201718024	Deep-Learning Protein Structure Simulation Model to Study the Structure and Function of Brain Targeting Peptide K16ApoE	Changjiang Zhang		Lu Lu	March 2018-March 2019	CST
8	WKU201718029	Emotion, Bounded Rationality and Decision-Making in Web 3.0: Recursive Deep Learning for Sentiment Analysis on Chinese Movie Reviews	Tiffany Tang		Guanxing Chen Aonan Guan	March 2018-March 2019	CST

9	WKU201718032	Analysis of the Emission of Carbon Dioxide and Gross Domestic Product by Data Visualization	Leng Leng Lim		Shanting Li Wenqi Yuan Shaoyi Guo	March 2018-March 2019	CST
10	WKU201718003	An Analysis of the Situation of Learning and Teaching of English Writing in Top High Schools Under the New Policy of Gaokao in Zhejiang Province, P.R. China	Chiang Yung-nan		Yisheng Hu Zhenyang Xu	March 2018-March 2019	CLA
11	WKU201718005	Analysis of the Spread of the WangHong Digital Revolution in Wenzhou	Garry Gray		Zixuan Wang Zengyi Pan Luyin Qian Chen Wang	March 2018-March 2019	CLA
12	WKU201718033	An Analysis of the Reasons Why the Attrition of Foreign Faculty at China-Foreign Cooperative Universities is High	Yung-nan Chiang		Yisheng Hu Zhenyang Xu	March 2018-March 2019	CLA
13	WKU201718047	Calling all Autistic Artists: A Comparative Analysis of Art Education Programs in China	Raquel Stuart		Yijun Shi Chunlu Yang Yanan Lv Yutian Jia	March 2018-March 2019	CLA

14	WKU201718033	The relationship between family factors and college's student adjustment	Su Yi		Chenghang Wu Songcheng Gan Siyan Ding Jiaqi Tang Yilin Xia Liu Yan	March 2018-March 2019	SAO
15	WKU201718036	Self-determination Factors and the Learning of English in Traditional Chinese University and Chinese-foreign Cooperatively-run University	Long Lin		Jing Huang	March 2018-March 2019	AA